



Juneteenth is *"Going Green"*

A Cultural Festival

"Celebrating the Soul of San Jose"



June 16 & 17, 2012

SPONSOR PROPOSAL

A presentation of the
African American Community Service Agency

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info@bayareajuneteenth.org | info@sjaacsa.org
www.bayareajuneteenth.org | www.sjaacsa.org



"To create a world of sustainability, we will ensure that Nothing is Wasted"

EXECUTIVE SUMMARY



31st Annual Juneteenth Cultural Festival

The Bay Area's largest Juneteenth Festival

DATES: June 16 & 17, 2012

TIMES: Saturday, June 16th — 12PM to 7PM
Sunday, June 17th - 12PM to 7PM

LOCATION: Juneteenth In the Park, A Cultural Festival is located in the heart of Downtown San Jose in Cesar Chavez Park.

FEATURES: African American visual art and cultural festival with all-day entertainment—2 days.

ATTENDANCE: The two day (2) event will attract an average attendance of 15,000 local and national visitors. Our attendees range from children to college students to professionals. Our main audience is 18-55 age range making an average salary of \$70,000 per year. The most common occupational category is IT/professional. Complete demographic available.

PRESENTED BY: African American Community Service
Agency of the Silicon Valley, a 501(c)3 not-for-profit corporation.

ATTRACTIONS: An eclectic collection of artists presenting fine arts, jewelry, paintings, photography, ceramics and more. Two large stages feature more than 100 local artists and entertainers. The Juneteenth Festival features children's entertainment, arts-and-crafts, and interactive projects for the entire family. Over 25 different menus of multi-cultural cuisine are offered at the Juneteenth Festival food courts along with soda and wine.



Ruben Studdard, 2011 Headliner



2007 Headliner, Jon B., performing at Juneteenth



2007 Headliner, Pete Escovedo, performing at Juneteenth

WHY SPONSOR JUNETEENTH?



1 AN EVENT WITH CULTURE...

Every June, tens of thousands of people crowd the streets of downtown San Jose to participate in the Annual Juneteenth Festival. The streets of downtown San Jose are filled with fascinating sights, sounds and smells as more than 100 artists, performers, exhibitors and food merchants take part in the two-day celebration.



2AN EVENT THAT HAS A PLACE IN HISTORY

Traditionally Juneteenth has been a cultural event that recognized the emancipation of slaves in the United States in 1864. Now, the Juneteenth is a multi-cultural event that allows people from all cultures to come and enjoy unity, personal independence and responsibility. The festival embraces rich tradition and community.



3 SAN JOSE—WHERE TRADITION MEETS TECHNOLOGY!

From tradition to technology, San Jose has it all. San Jose is the 10th largest city in the U.S. and is the capital of the Silicon Valley. The Juneteenth Festival is held in the middle of San Jose's downtown redevelopment program. Within 40 years, San Jose has transformed from farmland to tech land. As one of the safest and most beautiful big-city districts in the Nation, the Juneteenth Festival enriches the life of thousands who visit works to preserve the multi-cultural spirit of San Jose. This Hi-Tech Capital boasts a growing number of downtown attractions such as museums, nightclub hotspots, state-of-the-art movie theater, world class hotels, four-star restaurants, and newly built Dr. Martin Luther King, Jr. Library.

4AND HAVE A SOLID ORGANIZATIONAL MISSION

As the producer, the African American Community Service Agency (AACSA), a non-profit service organization, relies heavily on the individual and corporate contributions to maintain the quality of the event while keeping the entrance fee relatively low to the public. It is the AACSA's mission to provide services that provide services that promote full participation of African Americans of Santa Clara County in the general society. For this reason, AACSA is proud to assist in making the community a better place to live, work and visit by providing effective programs and services to its community members and general public.

5 PRESERVING OUR HOME.....

The Agency was founded in 1978 by local community members. It is housed in an old firehouse (San Jose Firehouse #2) owned by the City of San Jose. The building is approximately 5,000 square feet. The office is staffed by employees with most activities supported by volunteers. Since 1979, it has been centrally located in downtown San Jose at 6th and Julian Streets to best respond to the needs of the African American Community. Its administers many programs geared to youth, seniors and general community.



