



# 52<sup>nd</sup> Annual MLK /Juneteenth Community Festival Celebration

## Our History is our Strength

March 1, 2022

To:

Help us create a shared freedom experience for our 52<sup>nd</sup> Annual MLK/Juneteenth Festival. Please come and join the Sonoma County Martin Luther King /Juneteenth committee in celebrating the growth of freedom and unity of the races. Knowledge is power and Martin Luther King/Juneteenth reminds us that the most precious gift given to all of us is freedom.

The festival is free and open to everyone. It is a day to enjoy the family, expand your knowledge, listen to music, speakers, historical information and eat tasty food. To be successful, we need our community and business owners, such as yourself, to support our cause. All the proceeds from the event will support education, promotion, and the Juneteenth's 52nd Annual Festival. For the past several years, we have included as part of the celebration, several scholarships presented to students who want to continue their education through our nonprofit, Entrepreneurs of Tomorrow Foundation. **They Need Your Support.**

**Background:** For Juneteenth 2022, the national theme is: **"Juneteenth Fathers of Freedom,"** which recognizes the United States Colored Troops who were noted to have assisted in bringing word of freedom to Galveston, Texas. The Celebrations mission is to educate and inform the community about the importance of celebrating Martin Luther King and Juneteenth.

The MLK/Juneteenth Festival traces its origin to 1970, when a group of

college students got together to protest a project that was going to affect the South Park, which in 1968 the name was changed to "The Martin Luther King Park," To make the protest successful, they needed the voice of many people, so they held a community music, food and speaker event in the park and invited many people to attend Free of charge. They needed to let people know what was going on. The event was so successful, that the students decided to give it a name and keep it going year after year. Over years, the name changed to the Martin Luther King Festival and years later to MLK/ Juneteenth Festival. This is one of the longest running festivals in Santa Rosa, Calif. Each year, the committee give out Appreciation awards to acknowledge people in the community that has put their energy, time, and money back into the community.

I have attached a list of sponsorship opportunities for you to review. If you have any further questions do not hesitate to call me or visit our website, <https://www.sonomacountyjuneteenth.com> to learn about Juneteenth and why it is celebrated every year.

I want to take this opportunity to thank you for considering sponsoring the event and want to wish you and all those you hold near and dear the best life has to offer, peace of mind, good health, loving relations, and continued prosperity.

Sincerely yours,  
Nancy Rogers  
(707) 623-2701  
President,  
MLK/ Juneteenth Festival

# 52<sup>nd</sup> Annual MLK/ JUNETEENTH FESTIVAL

GIVING OPPORTUNITIES COMMITMENT PAGE. Please review, select one, and return to Nancy Rogers [nr0000@aol.com](mailto:nr0000@aol.com) by April 15th.

Media Sponsor Acknowledgement in press releases, logos on event signs, and the website.

\_\_\_\_\_ Presenting Sponsor \$2,000.00 Acknowledgement in press releases and other media, banner scroll during the featured performer performance and logo on the festival's website.

\_\_\_\_\_ "Freedom Is" Sponsor \$1,000.00 Acknowledgement during the event, on our Facebook page and website.

\_\_\_\_\_ Festival Benefactor \$500.00 Acknowledgement on the festival's website and Facebook page.

Contributions of \$300.00 or less will be listed on the festival's website.

\_\_\_\_\_ Raffle Prizes \$300.00

\_\_\_\_\_ Community Friend \$300.00

\_\_\_\_\_ Festival Supporter \$200.00

\_\_\_\_\_ Festival Fan \$100.00

\_\_\_\_\_ Love Donation \$10.00+

CONTRIBUTION AMOUNT: \_\_\_\_\_ NAME:

\_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY:

\_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL:

\_\_\_\_\_

**Please make contribution checks payable to Sonoma County Juneteenth Committee, P.O Box 11262, Santa Rosa California, 95406**

All contributions are graciously accepted.