

DTLR
DREAM TO LIVE RIGHT

For Oak Cliff

For Oak Cliff

JUNETEENTH

C E L E B R A T I O N

PARTNER WITH US!

2024 SPONSORSHIP PACKAGE DECK

Ashton Villa

Was considered one of the many sites throughout Galveston where the announcement of the Juneteenth order was distributed, and one of the early sites of Juneteenth celebrations in Galveston where an re-enactment of the Juneteenth Order was performed. The Ashton Villa houses the monument of Al Edwards, legislator who lobbied to make Juneteenth a holiday which was passed in 1980.

FOROAKCLIFF.ORG

For Oak Cliff JUNETEENTH CELEBRATION

We aim to Liberate Oak Cliff from systemic oppression through a culture of education, while increasing Social Mobility and Social Capital.

EVENT SUMMARY

Our Juneteenth Celebration serves as a community reunion for the Superblock with an estimated 2,000 guests. Free for all, our event includes food trucks, waterslides, Farmers Market, and educational photo moments. The goal is to bring our people together while honoring the history of Juneteenth.



ATTENDEE DEMOGRAPHIC



- African Americans
- Ages 0 to 18: 40%, Ages 50+: 50%
- Median Household Income: \$45,000/yr*

*Oak Cliff residents, volunteers, and members are factored in here.

EVENT ACTIVATIONS

MAIN PHOTO MOMENT

Each year, we design a jaw-dropping Juneteenth-themed photo moment aimed to educate, inspire, and engage our community! Inquire about featuring your brand logo here! Past partners include adidas and DTLR.



THANK YOU
TO
OUR KID ZONE
SPONSORS



KIDS ZONE

Kids make up 40% of festival guests and to keep them engaged, we curate a Kids Zone featuring waterslides, bounce houses, art and educational activities with the help of partners like the Perot Museum, Dallas Mavericks, and the Dallas Zoo.

FOOD COURT

We offer a variety of free food options that speak to Black culture including soul food, BBQ, and fresh produce from our Farmers Market! For Oak Cliff is located in a food desert and our festival increases access to free and healthier options.



(214) 269-5197



sydney.chandler@foroakcliff.org



www.foroakcliff.org

EVENT ACTIVATIONS

FARMERS MARKET

The Farmers Market will feature a live cooking demo and give our Oak Cliff residents access to fresh produce like eggplants, yams, apples, etc. We accept SNAP/EBT to make our offerings accessible to all.



THE OG LOUNGE

With over 2,000 guests, about 50% are over the age of 50, so to honor our elders, we're offering an air-conditioned lounge for them to enjoy - complete with fun activities and resources!



SWIMMING POOL

We open our swimming pool up to the entire community complete with trained lifeguards and pool games!

For Oak Cliff JUNETEENTH CELEBRATION

\$20,000 Presenting Sponsor

- Logo placement at festival, on all digital and print marketing
- Instagram Takeover during the event
- Company mention by DJ
- Speaking opportunity at festival
- Commemorative event photo with FOC staff
- Two Juneteenth shirts
- 20 volunteer slots (names provided by May 31st)

(ONE AVAILABLE)

\$15,000 Experiential Sponsor

Choose between our OG VIP Lounge or the Kids Zone- both are high-traffic areas drawing the most in-person and social engagement.

- Logo Placement on activation, social media, website, email, and shirts
- Instagram Takeover during the event
- Company mention by DJ
- Commemorative event photo with FOC staff
- Juneteenth shirts
- 15 volunteer slots (names provided by May 31st)

(TWO AVAILABLE)

\$10,000 Zone Sponsor

At this level, your company name will be highlighted as the Official Sponsor of one of these zones: Swimming Pool, Farmers Market, Food Court, Main Photo Moment

- Logo placement at sponsored zone, social media, website, and shirts
- Company mention by DJ
- Commemorative event photo with FOC staff
- Two Juneteenth shirts
- 15 volunteer slots (names provided by May 31st)

(FOUR AVAILABLE)

\$5,000 Brand Sponsor

Brand & logo placement is a great way to increase brand awareness to event 2,000 attendees including community members, volunteers, donors, and supporters!

- Logo placement on website, social media, & shirt
- Two Juneteenth shirts
- 10 volunteer slots (names provided by May 31st)

(SIX AVAILABLE)

All packages are customizable. If you're interested in sponsoring the event in a different way, please email sydney.chandler@foroakcliff.org!



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