# SPONSORSHIP PACKAGE

## Classic City Juneteenth Music & Arts Fest



# Event Snapshot & Organizer Credibility

## AADM

Athens Anti-Discrimination Movement

## United GA Entertainment

Community, Culture & Event Production

| | |
|---|---|
| **Event Name** | Classic City Juneteenth Music & Arts Fest |
| **Presented By** | Athens Anti-Discrimination Movement (AADM) and United GA Entertainment |
| **Confirmed Sponsors** | The Northeast Georgia Black Chamber of Commerce and Rucker Family Amusements |
| **Date & Time** | Saturday, June 20, 2026 \| 3:00 PM - 7:00 PM |
| **Location** | Georgia Square Mall, 3700 Atlanta Hwy, Athens, GA 30606 |
| **Core Attractions** | Food Trucks - Vendors - Live Music - Family Fun - Black Business Market |
| **Contact** | Knowa Johnson \| 678-740-3884 \| knowalogic@gmail.com |

## Presenter Experience

AADM has been active in Athens community advocacy, education, and civic engagement since 2016. Its leadership has experience producing public-facing cultural events, community forums, social justice programs, youth engagement, and local business visibility projects.

United GA Entertainment brings event production, music programming, marketing, artist coordination, and community entertainment experience, creating a bridge between culture, commerce, and public engagement.

Together, the presenters offer the combination sponsors look for: trusted community relationships, production capacity, promotional reach, and a clear public-benefit purpose.

## Event Momentum

The 2024 inaugural Athens Juneteenth celebration was organized quickly and established a foundation for a local cultural tradition. The 2025 downtown Juneteenth Music and Arts Festival expanded with vendors, youth and family activities, cultural programming, community partners, and live performances.

For 2026, the Georgia Square Mall location creates a familiar, accessible setting with parking, indoor/outdoor flexibility, and strong potential for regional vendor, family, and sponsor engagement.

# Purpose, Features & Impact Alignment

## Sponsor Confidence Summary

This sponsorship package is built around community visibility, small-business support, family engagement, cultural celebration, and measurable sponsor recognition. The event is free to the public, so sponsor benefits emphasize public goodwill, logo placement, booth/table activation, stage recognition, digital promotion, and direct connection with residents and entrepreneurs.

## Purpose

- Celebrate Juneteenth and the ongoing legacy of freedom, resilience, and community progress.
- Highlight and support Black-owned businesses, artists, nonprofits, and local entrepreneurs.
- Provide marketplace opportunities for small businesses and community organizations.
- Create a family-friendly cultural celebration for Athens-Clarke County and surrounding communities.
- Strengthen partnerships between civic groups, business leaders, artists, sponsors, and residents.

## Community Impact Themes

- Economic empowerment through vendor and business visibility.
- Financial inclusion and small-business support opportunities.
- Youth and family engagement in a positive public space.
- Cultural celebration rooted in history, education, music, and art.
- Partnership visibility for businesses investing in the local community.

# Festival Features

| | |
|---|---|
| **Black Business Market** | Local vendors, makers, retailers, youth entrepreneurs, service providers, and community organizations. |
| **Food Trucks & Vendors** | Soul food, Southern favorites, desserts, beverages, and festival-style food options. |
| **Live Entertainment** | Music performances, DJs, spoken word, cultural presentations, and local talent. |
| **Family & Youth Activities** | Kid-friendly activities, games, educational moments, and family engagement. |
| **Community Resource Tables** | Local nonprofits, health organizations, civic groups, and service providers. |
| **Juneteenth Recognition Moment** | A short program honoring the meaning of Juneteenth, Black history, local legacy, and community advancement. |

## Sponsor Positioning

Sponsors are positioned as visible supporters of culture, entrepreneurship, family engagement, and Black economic empowerment. Packages are built for meaningful logo placement, on-site visibility, community goodwill, and direct engagement with festival attendees - with benefits focused on visibility, engagement, and public recognition because the event is free to the public.

# Audience, Demographics & Market Reach

## Expected Audience

Families, small business owners, food lovers, artists, young professionals, college students, civic leaders, nonprofit partners, faith groups, and supporters of Black culture, arts, and economic development across Northeast Georgia.

## Past Event Credibility & Attendance

AADM organized Athens' inaugural Juneteenth celebration in 2024 and helped grow the 2025 downtown event into a public celebration with vendors, youth/family activities, cultural programming, and live performances. 2026 target reach: 1,000+ attendees through vendor interest, sponsor networks, community partners, and mall access.

| Local Market Indicator | Current Public Data | Why Sponsors Care |
|---|---|---|
| **Athens-Clarke County population** | Approx. 129,000 residents | Local scale with regional reach. |
| **UGA enrollment** | 43,888 students in Fall 2025 | Large student and young professional market. |
| **Median household income** | Approx. $52,000-$53,000 | Relevant for banking, lending, savings, and financial education outreach. |
| **Bachelor degree or higher** | 41.4% of residents age 25+ per ACCGov | Strong education and workforce profile. |
| **Poverty rate** | Approx. 24.5%-26.5% depending on source/measure | Strong case for financial inclusion and community investment. |
| **Racial/ethnic diversity** | ACCGov reports Black 23.9%, Hispanic/Latino 12.7%, White 58.4%, Asian 4.2%, two or more races 9.3% | Meaningful multicultural community engagement. |
| **Venue footprint** | Georgia Square Mall, 3700 Atlanta Hwy | Accessible location with parking and regional familiarity. |

## Sponsor Value for Financial Institutions

- Build goodwill through visible support for a free community celebration.
- Reach families, entrepreneurs, vendors, residents, and community leaders in one setting.
- Align with Community Reinvestment Act-style goals around service, visibility, education, and economic opportunity.
- Create a natural setting for financial literacy, small-business banking, nonprofit partnership, and community trust-building.

