

CITY OF RACINE  
PARKS, RECREATION AND CULTURAL SERVICES  
**JUNETEENTH CELEBRATION**  
SPONSORSHIP OPPORTUNITIES

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*Celebrating*  
**50**  
*years*







JUNETEENTH

## Be an integral part of our Celebration

**Juneteenth** is a federal holiday commemorating the end of slavery in the United States. Juneteenth (short for “June Nineteenth”) marks the day when federal troops arrived in Galveston, Texas in 1865 to take control of the state and ensure all enslaved people be freed.

**In Racine**, we celebrate Juneteenth over the course of a week full of events that showcase our rich culture, uplift one another, and bring the community together.

**Thank you** for considering this invitation to partner with us and make a meaningful impact in our community. This packet will explain the sponsorship opportunities in more detail. Once you have decided on one which best complements your organization’s interests, please contact us at 262-636-9459 or [racinejuneteenth@cityofracine.org](mailto:racinejuneteenth@cityofracine.org). We look forward to partnering with you!

# LIST OF EVENTS

01

## Mr. & Miss Juneteenth

Mr. & Miss Juneteenth is an opportunity and event which provides a platform cultivating African American culture through cultural awareness and mentorship while providing gateways of opportunities for females and males of color, ages 16-18 years old.



02

## Flag Raising Ceremony

The Juneteenth Flag Raising Ceremony takes place on the Sunday prior to the annual festival event. The raising of the Juneteenth Flag commemorates how far Black Americans have come and prompts reflection on the work that still needs to be done. This monumental moment includes African drummers & dancers and speeches on Racine's Juneteenth history.



03

## A Day in STEM

A day full of adventure with mind-blowing technology! Featuring the Dr. John Bryant Community Center's Innovation Station, Gateway Technical College, and additional exhibits. Explore with 3D printing, play with robots, discover what it is to code and much more!





# LIST OF EVENTS

04



## All Racine Day

An exciting day for children and adults. City of Racine and Racine County Day has joined forces in order to provide our community with a resource fair of both the City's and County's organizations, departments, partners, and businesses. It includes activities, food, games, raffles, and small group opportunities! Learn about the great things that ALL of Racine has to offer!

05

## HBCU & Divine 9 Night

Want to learn more about the Historically Black Colleges & Universities? What are your thoughts on what it means to be a part of the Divine 9 organizations? How should I pay or save for college? Receive your answers to these questions and so much more during this fun-filled night.



06



## Sneaker Ball

Sneaker Ball is our biggest event of the year, and we are setting the bar high. Put on your best suit or dress and sneakers and join us for an exciting evening of fun, friends, and fundraising to support Juneteenth programs and initiative.

This gala is an upscale, black-tie event laced with the vibes of the sneaker culture, mixed with the vibrancy and heart of the Racine community with live entertainment, food, celebratory cocktails, and interactive activations



# LIST OF EVENTS

07

## Juneteenth Outdoor Festival

A fun-filled day for children, adults and families to celebrate a day of remembrance and reflection of the African American culture. The holiday is a time to honor the legacy of slavery and the struggle for freedom, to celebrate culture and heritage, and to recognize the ongoing struggle for racial justice and equality.



*Thank you!!!*

## NEXT STEPS ➤➤➤➤➤➤➤➤

If you are interested in partnering with us and/or sponsor an event to impact our community in a meaningful way, please complete the attached “Sponsorship Commitment Form”.

Forms can be submitted via email at [racinejuneteenth@cityofracine.org](mailto:racinejuneteenth@cityofracine.org) or mail to the Dr. John Bryant Community Center, 601 Caron Butler Dr., Racine, WI 53403. We will contact you once forms are received.

If you have any questions, concerns or would like to discuss other possible sponsorship opportunities, please contact us via phone (262)636-9459 or email [racinejuneteenth@cityofracine.org](mailto:racinejuneteenth@cityofracine.org)

Visit our website and socials to see what we do for the community everyday!