Sponsorship Highlights



Marketing Highlights

The Park de Caesar Chavez in downtown San Jose, California comes alive with incredible art, culture and resonates with the sound of jazz, the exciting beat and rhythms of Africana music and the soulful croon of blues during the Juneteenth Cultural Festival, one of the Bay Area's premier culture and music festivals. During this event, and for a full month prior, we give you the opportunity to put your image - and your product—directly into the hands of hundreds of thousands of potential customers. We've found that creating an experience around your product really hits home. Depending on your level of sponsorship, your company many benefit from many of the following event-related promotions:

- | | |
|---|--|
| High traffic locations within extensive grounds | Use of event logo in product promotion |
| Sampling or couponing | Retail/trade promotion |
| High visibility signage | Retail outlet cross promotions |
| Hospitality area | |
| Corporate viewing suites | |

Demographics

- You'll reach an active consumer base by targeting the crowds at the Juneteenth Cultural Festival. These loyal patrons make up a significant portion of the \$836 billion spent on consumer goods within the African American household in 2010.
- 56% of attendees are between the ages of 25 and 55
- 55% are Professionals or are in the Technical IT Field
- 41% return for a second day
- In 2010, the 5 top expenditures for All African American households were:
 1. Housing \$203.8 Billion
 2. Food \$65.2 Billion
 3. Cars/Trucks \$29.1 Billion
 4. Clothing \$29.3 Billion
 5. Health Care \$23.6 Billion
- California has the 2nd largest population of African American consumer market with \$89.6 Million in 2010 (coming in 2nd to New York)



**Dave Koz Award Winner,
Ric Alexander, performing at
2007 Juneteenth**

Make an Impression

Depending on upon your level of involvement, your advertising message will be seen during the festival's promotional period. We're targeting families and young people who are actively interested and involved in preserving African American culture and tradition—and that is about everyone. This targeted audience will see your message in a dynamic, unique and attentive environment that will help sell your product or service.

- | | |
|-----------------|--|
| Print Promotion | Brochures |
| TV Spots | Costume Characters (as approved by Festival) |
| Cable TV Spots | Flyers |
| Radio Spots | Program Guide |
| Website | Live Radio Remotes |

Sponsorship Detail



Title Sponsor "A multi year investment" \$15,000 investment

- * "Sponsor Name" JUNETEENTH FESTIVAL IN THE PARK
- * Logo on Stage Banner
- * Naming Rights for Element
- * Radio Spots to feature
- * Master of Ceremonies Announcements
- * Local print advertisement and promotion
- * Local advertising posters/flyers
- * Feature in Official Event Program Guide (Full Page)
- * Website Presence (Logo)
- * Official Press releases and announcements
- * Exclusivity

Web site link and Title Sponsor web page listing on www.bayareajuneteenth.org. Major signage at the Festival Corporate Logo on All Festival promotional items. Acknowledgement in pre and post press coverage Invitations to Festival Special Events, Corporate Banner on Main Stage and Festival Entrance Photo opportunities.

Gold Sponsor \$7,500 investment

- * JUNETEENTH FESTIVAL IN THE PARK Presented by....
- * Logo on Stage Banner
- * Naming Rights for Element (Presenting)
- * Radio Spots to feature
- * Master of Ceremonies Announcements
- * Local print advertisement and promotion
- * Local advertising posters/flyers
- * Feature in Official Event Program Guide (Full Page)
- * Website Presence (Logo)
- * Official Press releases and announcements
- * Exclusivity

Also, web site link and Gold Sponsor web page listing on www.bayareajuneteenth.org. Signage at the Festival (1 Corporate banner). Acknowledgement in pre and post press coverage Invitations to Festival Special Events, Corporate Banner on Main Stage and Festival Entrance Photo opportunities.

Silver Sponsor \$5,000 investment

- * Logo on Stage Banner (One)
- * Naming Rights for Element (Logo)
- * Master of Ceremonies Announcements
- * Local print advertisement and promotion
- * Local advertising posters/flyers
- * Feature in Official Event Program Guide (1/2 Page)
- * Website Presence (Logo)
- * Official Press releases and announcements

Also, web site link and Silver Sponsor web page listing on www.bayareajuneteenth.org. Signage at the Festival (1 Corporate banner). Acknowledgement in pre and post press coverage Invitations to Festival Special Events, Corporate Banner on Main Stage and Festival Entrance Photo opportunities.

