



# Indy JuneTeenth

## SPONSORSHIP PROPOSAL

JUNE 20TH | INDIANA STATE FAIRGROUNDS



# INDY JUNETEENTH VISION

## 2025 FESTIVAL SNAPSHOT

In 2025, the Indy Juneteenth Festival successfully transitioned to the Indiana State Fairgrounds, marking an important step in the event's continued growth. The celebration featured a dynamic mix of local vendors, live entertainment, food trucks, and a dedicated Kids' Zone, creating a welcoming, family-friendly environment honoring freedom, culture, and community.

The event attracted several thousand attendees and provided valuable insights into large-scale venue operations, marketing strategy, and audience engagement. These learnings have strengthened our infrastructure and positioned Indy Juneteenth for expanded impact in the years ahead.

## LOOKING AHEAD IN 2026

The 9th Annual Indy Juneteenth Festival represents a bold expansion of Indiana's Juneteenth celebration, evolving into a month-long series of signature events designed to deepen community engagement and increase sponsor visibility.

Planned highlights include:

- The return of Indiana's Juneteenth Parade, one of our most visible and anticipated traditions
- Expanded programming, including Invest Fest, a Fireworks Celebration, College & Career Conference, Boxing Tournament, and the Miss Indy Juneteenth Pageant
- Strategic partnerships with sponsors and community organizations to ensure accessibility, sustainability, and long-term growth

With the support of committed sponsors, Indy Juneteenth will continue to scale its reach, grow attendance, and strengthen its position as one of Indiana's most impactful cultural celebrations.

# WHY SPONSOR INDY JUNETEENTH

Indy Juneteenth is a high-visibility, multi-event nonprofit organization celebrating freedom, culture, and community across Indiana. Sponsoring Indy Juneteenth positions your organization as a leader in community engagement while delivering meaningful brand exposure throughout the Juneteenth season.

## What This Means For Your Brand

- Authentic community connection with families, professionals, entrepreneurs, and youth
- Sustained visibility across live events, digital marketing, and on-site activations
- Alignment with corporate priorities, including community reinvestment, education, and art initiatives
- Engagement opportunities beyond logos, including brand activations, VIP hospitality, employee volunteer involvement, and more

# PRESENTING SPONSOR

## \$20,000

### EXCLUSIVE TITLE PARTNER (1 AVAILABLE)

BE RECOGNIZED AS THE LEAD CORPORATE PARTNER OF THE 2026 INDY JUNETEENTH CELEBRATION .

### WHY THIS MATTERS

- PREMIER BRAND VISIBILITY ACROSS A MONTH LONG JUNETEENTH CELEBRATION
- DIRECT ENGAGEMENT WITH THOUSANDS OF FAMILIES, PROFESSIONALS, AND ENTREPRENEURS
- STRONG ALIGNMENT WITH COMMUNITY IMPACT, ARTS AND CULTURAL LEADERSHIP

### WHAT YOU GET

- EXCLUSIVE “PRESENTED BY [SPONSOR NAME]” RECOGNITION ON ALL EVENTS
- PROMINENT LOGO PLACEMENT ON:
  - EVENT POSTERS
  - INDY JUNETEENTH WEBSITE
  - FESTIVAL ENTRY BANNERS
- VERBAL RECOGNITION FROM THE MAIN STAGE
- 20 VIP AREA TICKETS
- 20' X 20' PREMIUM BOOTH SPACE (PRIORITY PLACEMENT)
- PREMIUM PARKING FOR 10 VEHICLES
- DEDICATED SOCIAL MEDIA SPOTLIGHT AS PRESENTING SPONSOR
- ACCESS TO ALL INDY JUNETEENTH SEASON EVENTS
- VOLUNTEER OPPORTUNITIES FOR YOUR STAFF



# PARADE SPONSOR \$15,000



## High-Visibility Community Tradition

Align your brand with Indiana's Juneteenth Parade. One of the most photographed and talked about moments of the celebration.

### Why This Matters

- The parade is a symbolic and emotional centerpiece
- High visibility with spectators, media, and community leaders
- Strong association with heritage, pride, and civic engagement

### What You Get

- Recognition as Presenting Parade Sponsor
- Verbal mentions at parade events and from the main stage
- On-stage banner placement at parade (sponsor provided)
- 10 VIP Area tickets
- 10' x 20' booth space (choice of placement)
- Logo recognition on event posters and website
- Social media recognition as Parade Sponsor
- Volunteer Opportunities

Includes all entry-level sponsor benefits

Ideal for brands focused on visibility and community presence

# VENDOR SMALL BUSINESS SPONSOR \$10,000



## Supporting Local Entrepreneurship & Economic Growth

Position your organization as a champion of small business development and economic empowerment by sponsoring the Indy Juneteenth Small Business Vendor Village, one of the most vibrant and community-driven areas of the celebration. This sponsorship aligns your brand with local entrepreneurs, locally owned businesses, and community reinvestment, while providing direct visibility in a high-traffic festival zone.