[facebook.com/Racine.Juneteenth](https://facebook.com/Racine.Juneteenth)  
[facebook.com/RPRCS/](https://facebook.com/RPRCS/)



[instagram.com/racineprcs](https://instagram.com/racineprcs)  
[instagram.com/racine\\_juneteenth](https://instagram.com/racine_juneteenth)



[cityofracine.org/ParksRec/](https://cityofracine.org/ParksRec/)



**JUNE 19, 1965**





# SPONSORSHIP LEVELS

Sponsorship opportunities are tiered into six levels: *Premier, Freedom, Liberty, Heritage, Legacy, and Gold*. Each tier offers a different perk package relative to the sponsors' financial commitment. If you would like to discuss other sponsorship opportunities not listed, contact [racinejuneteenth@cityofracine.org](mailto:racinejuneteenth@cityofracine.org).

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## **PLATINUM SPONSORS - \$25,000+**

(Where applicable) Includes: Exclusive naming rights (name/logo on signs/banners), special event signage, signage on main stage at Sneaker Ball event & outdoor festival, complimentary seating for 20 (two tables) at Sneaker Ball event, 20 complimentary Juneteenth t-shirts, full-page feature in souvenir booklet, video submission for website/social media, logo/name on Juneteenth t-shirt, recognition in event news releases and PSAs, exposure through website and social media presence, inclusion in all printed materials, complimentary 10x10 booth at outdoor festival to advertise merchandise, product, information, etc.

## **FREEDOM SPONSORS - \$10,000**

(Where applicable) Includes: Recognition on the main Juneteenth Celebration banner, special event signage, complimentary seating for 10 (one table) at Sneaker Ball event, 10 complimentary Juneteenth t-shirts, one 2'x6' or 2'x8' promotional banner displayed at Sneaker Ball event, full-page ad in souvenir booklet, logo/name recognition on Juneteenth t-shirt, logo/name recognition on City of Racine PRCS website, media and publication recognition during week-long Juneteenth celebration, exposure through website and social media presence, complimentary 10x10 booth at outdoor festival to advertise merchandise, product, information, etc.

## **LIBERTY SPONSORS - \$5,000**

(Where applicable) Includes: 6 complimentary tickets to Sneaker Ball, 6 complimentary Juneteenth t-shirts, one 2'x6' promotional banner displayed at Sneaker Ball (*provided by sponsor*), full-page ad in souvenir booklet, exposure through website and social media presence, logo/name on City of Racine PRCS website, on-site recognition and complimentary 10x10 booth during Juneteenth outdoor festival to advertise merchandise, product, information, etc.

## **HERITAGE SPONSORS - \$2,500**

(Where applicable) Includes: 4 complimentary tickets to Sneaker Ball event, 4 complimentary Juneteenth t-shirts, one 2'x6' promotional banner displayed at Sneaker Ball (*provided by sponsor*), full-page ad in souvenir booklet, exposure through website and social media presence, logo/name on City of Racine PRCS website, on-site recognition during Juneteenth Festival, complimentary 10x10 booth at Festival to advertise merchandise, product, information, etc.

## **LEGACY SPONSORS - \$1,000**

(Where applicable) Includes: 2 complimentary tickets to Sneaker Ball, 2 complimentary Juneteenth t-shirts, one 2'x6' promotional banner displayed at Sneaker Ball (*provided by sponsor*), half-page ad in souvenir booklet, logo/name on City of Racine PRCS website, on-site recognition during Juneteenth Festival, complimentary 10x10 booth at Festival to advertise merchandise, product, information, etc.

## **GOLD SPONSORS - \$750**

(Where applicable) Includes: 2 complimentary Juneteenth t-shirts, one 2'x6' promotional banner displayed at Sneaker Ball (*provided by sponsor*), quarter-page ad in souvenir booklet, logo/name on City of Racine PRCS website, on-site recognition during Juneteenth Festival, complimentary 10x10 booth at Festival to advertise merchandise, product, information, etc.