Gate Sponsor \$7500 investment

Get the same perks identified for the Gold Sponsor, with your company name displayed on the gate entrance/ exit.

Bronze Sponsor \$2,500 investment

- * Logo on Stage Banner (One)
 - * Naming Rights for Element (Logo)
 - * Master of Ceremonies Announcements
 - * Local print advertisement and promotion
 - * Local advertising posters/flyers
 - * Feature in Official Event Program Guide (1/2 Page)
 - * Website Presence (Logo)
 - * Official Press releases and announcements
- Also, web site link and Silver Sponsor web page listing on www.bayareajuneteenth.org. Signage at the Festival (1 Corporate banner).

Stage Sponsor \$10,000 investment

- * Logo on Stage Banner (Logo One)
 - * Naming Rights for Element (Logo)
 - * Master of Ceremonies Announcements
 - * Local print advertisement and promotion
 - * Local advertising posters/flyers
 - * Feature in Official Event Program Guide (1/2 Page)
 - * Website Presence (Logo)
 - * Official Press releases and announcements
- Also, web site link and Stage Sponsor web page listing on www.bayareajuneteenth.org. Signage at the Festival (1 Corporate banner). Acknowledgement in pre and post press coverage Invitations to Festival Special Events and Festival Entrance Photo opportunities.

Information Tent \$1,500 investment

A central source of information for many festival-goers, a place where all questions are answered. Tens of thousands of people go by our Information booths over the two days!

Sponsor \$1,000 investment

Official Sponsor of the Juneteenth Celebration in the Park Festival
Signage at the Festival (1 Corporate banner)

Volunteer Program Sponsor \$500 investment

Your company name would be associated with a fantastic volunteer program consisting of 1,200 volunteers. Your logo will be on all volunteer related shirts and materials, with prominent recognition throughout the event.

Contributing Sponsor \$250 investment

Listing in printed material as Contributing Sponsor

Corporate Family Arena Sponsor \$7,500 investment

Get the same perks identified for Gold Sponsor but their banner will appear at the Family Arena Stage.

General Family Arena Sponsor \$ 5,000 investment

Get the same perks identified for the Silver Sponsor but applies to the Family Arena Stage.

Participation Detail



Corporate Volunteer Program

Juneteenth Festival is a great way for corporations to show their giving corporate commitment through participation in our Corporate Volunteer Program. Schedule a group of employees to volunteer at the Juneteenth Festival at a number of our volunteer areas. Volunteers participate for the enjoyment of being part of a successful event, as well as, contributing to unparallel community positioning.

Team or Mascot Sponsor Program

The Team or Mascot Sponsorship Program is a program that allows local sports teams the ability to feature their players or mascot at the Juneteenth Festival. Schedule your players or team mascot to spend time at the Juneteenth Festival. Grow support for your team for its upcoming season with the presence of your players or team mascot at the Juneteenth Festival.

Media Detail

Key to success of the \$100,000 + marketing program has been the involvement of our dedicated media sponsors, as well as our official sponsors. This involvement results in high level of incremental media exposure for the event through cross-promotion. From a public relations standpoint, the promotional value is substantial.

Juneteenth In the Park Festival

Television	\$2,000
Radio	\$40,000
Newspaper	\$5,600
Magazine	\$2,000
Sponsor Promotions	\$40,000
Internet	\$25,000

We would like to thank our 2011 Sponsors:



Official Transportation Sponsor:



Sponsorship Application Form



Please fill out the information below and mail with payment to:

African American Community Service Agency
304 N. 6th Street
San Jose, CA 95112



COMPANY NAME: _____

INDIVIDUAL NAME: _____

ADDRESS: _____

CITY, STATE & ZIP: _____

PHONE: _____

E-MAIL: _____

I am interested in the following:

SPONSORSHIP PACKAGES	
_____ Title \$15,000+	_____ Information Tent \$1,500
_____ Gold \$7,500	_____ Sponsor \$1,500
_____ Silver \$5,000	_____ Volunteer Program Sponsor \$500
_____ Bronze \$2500.00	_____ Contributing Sponsor \$250
_____ Stage \$10,000+	_____ Corporation Family Arena Sponsor \$5,000
_____ Gate Sponsor \$7,500	_____ General Family Arena Sponsor \$7,500

Enclosed Amount: _____ [] CHECK [] MONEY ORDER [] CASHIER'S CHECK [] OTHER

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