



Juneteenth: Middletown's 4th Annual Celebration of Black Liberation

Hello Friends,

The Middletown Ujima Alliance is offering another exciting opportunity to support our city-wide Juneteenth Celebration parade and festival on Wednesday, June 19, 2024. The huge success of this event, titled **“Juneteenth: Middletown's 4th Annual Celebration of Black Liberation”**, will be in large part due to our sponsors and donors. Similar to 2023, 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: Wednesday, June 19, 2024

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 5000 people!

Last Year: The Middletown Ujima Alliance hosted its third annual festival, which included our first parade for over 5,000 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 much larger group of people from all over the state of Connecticut.

Ujima Heritage Ball: As we continue to take Ujima and Juneteenth to new heights in Middletown, we are hosting our first annual fundraising event, called the Ujima Heritage Ball. The Ball will be held Saturday, February 24th at the Hawthorne Inn. As a potential sponsor, we would like to formally invite you, and hope to see you there.

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 4th Annual Juneteenth Celebration **please return the attached form to MiddletownUjimaAllianceCT@gmail.com by Thursday, February 1, 2024, 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>Iron</u> <u>\$10,00</u>	<u>Diamond</u>	<u>Platinum</u>	<u>Titanium</u>	<u>Gold</u> <u>\$1500</u>	<u>Silver</u> <u>\$1000</u>	<u>Bronze</u>	<u>Copper</u> <u>\$500</u>
Seats at Ujima Ball	12	8 Seats	6 Seats	4 seats	2	2 Seats	1 Seat	1 Seat
Page Ad in Ujima Ball Program	Full	Full	Full	Half	Half	Half	Quarter	Quarter
Juneteenth T-Shirts	12 Shirts	8 Shirts	6 Shirts	4 shirts	3 shirts	2 Shirts	1 Shirt	1 Shirt
Website Acknowledgement	X	X	X	X	X	X	X	X
Vending Space at Juneteenth	2 Tables	2 Tables	1 Table	1 Table	1 Table	1 Table	1 Table	
Parade Fee	X	X	X	X	X	X	X	
Mention by MC at Event	X	X	X	X	X	X	X	
Name or Logo on Banner & Swag	X	X	X	X	X	X		
Mention in Media Announcements	X	X	X	X	X			
Juneteenth Swag	X	X	X					
Help with Setup at Festival	X	X						
Sign at Festival for Vending Space	X							

How would you like your organization name to be written: (Please email company logo to

ericalynnhunter@gmail.com if applicable) _____

***Juneteenth: Middletown's 4th Annual
Celebration of Black Liberation***



Contact Information

Name of Organization: _____

Address: _____

Email: _____

Signature: _____ Date _____

Job Title: _____

Registration Form

Sponsorship Level (Check all that apply)

10,000 \$7,5000 \$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	# _____