



WELCOME & PROGRAM OVERVIEW

We thank you for your new and ongoing support of the Utah Juneteenth Freedom Festival. Juneteenth is the oldest celebration marking the end of slavery in the US. On June 19, 1865, over two years after the signing of the emancipation proclamation, enslaved Africans in Galveston, Texas was freed. Since 1989, Project Success Coalition has planned and implemented the statewide celebration to help bring all our cities and residents together in a united coalition to commemorate. Ogden became the city for our main, Juneteenth event. We continue to hold events in Ogden and Salt Lake and recently West Valley City, Salt Lake County, Logan, and So. Salt Lake City. The economic, as well as general community impact, has been tremendous as thousands of festivalgoers, artists, organizations, and faith communities have helped keep the celebration alive to promote diversity, inclusion, and cultural understanding!

Overview:

- Multiple City events with 32 Years being held in Ogden. The festival has been held from 1-3 days over Father's Day Weekend
- In 2016 the Utah State Legislature passed HB338 making Juneteenth a State Holiday Observance and celebrated on the 3rd Saturday in June.
- The planning committee represents a broad coalition of individuals, organizations, artists, youth, and supporters.
- The largest African/African American event in Utah with a positive economic and cultural impact that translates into dollars and public relations benefits.
- Promoting Unity in the Community through collaboration across geographic areas, public/private entities, municipalities, and ethnicity, to collectively extend our exposure statewide.



- Family Reunion atmosphere brings family members from across the country to hold their family and class reunions during this event.
- Honoring and bringing exposure to local, regional, and national artists, historians, and educators.
- Highlighting Utah on the national stage as a Board member of the National Juneteenth Observance Foundation, Regional Juneteenth Director, and hosting one of the longest-running Juneteenth commemorations.
- Participant in the Year of the Return, 400th Commemoration of the First African Landing in Virginia, and National Bell Ringing. Hosted Utah Bell Ringing Commemoration at the State Capitol.

Featured activities and events include:

- State of Black Utah, Town Hall Meeting with the Utah Black Roundtable
- Father's Day Tribute: Billy Mason & Willie Moore "Golden Clipper" Barber Battle & Braid Battle
- Juneteenth Flag Raising Ceremony
- Film Presentation & Discussion – Utah Film Center
- Storytelling & Drumming Workshop and Presentation – Nubian Storytellers-NSOUL
- Genealogy Workshop – Utah Afro-American Historical & Genealogy Society. – UAAHGS
- Black History Trail & Trivia Challenge
- Utah Juneteenth Unity Choir
- Mr. & Miss Juneteenth Scholarship Pageant
- Juneteenth Essay Contest
- Wealth & Economic Empowerment Summit
- Games & Activities for all ages
- Children's Festival
- Health & Wellness Expo & World Sickle Cell Day
- Salute to High School & College Graduates & College/Career Fair
- Equal Justice Initiative Soil Collection

Events are being held throughout the month of June in Ogden, Salt Lake, Logan, and Utah County.

Utah Juneteenth promotes and supports the Utah Compact on Racial Equity, Diversity, and Inclusion & USHE Juneteenth Resolution! Betty Sawyer, Director, and Board Member National Juneteenth Observance Foundation-NJOF.

Sponsorship



Diamond Level \$20,000 & up

Title Sponsor for the entire event:
Support for national, regional, & local artist

Platinum Level \$10,000 & up

Underwriting for venues and technology
Marketing, Outreach & Engagement
College & Career Expo

Gold Level \$5,000 & up

Mr. & Miss Juneteenth Scholarship Program
Juneteenth Jazz Brunch
Juneteenth Essay Contest

Silver Level \$3,000n & up

Willie Moore/Billie Mason Barber Battle &
Crown Braiding Competition
Juneteenth Children's Festival

Bronze Level \$1,000 & up

Health & Wellness Expo
Kid's Zone, Youth Art & Activities Pavilion
High School & College Graduate Recognition
Father's Day Tribute
State of Black Utah Town Hall Meeting

Copper Level \$500 & up

Flag Raising
Healing, Reconciliation & Unity Vigil
Welcome Reception

