

BLACK LEGACY PARTNERS, LLC

Long Island's Annual

JUNETEENTH

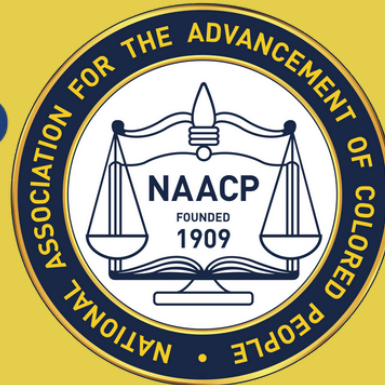
Cultural Festival

PRESENTED BY



MATTRESSFIRM

IN PARTNERSHIP WITH **NAACP**



SATURDAY, JUNE 17TH, 2023

HICKSVILLE, NY

PARTNERSHIP GUIDE





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OBJECTIVE

Engage Black residents and consumers through compelling content and experiences, and continue to be a leading voice in amplifying Black culture on long Island in multidimensional and multiplatform ways that connect to their passions, interests while changing the outcomes for our community.

Our brands and messaging reflect bold moments that will deliver against what matters most to Black people, advancing Black love, joy, power, and pride.

BLACK LEGACY PARTNERS, LLC

NAACP



CONNECT

BUILD

THRIVE

ABOUT BLACK LEGACY PARTNERS

Since its inception, Black Legacy Partners, an M/WBE company, has become a critical platform for new and established Black entrepreneurs, creators, and artists to connect, build and thrive in a struggling economy. We provide a a strong culture of collaboration, unity and accountability to maximize growth and opportunity. We use our experience, passion, connections, and influence to build a legacy, share resources, not only for us, but also our community.



2023 JUNETEENTH FESTIVAL



The Annual Juneteenth Cultural Festival is one of Long Island's largest events dedicated to celebrating the independence of Black Americans - acknowledging a historical moment that shaped and continues to influence our society today. The festival features a line-up of various Black-owned food vendor exhibitions, local vendors and small business owners throughout Long Island, live DJ, and entertainment. Thousands of residents throughout Nassau, Suffolk Counties, New York City and beyond attend the annual festival where everyone can gather in a safe and fun outdoor environment. This year, we are proud to officially launch **Black Legacy Coalition of New York**, a 501c3 nonprofit that promotes and ensures economic growth throughout communities of color and provide access to resources for Black entrepreneurs and business owners through outreach and advocacy.



ACTIVATIONS + EXPERIENCES



Pre-Juneteenth Reception Mixer [June 15th, 2023]

The first-ever networking reception with Long Island's Black entrepreneurs and small business owners, influencers, creators, festival sponsors and community partners, to build connections, share resources and hear inspiring stories – as we celebrate Black culture and freedom, attendees will be greeted with a green-carpet, branded Juneteenth signage and displays - with photography and videography.

Juneteenth Festival Soundstage: Live Entertainment & Artist Showcase

Our stamp of approval for the local artists to watch. The Juneteenth soundstage is a platform to highlight burgeoning artists and bands from all generations, who one day hope to be some of the industry's most influential musicians.

Social Media Worthy Moments

Opportunity to create a specialty branded photo booth at the festival where attendees can capture instagram-worthy photos and Tik Tok moments for posting and sharing throughout the day. Guests will also walk-away with specialty swag bags and offer verbal commentary on camera.



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VENDORS + EXHIBITORS

Some of the highlights you are likely to enjoy include a kids' corner with bouncy houses, face painting and circus performers; tastings from the many diverse Black-owned restaurants around Long Island; and offerings from fashion, arts & craft, home and other shops that make Juneteenth so special. All this and more combined with delicacies to satisfy every palate.

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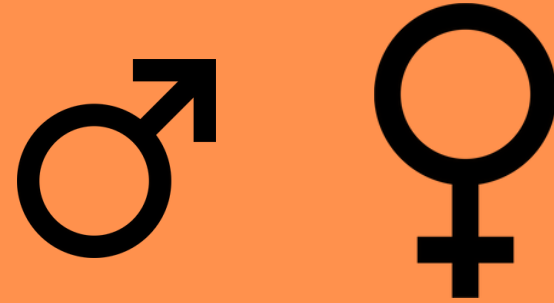
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OUR AUDIENCE: 2,000+ ATTENDEES



GENDER



Men: 34% Women: 66%

AGE GROUP

42.9%

Millenials

AGES 25-40

36.5%

Generation X

AGES 41-56

20.6%

Generation Z

AGES 18-24

GEOGRAPHIC REACH

Diverse commnunities throughout Nassau & Suffolk Counties including Hempstead | Roosevelt | Freeport | Brentwood | Wyandanch | Westbury | Baldwin | Hicksville | Bay Shore | Uniondale | Brooklyn | Queens | Bronx | Manhattan



