FRIDAY, JUNE 19, 2020

HOW TO CELEBRATE & SUPPORT IN 2020

#JUNETEENTHQUARANTINE

JUNETEENTHPHILLY.ORG

MICHAEL RASHID, CEO
ALI SALAHUDDIN, COO
In the interest of public safety, the 2020 Philadelphia Juneteenth Parade & Festival was canceled. However, Juneteenth is NOT cancelled. Traditional, in-person festivities such as the Parade and Festival will return on Saturday, June 19, 2021.

Millions of African-Americans have taken to social media to voice their plans to not celebrate the 4th of July (America’s Freedom Day), and instead celebrate THEIR Freedom Day which is the Juneteenth Holiday, June 19.

Juneteenth is the oldest nationally celebrated commemoration of the ending of slavery in the United States. Over the past few weeks, we have seen communities across the United States rise up in civil disobedience over the murder of George Floyd. On Juneteenth, let’s help our communities of color rise up to celebrate their history and culture by promoting safe and positive ways for our communities to celebrate.

The Philadelphia Juneteenth Initiative is proud to be home to the largest Juneteenth celebration in the Nation; and alongside our partners The City of Philadelphia and Visit Philadelphia, are calling on ALL corporations, nonprofits and community leaders to join us this year and help prepare for the return of next year’s Parade and Festival.

Continuing reading to find out how you can join us in healing and building for the future!
Juneteenth is the oldest nationally celebrated commemoration of the ending of slavery in the United States. Juneteenth is the only holiday that commemorates the abolition of slavery; more specifically the emancipation of enslaved Africans throughout the United States of America. Pennsylvania now permanently recognizes Juneteenth, as a state holiday. Governor Tom Wolf on Wednesday, June 19, 2019 signed legislation designating June 19 as Juneteenth National Freedom Day in Pennsylvania.

“Juneteenth is an event that has a unique cultural and historical significance, both here in Philadelphia and across the country. The City is proud to partner with the Philadelphia Juneteenth Parade and Festival.” - Mayor James F. Kenney
HOW TO CELEBRATE JUNETEENTH IN 2020 QUARANTINE EDITION

JUNE 19 EVENTS HOSTED BY PHILADELPHIA JUNETEENTH

COVID-19 TESTING
9:30 AM - 3:00 PM
GLOBAL LEADERSHIP ACADEMY WEST
PARKING LOT
5200 PINE STREET
PHILADELPHIA PA, 19143
FACE MASKS MUST BE WORN

JUNETEENTH MINI CELEBRATION
VOTER REGISTRATION
12:00 PM - 2:00 PM
GLOBAL LEADERSHIP ACADEMY WEST
FRONT OF SCHOOL
5200 PINE STREET
PHILADELPHIA PA, 19143
FACE MASKS MUST BE WORN

JUNETEENTH VIRTUAL CELEBRATION
5:00 PM
Online event for Juneteenth providing education on the history of Juneteenth, Juneteenth book reading for children and African Dance!
RSVP ON EVENTBRITE
PHILLY JUNETEENTH VIRTUAL
HOW YOU CAN CELEBRATE JUNETEENTH 2020

SUPPORT BLACK BUSINESSES

PATRONIZE ONLY BLACK OWNED BUSINESSES ON JUNE 19-30, 2020

Download these apps to find black businesses near you:

- Shop Katika: Black Businesses
- Official Black Wall Street
- I AM Black Business
- RankTribe Black Business
- The Black Wallet

CELEBRATE JUNETEENTH
CELEBRATE YOUR HISTORY

JUNE 19, 2020

#JUNETEENTHQUARANTINE
HOW YOU CAN CELEBRATE JUNETEENTH 2020

HOST A MISS JUNETEENTH VIRTUAL WATCH PARTY AIRS 6.19.20

CELEBRATE JUNETEENTH CELEBRATE YOUR HISTORY JUNE 19, 2020

#JUNETEENTHQUARANTINE
HOW YOU CAN CELEBRATE JUNETEENTH 2020

Organize a peaceful march
(PRACTICING SOCIAL DISTANCING OF COURSE)

Celebrate Juneteenth
Celebrate YOUR history
June 19, 2020

#JUNETEENTHQUARANTINE
CONFIRM YOUR 2021 COMMITMENT

Corporate Sponsorships

$30,000 Gold
$15,000 Silver
$10,000 Bronze
$5,000 Trustee

- Branded float in parade
- Speaking opportunity at event & partners’ press conference,
- Full page ad in 2021 Directory
- Invitations to Ancestors Breakfast,
- VIP seating at festival, shuttle transportation day of event & tabling at festival
- Executive listed on honorary host committee
- Company listing on Juneteenth website.
- Logo visibility,

Priority placement based on sponsorship level.