# SPONSORSHIP COMMITMENT FORM

(please print clearly)

Contact Name: \_\_\_\_\_

Business/Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Phone #: \_\_\_\_\_

Email: \_\_\_\_\_

**Sponsorship Opportunities** - Please check the box for your desired sponsorship level:

☐

Platinum Sponsorship \$25,000+

☐

Heritage Sponsorship \$2,500

☐

Freedom Sponsorship \$10,000

☐

Legacy Sponsorship \$1,000

☐

Liberty Sponsorship \$5,000

☐

Gold Sponsorship \$750

Email PDF or jpeg. printer-ready ad to: [racinejuneteenth@cityofracine.org](mailto:racinejuneteenth@cityofracine.org)

If you need assistance with creating an ad, contact [pastorteachercarter@yahoo.com](mailto:pastorteachercarter@yahoo.com)

**ALL SPONSORSHIP COMMITMENT FORMS ARE DUE NO LATER THAN FRIDAY, APRIL 25, FOR PROPER PROCESSING OF YOUR REQUESTED SPONSORSHIP LEVEL**

**PLEASE READ:** Specific sponsorships are sold on a first-come, first-served basis. Liability for the content of sponsorships (text, representation and illustrations) is assumed by sponsoring agencies for any claims arising from there against the City of Racine, City of Racine PRCS and/or City of Racine Juneteenth Committee. Right of refusal of any sponsorship not in keeping with the agency's terms and policies is reserved by the City of Racine, City of Racine PRCS and/or City of Racine Juneteenth Committee. The City of Racine, City of Racine PRCS and/or City of Racine Juneteenth Committee is not liable for delays in delivery, and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the City of Racine affecting production or delivery in any manner.

*By signing below, I hereby acknowledge that I have read, completed, and agreed to the above information.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Payment in full is requested upon submission of commitment form.**



Please make checks payable to:  
**Racine/Kenosha Community Action Agency**  
**Memo : Juneteenth 2025**

☐

Check # \_\_\_\_\_

☐

Receipt # \_\_\_\_\_





# SNEAKER BALL SOUVENIR BOOKLET & TICKET ONLY

(please print clearly)

Contact Name: \_\_\_\_\_

Business/Organization Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Phone #: \_\_\_\_\_

Email: \_\_\_\_\_

## **Souvenir Ad Booklet rates: *DEADLINE IS FRIDAY, APRIL 18, 2025***

☐ Inside cover (7.5"W x 10"H).....\$500  
(if available)

☐ Half page ad (7.5"W x 4.75"H).....\$200

☐ Back cover (7.5"W x 10"H).....\$500  
(if available)

☐ Quarter page ad (3.5"W x 4.75"H).....\$100

☐ Full-page ad (7.5"W x 10"H).....\$300

☐ Business card (3.5"W x 2"H).....\$75

☐ Patron ad (name listed ONLY).....\$25

\_\_\_\_\_ *Please print the name to appear on the patron ad*

## **Sneaker Ball Tickets - Friday, June 6, 2025, Social Hour begins at 5:30 p.m. @ Festival Hall**

☐ \$75/person x \_\_\_\_\_ (# of tickets) = \$ \_\_\_\_\_

☐ \$750/table x \_\_\_\_\_ (# of tables) = \$ \_\_\_\_\_

**Email PDF or jpeg. printer-ready ad to: [racinejuneteenth@cityofracine.org](mailto:racinejuneteenth@cityofracine.org)  
If you need assistance with creating an ad, contact [pastorteachercarter@yahoo.com](mailto:pastorteachercarter@yahoo.com)**

**PLEASE READ:** Specific sponsorships are sold on a first-come, first-served basis. Liability for the content of sponsorships (text, representation and illustrations) is assumed by sponsoring agencies for any claims arising from there against the City of Racine, City of Racine PRCS and/or City of Racine Juneteenth Committee. Right of refusal of any sponsorship not in keeping with the agency's terms and policies is reserved by the City of Racine, City of Racine PRCS and/or City of Racine Juneteenth Committee. The City of Racine, City of Racine PRCS and/or City of Racine Juneteenth Committee is not liable for delays in delivery, and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot explosion, embargo, strikes (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the City of Racine affecting production or delivery in any manner.

