

For Oak Cliff HONORS A

JUNETEENTH

CELEBRATION

POWERED BY

DTLR
DARE TO LIVE RIGHT!

**FOR OAK CLIFF
2023
SPONSORSHIP
PACKAGE DECK**

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

ABOUT OUR CELEBRATION

Our Juneteenth Celebration serves as a community reunion for the Superblock with an estimated 1,000 guests. Free for all, our event includes food trucks, waterslides, Farmers Market, and jaw-dropping photo moments. The goal is to bring our people together while honoring the history of Juneteenth.



ATTENDEE DEMOGRAPHIC

- Ages - 0 to 75
- African Americans
- Median Household Income: \$45,000/yr*

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

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PHOTO BOOTH

In 2022, we designed a life-sized history book outlining the Juneteenth timeline and a petition for the First Look Bill. Over 200 emails and social media impressions were captured from guests engaging with this activation.



KIDS ZONE

To keep the kids engaged we create a Kids Zone featuring waterslides, bounce houses, live painting, and educational activities through partners like the Perot Museum!



FOOD COURT

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

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Sponsorship Packages

\$5,000 Experiential Sponsor

Our Food Court & Photo Booth are high-traffic areas drawing the most engagement. Live cooking demos, food trucks, jaw-dropping photo moment and photobooth - at this level, your company name will be highlighted as the Official Sponsor of one of these zones! You pick!

- Brand Placement : Entry Banner, Food or Photo area, social media, website, email, shirt
- Instagram Takeover during the event
- Company mention by DJ
- Commemorative event photo with FOC staff
- Two Juneteenth shirts
- 20 volunteer slots (names provided by May 31st)

\$2,500 Kids Zone Sponsor

Kids make up 65% of festivals guests and are the core of our mission. Bounce houses, waterslides, and live painting activations help keep them engaged ! At this level, your company name will be highlighted as the Official Sponsor of this zone!

- Brand Placement : Kids Zone area, social media, website, shirt
- Company mention by DJ
- Hands-on kids activity: coloring, STEM, gaming, etc.
- Commemorative event photo with FOC staff
- Two Juneteenth shirts
- 10 volunteer slots (names provided by May 31st)

\$1,000 Brand Sponsor

Brand & logo placement is a great way to increase brand awareness your company to over 1,000 attendees including community members, volunteers, donors, and supporters!

- Brand Placement : website, social media, & shirt
- Two Juneteenth shirts
- 5 volunteer slots (names provided by May 31st)

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