



JUNETEENTH FOODWAYS FESTIVAL SPONSORSHIP OPPORTUNITIES



OUR MISSION

The Juneteenth Foodways Festival, made possible through the generous support of Eli Lilly and Company Foundation, was inaugurated by the Benjamin Harrison Presidential Site in 2022. This one-day festival celebrates the ways in which Black culinary traditions have influenced American culture and promotes local Black-owned businesses. By removing barriers such as participation fees, equipment rental fees, and advertising expenses, the Juneteenth Foodways Festival allows small businesses to gain exposure and experience in a supportive environment.

BY THE NUMBERS

In just two years, the Juneteenth Foodways Festival has drawn 3000+ attendees to sample food from nearly 40 food partners and shop at 15 retail partners, all made possible through the hard work and dedication of over 30 volunteers.

WITH YOUR SUPPORT

The 23rd Cabinet, the advisory committee for the Juneteenth Foodways Festival, is dedicated to expanding the resources offered to our food and retail partners, including business planning and marketing services, as well as continuing to serve as a venue for small businesses to gain exposure and experience. With your support, we will continue surpassing our goals.

“I had the best time at the Festival! Everyone was friendly and welcoming. It was phenomenal to not have to worry about putting up a tent, table, linens, and chairs. I believe that was my favorite part of the event.”

-2023 Food Partner

DID YOU KNOW?

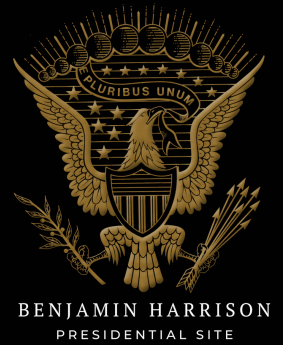
In the first year of Benjamin Harrison’s term in the White House, he made an important change to the White House staff – he replaced the French chef with renowned Black caterer and chef Dolly Johnson, of Lexington, Kentucky. Her cuisine was a great success with the 23rd president and his family, and she would go on to provide her all-American bluegrass style cooking to four American Presidents.

After leaving the White House, Johnson returned to Kentucky and opened several successful restaurants in Lexington. The Juneteenth Foodways Festival is dedicated to sharing the remarkable story of Dolly Johnson and the lasting legacy of Black cuisine on America’s favorite food.

The mission of the Benjamin Harrison Presidential Site is to increase public participation in the American system of self-government by sharing the life stories, arts, and culture of an American president.



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\$500 LEVEL SPONSOR OPPORTUNITIES

All \$500 level sponsors receive five early access passes, recognition on sponsor signage, and recognition on e-news, website, and social media; recognition in Statesman member magazine and Annual Report.

Food Partner Sponsor - Participation in the Juneteenth Foodways Festival is completely free for all approved partners - help us keep the barrier to entry low for all of our partners with your sponsorship! In addition to the benefits listed above, table sponsors will be featured on custom signage at their sponsored tent.

\$1,000 LEVEL SPONSOR OPPORTUNITIES

All \$1,000 level sponsors receive ten early access passes, recognition on event program, and on the sponsor signage. Recognition on e-news, website, and social media; recognition in Statesman member magazine and Annual Report.

Music Sponsor – Help bring the event to life by underwriting the music and DJ experience. Additional benefits include recognition on the PA system a minimum of 1x per hour.

Volunteer TLC Sponsor – Volunteers make this event possible – help us show them they matter with food, gifts, and more! Additional benefits include recognition on volunteer lounge signage and on volunteer badges.

Trucks on Talbot Sponsor – Sponsor our food truck walk, Trucks on Talbott, which will feature up to 10 Black-owned food trucks! Additional benefits include recognition on Trucks on Talbot signage. (Trucks on Talbott presented by YOUR NAME HERE)

Retail Partner Sponsor – Sponsor our retail center, which will feature up to 12 local Black-owned businesses! Additional benefits include recognition on retail center signage. (Retail Center presented by YOUR NAME HERE)

\$2,500+ LEVEL SPONSOR OPPORTUNITIES

All \$2,500+ level sponsors receive up to twenty early access passes, recognition on Delaware Street signage for 4 weeks preceding the event (visible to 15,000-20,000 cars daily). Four Porch Party tickets for Wicket World of Croquet (August 10, 2024). Recognition on event program, sponsor signage, e-news, website, and social media as well as recognition in the Statesman member magazine and Annual Report.

Early Access Sponsor (\$2,500) – Provide Early Access Pass holders with an experience they won't soon forget! Additional benefits include naming rights on early access (Early Access Brought to you by YOUR NAME HERE) and on Early Access tickets and custom signage.

Dolly Johnson Legacy Sponsor (\$5,000) – Be an integral part of the mission of the Juneteenth Foodways Festival by underwriting the Dolly Johnson People's Choice Award cash prizes and Dolly Johnson interpretation. Additional benefits include recognition on interpretive signage, on people's choice award signage, and in any media releases pertaining to the People's Choice Awards.



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YES! I WANT TO BE A SPONSOR PARTNER FOR THE 2024 JUNETEENTH FOODWAYS FESTIVAL!

Questions? Contact Lindsey Beckley or Shanét Wallace
Phone 317-631-1888 x 107
Mail Complete this form and return to:
Attn: Advancement
1230 North Delaware St.
Indianapolis, IN 46202

Contact Information

Name: _____
Organization: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Email: _____

Select Sponsorship Type

- | | |
|---|---|
| <input type="checkbox"/> Food Partner Sponsor (\$500) | <input type="checkbox"/> Music Sponsor (\$1,000) |
| <input type="checkbox"/> Volunteer TLC Sponsor (\$1,000) | <input type="checkbox"/> Trucks on Talbott (\$1,000) |
| <input type="checkbox"/> Retail Partner Sponsor (\$1,000) | <input type="checkbox"/> Early Access Sponsor (\$2,500) |
| <input type="checkbox"/> Dolly Johnson Legacy Sponsor (\$5,000) | |

Payment Details

Check (payable to the Benjamin Harrison Presidential Site)

Card: Visa MasterCard AmEx Discover
Account # _____ Exp. Date _____
Signature: _____ CV2: _____

