



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:

- Project Success Coalition has implemented a multiple city event for the past 33 years in Ogden and Salt Lake. Our reach has expanded to include South Salt Lake and Salt Lake County. The main festival events are held over Father's Day Weekend with additional events all month.
- In 2016 the Utah State Legislature passed H.B.338 making Juneteenth a State Holiday Observance. Juneteenth became a State Holiday during the 2022 Legislative Session with the passage of H.B.238.
- 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 visitors 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 Ceremonies
- Film Presentation & Discussion
- Storytelling & Drumming Workshop and Presentation – Nubian Storytellers-NSOUL
- Genealogy Workshop – Utah Afro-American Historical & Genealogy Society. & Sema Hadithi
- Utah Juneteenth Gospel Celebration
- Mr. & Miss Juneteenth Scholarship Program
- Juneteenth Essay Contest
- Juneteenth Parade
- Games & Activities for all ages
- Children's Festival
- Health & Wellness Expo & World Sickle Cell Day
- Salute to High School & College Graduates & College/Career Fair

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 artist
Marketing, Outreach & Engagement
Mr. & Miss Juneteenth Scholarship Program

Gold Level \$5,000 & up

Juneteenth Awards Brunch
Juneteenth Essay Contest
College & Career Expo

Silver Level \$3,000 & up

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

Bronze Level \$1,000 & up

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

