

10TH ANNUAL INDY JUNETEENTH CELEBRATION



**2017-2027
10 YEARS OF
CELEBRATION AND
COMMUNITY IMPACT**

INFO@INDYJUNETEENTH.ORG



2027

ABOUT INDY JUNETEENTH

FOUNDED IN 2016 but our first festival was not until 2017 at Brookside Park

15,000+ PEOPLE REACHED ANNUALLY

\$10,000+ SCHOLARSHIPS AWARDED

200+ LAPTOPS DISTRIBUTED TO YOUTH IN 2 YEARS

What began in a backyard has grown into a statewide 501(c)(3) organization connecting communities across Indiana and beyond. Our annual celebration helps fuel year-round programming focused on education, youth development, entrepreneurship, athletics, leadership and community service.

From scholarships and technology access to college and career readiness and the new Garrett Morgan STEM Experience, Indy Juneteenth is building opportunities that extend far beyond the festival.



HIGHLIGHTS

- PARADE
- FESTIVAL
- PAGEANT
- ATHLETICS
- STEM
- COLLEGE AND CAREER
- TRAVEL
- SUPPORTING THE YOUTH

To: Indiana

From: Indy Juneteenth

Ten years ago, this was just an idea.

Since then, thousands of Hoosiers have celebrated with us, learned with us, volunteered with us, supported us, and helped us share the meaning of Juneteenth.

We've gathered in backyards, Riverside Park, Brookside Park, Celebration Plaza, Military Park, and now the Indiana State Fairgrounds.

Even when COVID forced us to celebrate virtually, Indiana stayed with us—and those challenges opened doors to relationships across the country, from New York and Philadelphia to East St. Louis and Galveston, the birthplace of Juneteenth.

What started here now reaches far beyond here.

But Indiana will always be home.

Thank you for ten years of Hoosier hospitality, belief, partnership and love.

This is our love letter to Indiana.

And we're just getting started



LOVE LETTER TO INDIANA

MORE THAN A FESTIVAL

01

INDY JUNETEENTH CELEBRATION



YES! We have a large parade and festival for Juneteenth every year. Our annual celebration helps fuel year-round programs that invest in youth, families and communities across Indiana.

02

COLLEGE AND CAREER STEM EXPERIENCE



Preparing youth for college, careers and emerging opportunities through financial literacy, technology and hands-on STEM experiences.

03

CROWN H.E.R.



Developing confidence, leadership and scholarship opportunities for young women with pathways to national competition.



04

PUNCHES FOR PURPOSE



Using amateur boxing, mentorship and positive competition to promote discipline, wellness and nonviolence.

05

COMMUNITY IMPACT



Supporting families throughout the year through food drives, toy distributions, service projects and community partnerships.

WHO WE REACH

**15,000+
ANNUAL IN-
PERSON REACH**

Our large festival reaches over 15K people every year for our one day event.

**150,000+
WEEKLY
DIGITAL REACH**

Through marketing and advertising on all social media platforms, we reach over 150K views weekly during peak Juneteenth season from all over the Midwest. April-June.

**\$10,000+
SCHOLARSHIPS**

We have managed to give away over \$10,000 in scholarships over the years. With your support, as a collective we can give more.



AUDIENCE DEMOGRAPHICS

Families with children ages 4-16

67% Women

Strong engagement among adults ages 35-45

Indianapolis and Central Indiana families

Communities historically underserved by traditional investment



WHY SPONSOR?

COMMUNITY IMPACT. BRAND VALUE. SHARED PURPOSE

For 10 years, Indy Juneteenth has created spaces where culture, education, opportunity, entrepreneurship, and community come together.

A partnership with Indy Juneteenth is more than logo placement. It is an opportunity to build authentic relationships with thousands of Hoosiers while investing in programs that create meaningful community impact.

CONNECT

Connect with an established and growing audience through live events, digital platforms, and year-round community programming.

INVEST

Support youth development, education, entrepreneurship, leadership, and access to opportunity.

ENGAGE

Create memorable brand experiences through activations, employee volunteerism, hospitality, and direct community interaction.

BELONG

Align your organization with a trusted cultural celebration that has spent a decade bringing people together across Indiana.



YOUR BRAND BECOMES PART OF THE EXPERIENCE

YOUR INVESTMENT BECOMES PART OF THE IMPACT

2026 PARTNERS



Custom and Multi-Event Sponsorships are Available

SPONSORSHIP PACKAGES

BENEFITS	PRESENTING \$20,000	LEGACY \$10,000	IMPACT \$5000	COMMUNITY \$2000
Logo on Main Banner	✓	✓	✓	
Stage Branding	✓	✓	✓	
Volunteer Opportunities	✓	✓	✓	✓
Booth Space	Large Close to Main Stage	Medium in High Traffic Area	Medium in High Traffic Area	10x10 Space
Social Media Promotion	10 Posts	6 Posts	3 Posts	1 Post
Speaking Opportunity	✓			
Award Ceremony Recognition	✓	✓	✓	✓
Website Logo	✓	✓	✓	✓
Livestream Branding	✓	✓		
All Events Presenting Sponsor	✓			
Spot In Parade	✓	✓	✓	✓



CUSTOM ACTIVATIONS

Build around your goals
No two partnerships have to
be the same.



SIGNATURE EVENT SPONSORSHIP

Parade • Fireworks • Main
Stage • VIP Experience •
Small Business
Marketplace

YOUTH & EDUCATION

College & Career • STEM •
Scholarships • Youth
Leadership

COMMUNITY ENGAGEMENT

Volunteerism • Community
Service • Family Initiatives

BRAND EXPERIENCES

Product Activations •
Sampling • Interactive
Experiences • Hospitality

ATHLETICS & HEALTH

Punches For Purpose -
College and Career - Mental
Health- Mentoring

LOOKING TOWARD THE NEXT TEN YEARS

TEN YEARS BROUGHT US HERE.

For a decade, Indy Juneteenth has celebrated culture, created opportunity, empowered young people, supported entrepreneurs, and brought communities together.

What began as a celebration has grown into something much greater.

A PLATFORM FOR IMPACT.

A HOME FOR CULTURE.

A BRIDGE TO OPPORTUNITY.

And this is our LOVE LETTER TO INDIANA.

And we're only getting started.

HELP US BUILD THE NEXT TEN.

Become a 10th Anniversary Partner.



THANK YOU

Thank you for believing in our vision, investing in our community, and helping us build a great tradition for all of Indiana.

From The Founders:
James & Twjoinia Webb



INDY
JUNE
TEEN
— I
Celebration

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