# Sponsorship Opportunities

Packages can be adjusted for cash, in-kind, media, and service-based sponsors. Benefits are subject to final production logistics and print deadlines. Because the event is free to the public, sponsor benefits focus on brand visibility, community engagement, booth/table activation, and public recognition - not admission tickets.

| Level | Amount | Benefits |
|---|---|---|
| **Presenting Sponsor** | **$10,000** | Top recognition after presenters; largest logo on sponsor page and selected promo materials; stage/banner placement; premium booth/table; speaking opportunity; sponsor mention from stage; 10 social media mentions; media release inclusion; opportunity to host a financial wellness or small-business resource table. |
| **Freedom Sponsor** | **$5,000** | Large logo on promotional materials; stage/banner placement; premium booth/table; sponsor mention from stage; 6 social media mentions; e-blast recognition; media release inclusion. |
| **Culture & Arts Sponsor** | **$2,500** | Logo on selected flyers/digital graphics; booth/table space; stage mention; 4 social media mentions; recognition in email and event signage. |
| **Black Business Market Sponsor** | **$1,500** | Logo/signage near vendor market area; booth/table space; 3 social media mentions; recognition during vendor/business announcements. |
| **Community Sponsor** | **$1,000** | Logo on sponsor board; booth/table space; 2 social media mentions; stage thank-you mention. |
| **Marketplace Sponsor** | **$500** | Name/logo on sponsor list; vendor/table opportunity when space allows; social media thank-you. |
| **Friend of the Festival** | **$250** | Name listed on digital thank-you graphic and post-event appreciation. |

# Sponsor Visibility & Activation

## Bank Activation Ideas

- Small-business banking resource table
- Financial literacy mini-session or handout
- Youth savings / student banking information
- Homebuyer or credit readiness resources

## Community Value Adds

- On-site brand trust and visibility
- Direct contact with entrepreneurs and families
- Positive alignment with Black business growth
- Post-event recognition and appreciation

## In-Kind Sponsorships

In-kind contributions may include tents, staging, sound, printing, bottled water, volunteer meals, marketing, media coverage, security support, family activities, signage, raffle items, or logistics support. In-kind values should be documented for recognition level placement.

| | |
|---|---|
| **Digital Flyers & Social Graphics** | Sponsor logo/name included according to level; larger packages receive premium placement. |
| **Event Banner / Sponsor Board** | Sponsors displayed at the festival entrance, vendor market, or stage area. |
| **Stage Mentions** | Live acknowledgements during the program and entertainment transitions. |
| **Resource Booth / Activation** | Opportunity to interact directly with attendees and distribute materials. For banks: financial literacy, small-business resources, youth savings, credit education, and community banking information. |
| **Email / Website / Press** | Recognition in event announcements, email updates, sponsor thank-you posts, and media outreach where applicable. |

# Logo Placement & Production Notes

## Logo Slots / Sponsor Recognition Areas

| | |
|---|---|
| **AADM** | Presenter |
| **United GA Entertainment** | Presenter |
| **Northeast Georgia Black Chamber of Commerce** | Sponsor |
| **Rucker Family Amusements** | Sponsor |
| **Sponsor Logo / Name** | Partner |
| **Sponsor Logo / Name** | Partner |

### Preferred Bank Sponsor Activations

Financial wellness booth, small-business lending information, youth savings resources, credit readiness materials, branch/community outreach display, and post-event sponsor thank-you content.

### Logo Submission & Production Notes

Please submit logos as transparent PNG, JPG, SVG, EPS, or PDF files. Transparent PNG or vector files are preferred for best print quality. Sponsors should submit logos by the stated print deadline to guarantee placement on printed materials. Digital recognition may remain available after print deadlines.

# Sponsor Commitment Form

Sponsor / Organization Name: _____

Contact Person: _____ Phone: _____

Email: _____ Website/Social: _____

Mailing Address: _____

Sponsorship Level / Amount: _____

Logo Submitted? ☐ Yes ☐ No Booth/Table Needed? ☐ Yes ☐ No In-Kind? ☐ Yes ☐ No

In-Kind Goods/Services: _____

Payment Method: ☐ Check ☐ Cash ☐ Online ☐ Invoice Needed

## Make checks payable / processing instructions:

Please confirm payment processing details with AADM before issuing checks or online sponsorship payments. Donation receipts may be available through AADM where applicable. Sponsors should consult their own tax advisor regarding deductibility.

Contact Knowa Johnson | 678-740-3884 | knowalogic@gmail.com