- ▶ **MARKETING**
- ▶ **SPONSORSHIP**
- ▶ **BRAND INTEGRATION**



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PRESENTING FESTIVAL SPONSOR

"3RD ANNUAL JUNETEENTH CULTURAL FESTIVAL PRESENTED BY"

\$10,000.00

- Sponsor Logo Signage on Main Stage and street signs
- Sponsor logo branding at the Juneteenth Pre-Reception Photo Area and on visual screen
- Speaking Opportunity on Festival Stage from company spokesperson
- Branded logo and mention on all announcements, printed materials: posters, outdoor/indoor banners, email blast, branded socials
- Sponsor branding on attendee wristbands
- Master of Ceremonies to include sponsor name in announcements
- Media mentions including Juneteenth website and social media
- Sponsor branded consumer activation during festival
- Two (2) additional 10x10 exhibiting space on the grounds with (2) 6ft table and 2 chairs
- Five complimentary Juneteenth tee-shirts
- Sponsor logo inclusion on Juneteenth Swag bags for attendees.



GOLD FESTIVAL SPONSOR

\$7,500.00

- Signage on main stage and street signs
- Logo branding/signage at the Juneteenth Pre-Reception mixer and swag bags
- Signage on printed materials: digital flyers, posters, outdoor/indoor banners, branded email blasts and branded socials.
- Two (2) 10x10 exhibiting space for your branded tent with 6ft table and two chairs
- Master of Ceremonies Announcements
- Website and social network presence
- Support for selected small businesses and nonprofits covering the cost under our plan to support small businesses/ nonprofits to participate in this year's fest.
- Two complimentary Juneteenth tee-shirts

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SILVER FESTIVAL SPONSOR

\$5,000.00

- Signage on main stage and street signs
- Logo branding/signage at the Juneteenth Pre-Reception mixer and swag bags
- Signage on printed materials: digital flyers, posters, outdoor/indoor banners, branded email blasts and branded socials
- 10x10 exhibiting space for your branded tent with 6ft table and two chairs
- Master of Ceremonies Announcements
- Website and social network presence
- Two complimentary Juneteenth tee-shirts

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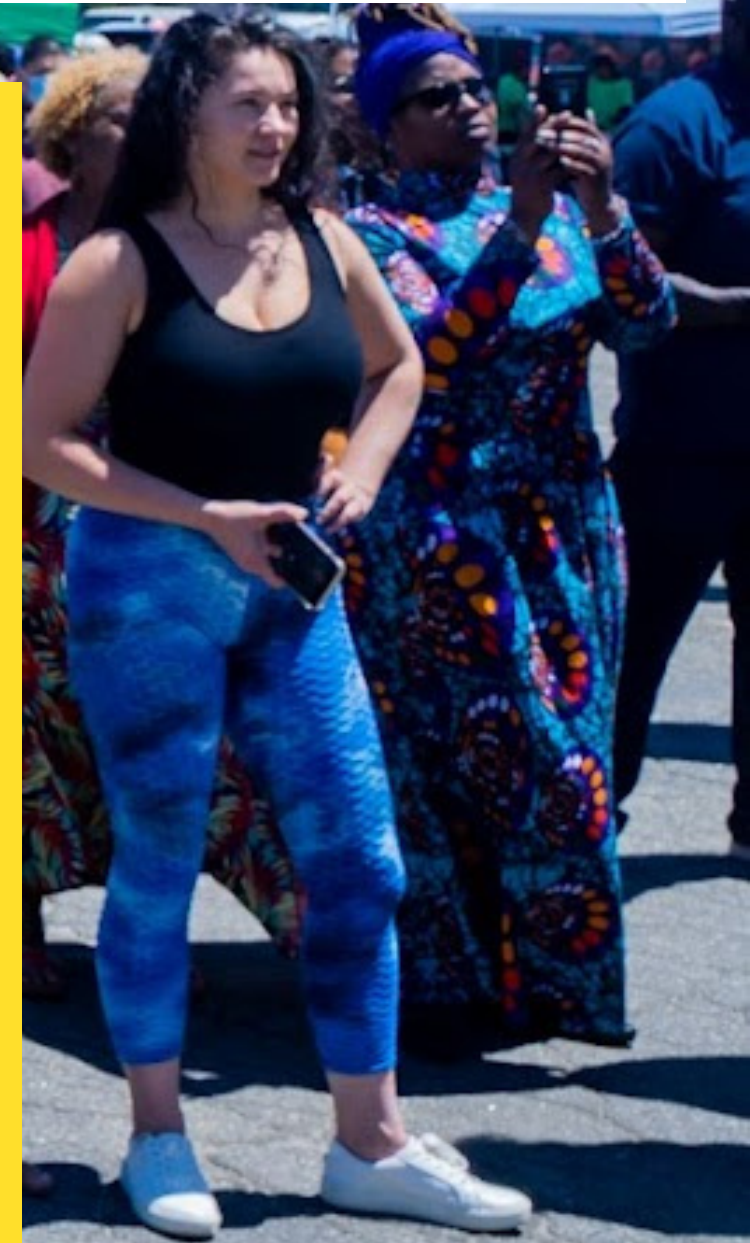


