

Dear Sponsor,

We are excited to extend our heartfelt gratitude for your consideration to sponsor the Memphis and Shelby County Official Juneteenth Festival. Your support is invaluable in helping us make this event a resounding success that benefits the entire Mid-South community.

This year marks the 33rd Anniversary of the Memphis Juneteenth Festival, a testament to the enduring importance of this celebration in our region. The festival embodies a celebration of cultural enrichment, education, and heritage that resonates with everyone in the Mid-South area. We are dedicated to filling historic Medical District Park (formally Health Sciences Park) with good times, great music, delicious food, cherished friendships, and, most significantly, the continuation of a celebration that holds immense importance for the Black community in Memphis and across the United States.

Juneteenth is one of Memphis's longest-running African American celebrations, attracting children, adults, and families year after year, all converging at the park to commemorate the end of slavery. It all began when President Lincoln signed the Emancipation Proclamation into law, and now, the newly designated holiday underscores the cultural significance of Juneteenth for African Americans and the broader community.

The Memphis Juneteenth Festival draws a diverse crowd of 30,000 to 40,000 celebrants annually, including tourists who leisurely stroll the park grounds to immerse themselves in African American culture, food, entertainment, and the historical importance of Juneteenth. Many of them discover, for the first time, why it is crucial for African Americans to commemorate the end of slavery in the United States.

The festival traces its roots back to the historic moment when the last African-American slaves in Galveston, Texas, were freed on June 19, 1865. This marked the beginning of an annual celebration across the nation, and today, 157 years later, June 19 has been officially recognized as a federal holiday in the United States. The Memphis Juneteenth Festival has been a pioneering force since its inception and remains a cornerstone of the Memphis community.

We understand that every partnership is unique, and we are pleased to offer completely customizable sponsorship opportunities tailored to your organization's needs and goals. We are committed to working closely with you to ensure that your involvement with the Memphis Juneteenth Festival is a mutually beneficial and meaningful experience.

Your support would contribute significantly to the success of this event and the broader recognition of Juneteenth. We invite you to join us in celebrating this vital cultural and historical occasion that unites our community.

For more details on sponsorship opportunities and to discuss how we can collaborate, please submit the following request form to connect with us. We eagerly anticipate the possibility of partnering with you to make this and future Memphis Juneteenth Festival extraordinary celebration of culture, history, and community.

Thank you once again for your consideration and for standing with us as we commemorate this important chapter in our nation's history.

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