Small Business & Nonprofit Partners

$2,500 Empowerment Partner
- Tabling at festival
- Full page ad in 2021 directory
- Logo Visibility
- Invitation to Ancestors Breakfast

$1,000 Juneteenth Friend
- Tabling at festival
- Half page ad in 2021 directory
- Invitation to Ancestors Breakfast

$500 Juneteenth Supporter
- Tabling at festival
- Listing in 2021 Directory
- Invitation to Ancestors Breakfast

All partners receive invitation to attend press conference & social media recognition.

Media Partners

- Logo visibility
- Full page ad in 2021 Directory
- Opportunity for personality to host portion of event
- VIP Parking & Shuttle Transport
- Access to VIP Seating
- Invitations to Ancestors Breakfast
- Speaking Opportunity at Partners’ Press Conference

Priority of benefits based on in-kind sponsorship value.

Confirm your 2021 commitment info@juneteenthphilly.org

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Volunteers & Staffing

Parade Volunteers
Individuals must be able to walk up to 2 miles and assist Parade Marshals in organizing participants.

Festival Volunteers
Individuals will assist vendors with set up in park.

Staff Opportunities
- Parade Marshals
- Event Set-Up
- Event Breakdown

Join our email list at JuneteenthPhilly.org to receive updates on job postings and volunteer opportunities.

Vendors & Resource Tables

$500 Food Vendors
Truck parking on main festival food streets or 30 x 20 booth space in park

$350 Retail Vendors
12 x 12 Vending Space at festival

$150 Nonprofit Resource
10 x 10 Tabling Space at festival

All vendors also receive:
- Listing in 2021 Directory & website
- Opportunity to rent (1) 8ft table and (2) chairs for additional fee of $75

All vendors selling food or merchandise must have all required up to date permits with city and state.

Parade Participants

Important Deadlines

January Complete Online Application
February Notification of acceptance
March Complete Registration & Consent Forms
April Mandatory Directors Meeting
June Participants Meeting & Site Walk-through

Philadelphia Juneteenth Parade has the right to decline applications for any parade participant.
HOW YOU CAN CELEBRATE JUNETEENTH 2020

Celebrate Juneteenth
celebrate YOUR history

June 19, 2020

Social Distance
Wear a Mask
Wash Your Hands

Celebrate Safely #JuneteenthQuarantine

Post & Tag
@JuneteenthPhilly #JuneteenthQuarantine

Show Us How You Are Celebrating The Juneteenth Holiday This Year!

Celebrate Juneteenth
Celebrate Your History

#JuneteenthQuarantine
PHILADELPHIA.
LARGEST JUNETEENTH CELEBRATION IN NATION.

- TV & Radio Exposure
- Connect with African-American Community in Meaningful Way
- High Visibility in Philadelphia Market

OUR 2019 IMPACT

- More than 25,000 youth, seniors, residents, community organization & families
- 130+ vendors and local businesses grossed more than $500,000 in revenues in a single day
- Televised special broadcast by 6abc reached more than 55,000 area residents
- Over 2,000 parade participants marched in parade expanding 1.5 miles long

25,000+ ATTENDEES
BECOME A JUNETEENTH PARTNER TODAY!

To learn how you can become a sponsor for the 2021 Juneteenth Celebration, email us at info@JuneteenthPhilly.org. We'd love to meet with you and introduce you to the Juneteenth experience!

2019 SPONSORS & PARTNERS

![Sponsors and partners logos]

![Images of Juneteenth Celebration]

![Images of Juneteenth Celebration participants]

![Images of Juneteenth Celebration participants]