*By signing below, I hereby acknowledge that I have read, completed, and agreed to the above information.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

***ALL FORMS ARE DUE NO LATER THAN FRIDAY, APRIL 25, 2025, FOR PROPER PROCESSING OF YOUR REQUESTED AD.***



Payment in full is requested upon submission of Commitment form.

Please make checks payable to:  
**Racine/Kenosha Community Action Agency**  
**Memo : Juneteenth 2025**

☐ Check # \_\_\_\_\_ ☐ Receipt # \_\_\_\_\_





# SPONSORSHIP TERMS & POLICIES

**1.** Sponsorship opportunities are extended to any local, national or international business, non-profit agency and government agency that have or wish to have a presence in the City of Racine. Organizations whose primary business involves the following activities are ineligible for sponsorship opportunities in the City of Racine:

- A. Promotion of the sale or consumption of alcoholic beverages and tobacco products.
- B. Promotion of gambling or illegal drugs.
- C. Promotion of the sale or use of firearms or other weapons.
- D. Depiction or characterizations which suggest nudity, profanity, obscenity or lewdness.
- E. Commentary or advocacy of social, religious or political nature.
- F. Promotion of services or programs that are already offered by the City of Racine.

Advertising opportunities being provided are solely non-public forums and specifically are not to be considered opportunities for discussion or interchange of ideas on public issues. Subject to the City of Racine terms for accepting sponsorship contracts will be accepted on a first-come, first-serve basis.

**2.** The City of Racine, Parks, Recreation & Cultural Services and/or City of Racine Juneteenth Committee reserves the right to make final determination for acceptance on sponsorship contracts.

**3.** The City of Racine and/or City of Racine Juneteenth Committee reserves the right to revise, reflect or omit any ad at any time without notice. Any camera-ready sponsorship submitted that does not conform to the publications mechanical requirement will be enlarged, reduced or floated at the discretion of the department staff. The City of Racine and/or City of Racine Juneteenth Committee shall not be responsible for damages if any advertisement fails to be published for any reason.

**4.** The City of Racine and/or City of Racine Juneteenth Committee reserves the right to determine and/or change the placement of ads without notice.

**5.** Advertisers and advertising agencies are liable for all contents of advertisements (including copy representation and illustrations) and shall indemnify and hold harmless the City of Racine limitation against, for any and all claims made thereof against losses sustained by the City of Racine Parks, Recreation & Cultural Services Department, City Council, City of Racine Juneteenth Committee and employees/volunteers.

**6.** The advertising and its agency, each represent that they are fully authorized and licensed to use:

- A. The names, portraits, and/or pictures of living persons;
- B. Any copyrighted or trademarked materials;
- C. Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in any of the City of Racine publication, and that such advertisement is neither libelous or defamatory, an invasion of privacy, or otherwise unlawful to any third party.
- D. The advertiser and its agency each agree to indemnify and save harmless the City of Racine and/or City of Racine Juneteenth Committee against all losses, liability, agency each agree to indemnify and save harmless the City of Racine against all losses, liability, damage and or expenses arising from the copying, printing or publishing of any such a advertisement.

**7.** No conditions printed or otherwise, appearing on contracts, orders or copy instructions, which conflict with the City of Racine and/or City of Racine Juneteenth Committee policies will be binding on the City of Racine or its agendas.

**8.** The City of Racine and/or City of Racine Juneteenth Committee shall not be responsible for any damages caused by acts of God, fires, strikes, accidents or other occurrences beyond the control of the publisher of the City of Racine.

**9.** Failure to fulfill contract terms will result in additional charges equal to the full contract fee.

**10.** The City of Racine and/or City of Racine Juneteenth Committee will not return any items submitted for Sponsorship.

**11.** Payments are due on or before the first date of notification timeline. Failure to do so may forfeit the agreement for sponsorship.