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FESTIVAL COMMUNITY PARTNER

\$1,500.00

- Listing on website and social platforms
- Product inclusion in the Juneteenth Pre-Reception swag bag
- Logo/name inclusion on branded email blasts
- 10x10 exhibiting space for your branded tent with 6ft table and two chairs
- Master of Ceremonies Announcements
- One complimentary Juneteenth tee-shirt



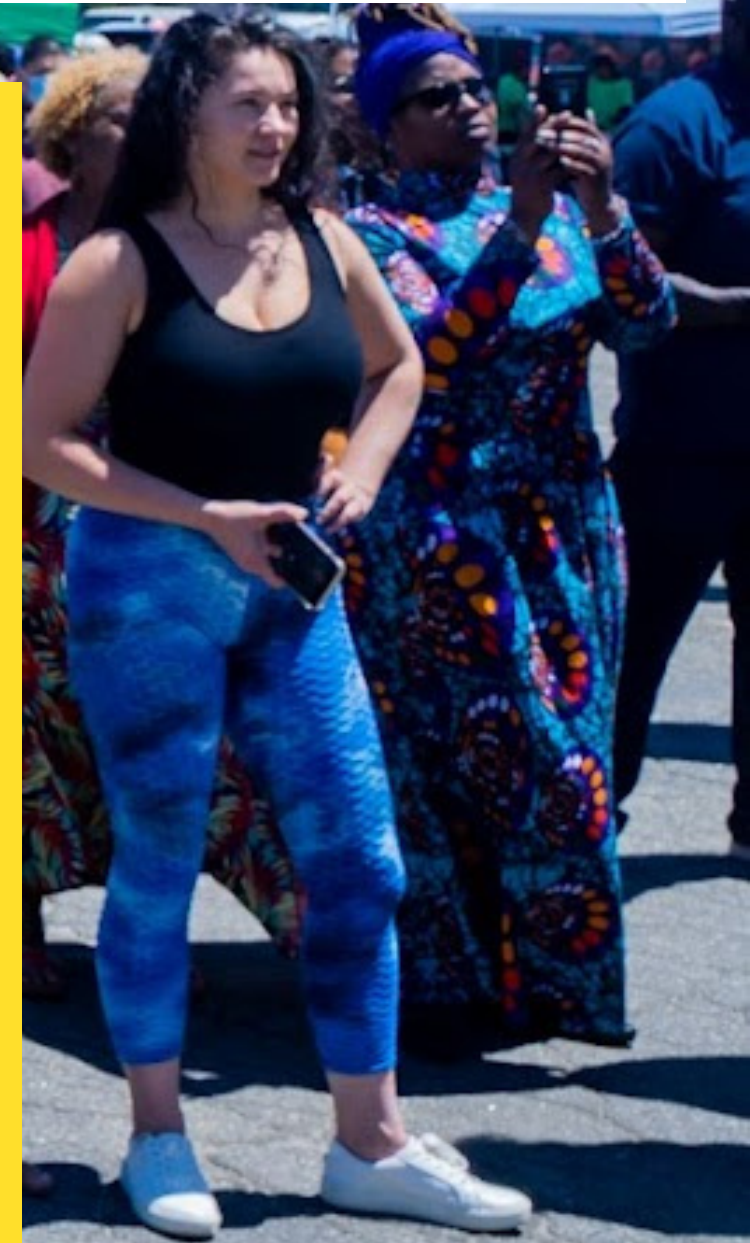


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FESTIVAL COMMUNITY PARTNER

\$1,500.00

- Listing on website and social platforms
- Product inclusion in the Juneteenth Pre-Reception swag bag
- Logo/name inclusion on branded email blasts
- 10x10 exhibiting space for your branded tent with 6ft table and two chairs
- Master of Ceremonies Announcements
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SMALL BUSINESS COMMUNITY PARTNER

\$500.00

- Listing on Juneteenth website and social platforms & promos
- Product inclusion in the Juneteenth Pre-Reception swag bag
- 10x10 exhibiting space
- One complimentary Juneteenth tee-shirt

**Please note this package is tailored for small businesses*



MEET THE TEAM

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ADVISORY BOARD

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President, Long Island African American Chamber of
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100 Black Men Organization of Eastern New York

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President & CEO
The Newman Catalyst, Inc.

Walter D. Sartin

Partner
DBA Management & Consulting

Larry Gray

Marketing & Business Consultant

Jewels Riz

Health & Fitness Coach

PREVIOUS SPONSORS AND SUPPORTERS

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VODKA



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