### Why This Matters

- Demonstrates tangible support for local and surrounding states owned businesses
- Aligns with corporate goals related to economic inclusion and supplier diversity
- Provides direct brand visibility in a space focused on commerce and connection

### What You Get

- Recognition as Small Business Vendor Village Sponsor
- 6 VIP Area tickets for executives, employees, or community partners
- 10' x 10' booth space (choice of placement) within the festival
- Verbal recognition from the main stage
- Sponsor-provided banner placement within the Vendor Village
- Logo recognition on official event posters and the Indy Juneteenth website
- Social media recognition highlighting your support of local businesses

Includes all entry-level sponsor benefits

Ideal for corporations committed to small business growth and community investment



# FIREWORKS SPONSOR

## \$7500

### *The Grand Finale Experience*

Align your brand with one of the most emotional, memorable, and widely attended moments of the Indy Juneteenth Celebration...the Fireworks Show.

This sponsorship positions your organization at the center of a shared community experience that brings families together and leaves a lasting impression long after the celebration ends.

#### Why This Matters

- Fireworks are the emotional high point of the celebration
- Strong brand association with joy, unity, and family tradition
- High visibility with a captive audience at the event's peak moment
- Ideal for brands focused on family engagement and broad community reach

#### What You Get

- Recognition as the Official Fireworks Sponsor
- Verbal recognition from the main stage immediately before the fireworks
- Sponsor recognition during fireworks announcements and promotions
- Prominent sponsor provided banner placement in a high-traffic viewing area
- Logo recognition on:
  - Indy Juneteenth website
  - Event marketing materials
- Social media recognition highlighting your support of the fireworks experience

Includes all entry-level sponsor benefits

No booth or activation required unless you'd like a location for activation

Ideal for brands seeking high emotional impact without on-site staffing



# VIP LOUNGE SPONSOR

## \$5000

### Premium Experience & Brand Alignment

Position your brand inside the most exclusive space of the Indy Juneteenth Celebration.

#### Why This Matters

- VIP Area attracts community leaders, sponsors, artists, and professionals
- Premium environment = stronger brand association
- Ideal for hospitality, client engagement, or executive networking

#### What You Get

- 10 VIP Area tickets
- Dedicated activation space inside VIP Area
- Premium banner and branding placement in VIP Area
- Non-competing brand exclusivity within VIP space
- Verbal recognition from the main stage
- Social media recognition as VIP Area Sponsor
- Logo recognition on posters and website

Includes all entry-level sponsor benefits

High-value branding in a controlled, upscale environment



# COMMUNITY PARTNER

## \$5000

**Community Partner that helps year round. Including the College and Career Conference and Food Insecurity Drives**

Position your brand year round joining Indy Juneteenth events from May to December.

### Why This Matters

- Community Partners help support our food insecurity initiatives as well as our clothing drives.
- Support programming focused on youth development, entrepreneurship, and education
- Build goodwill and brand visibility with thousands of attendees and local families
- Show leadership in supporting community-centered events that bring people together

### What You Get

- Recognition as an Official Indy Juneteenth Community Partner
- Logo placement on the Indy Juneteenth website and sponsor recognition materials
- Social media recognition during the Juneteenth celebration season
- 6 VIP Experience tickets for guests, employees, or community partners
- 10' x 10' booth space at the festival (optional activation opportunity)
- Logo inclusion on select event signage and digital sponsor acknowledgments
- Verbal recognition from the main stage during sponsor acknowledgments
- Opportunity for employee volunteer engagement
- Inclusion in post-event sponsor appreciation and impact communications for all events.

# CORPORATE SPONSOR

## \$2000

The Corporate Supporter level allows organizations to publicly demonstrate support for the Indy Juneteenth Celebration without on-site activation or event footprint. This sponsorship is designed for companies seeking values-based alignment and community visibility through recognition and storytelling.

### Why This Matters

- Signals commitment to cultural celebration and community investment
- Provides brand visibility in a trusted, mission-driven environment
- Ideal for organizations supporting from a corporate or philanthropic level

### Recognition & Visibility

- Recognition as an Official Indy Juneteenth Corporate Supporter
- Logo placement on the Indy Juneteenth website
- Inclusion in a Corporate Supporters recognition section (digital and/or program listing)
- Social media acknowledgment during the Juneteenth season
- Inclusion in post-event thank-you communications
- Volunteer Opportunities for your staff
- BoothSpace Activations in festival and all entry level benefits






# LET'S CELEBRATE JUNETEENTH TOGETHER!

We are excited to negotiate mutually beneficial collaboration opportunities tailored to your brand's goals.

## CONTACT US

 317-779-4734

 @indyjuneteenth

 [info@indyjuneteenth.org](mailto:info@indyjuneteenth.org)

