



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



VIP LOUNGE SPONSOR

\$7500

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



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



CORPORATE SPONSOR

\$500

Community Partner Level

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
- Optional inclusion in post-event thank-you communications





LET'S CELEBRATE JUNETEENTH TOGETHER!

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

CONTACT US

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