

Juneteenth: Middletown's 3rd Annual Celebration of Black Liberation



Hello Friends,

The Middletown Ujima Alliance is offering an exciting opportunity to support our city-wide Juneteenth Celebration parade and festival on Monday, June 19, 2023. The huge success of this event, titled “**Juneteenth: Middletown’s 3rd Annual Celebration of Black Liberation**”, will be in large part due to our sponsors and donors. This year, there will be festivities all month long, leading to a Juneteenth day parade and festival! We are asking you to lend your financial support to this wonderful event in exchange for valuable sponsorship benefits. Established in 2021, Middletown Ujima Alliance’s mission is to work collaboratively to foster an authentic sense of diversity, equity and inclusion in an effort to uplift, build and restore unification within Middletown. The purpose of Juneteenth is to commemorate the ending of slavery in the United States by celebrating freedom, educating, and engaging members of the community in an arts-themed celebration.

Here are some details about the event:

Date: Monday, June 19, 2023

Place: Harbor Park, Middletown, CT

Time: 11:00 am - 6:00 pm (Festival immediately following after at Harbor Park)

Program: Parade, Free Food, Food Trucks, Music, Live Entertainment, & More...

Request: Sponsorship and in-kind donations (please see attached)

Why Support the Annual Juneteenth Event: Sponsorship for this event will support the Middletown Ujima Alliance in educating residents of Middletown and beyond, while offering a space of joy, art, and a sense of community. As a sponsor/donor, you will receive benefits designed to increase your company’s visibility and provide a return on your company’s investment including exposure to an audience of more than 2000 people!

Last Year: The Middletown Ujima Alliance hosted its second annual event for over 1,000 attendees. Because of last year’s amazing sponsors we were able to offer three college tuition scholarships to Middletown High seniors, provide free food and drinks, and host a vaccine clinic on site.

We need your help! Sponsorship and donation funds will be used to purchase food, entertainment, equipment, safety supplies, and scholarships for young people in our community.

If you are interested in sponsoring the 3rd Annual Juneteenth Celebration **please return the attached form to MiddletownUjimaAllianceCT@gmail.com by Monday, May 1, 2022, or you may donate through our new website, Culture21.net.** We will contact you with a follow-up phone call once this paperwork is completed and returned. If you have any questions, please feel free to contact Josh Cotten at (860) 857-6396 or Cassandra Winborne at (860) 262-0746. **Please make checks payable to the “Middletown Ujima Alliance” and send to 66 Frissell Terrace, Middletown, CT 06457.** Thank you and we look forward to hearing from you soon.

Sincerely,

Erica Hunter,

The Middletown Ujima Alliance Chair



Sponsorship Options

	<u>Diamond</u> <u>\$5,000</u>	<u>Champion</u> <u>\$2,500</u>	<u>Platinum</u> <u>\$1,500</u>	<u>Gold</u> <u>\$1,000</u>	<u>Silver</u> <u>\$750</u>	<u>Bronze</u> <u>\$500</u>
Social Media Mention	X	X	X	X	X	X
Name or Logo on Banner	X	X	X	X	X	
Free Vendor/Info Table	X	X	X	X		
Mention by MC at Event	X	X	X			
Mention in Media Announcements	X	X	X			

How would you like your organization name to be written: (Please email company logo to ericalynnhunter@gmail.com if applicable) _____

Contact Information

Name of Organization: _____

Address: _____

Email: _____

Signature: _____ Date _____

Job Title: _____

*Juneteenth: Middletown's 3rd Annual
Celebration of Black Liberation*



Registration Form

Sponsorship Level (Check all that apply)

\$5,000 \$2,500 \$1,500 \$1000 \$750 \$500

Cash Donations (Check all that apply)

\$450 \$350 \$250 \$150 \$100 Other _____

In Kind Donation (Check all that apply)

Item:	Quantity	Item	Quantity
<input type="checkbox"/> 24 Case Water	# _____	<input type="checkbox"/> Volunteers	# _____
<input type="checkbox"/> Hand Sanitizer	# _____	<input type="checkbox"/> Box of Individual Chips	# _____
<input type="checkbox"/> Tables & Chairs	# _____	<input type="checkbox"/> Tents	# _____