



**JUNETEENTH.com**  
WORLD WIDE CELEBRATION!

- What, When and Where is Juneteenth?
  - African-American freedom celebration, June 19-20
  - Hundreds of grassroots events across US
- Who is Juneteenth.com?
  - Clifford Robinson owner/designer/eyeball magnet (magnate?)
  - History, community, commerce
- Why sponsor Juneteenth?
  - Align brand with multi-culturalism and Af-Am audience
  - *Demonstrate* support of audience concerns/passions
  - Reach into online and offline grassroots communities



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- What is Juneteenth?

- Celebrates June 19, 1865 proclamation freeing the last African-American slaves

- General Gordon Granger arrives in Galveston, TX, where the Emancipation Proclamation was yet un-enacted.

**The People of Texas  
are informed  
that in accordance  
with a Proclamation  
from the Executive of  
the United States,  
all slaves are free...**

**General Gordon Granger  
Galveston 1865**



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- What is Juneteenth?
- Hundreds of grassroots events described at Juneteenth.com
- Positive, inclusive festival in Af-Am communities
- Typical attractions include:
  - Miss Juneteenth pageant
  - Food and drink
  - Musical acts
  - Cultural displays
  - Arts and crafts vendors
  - Historical presentations





# JUNETEENTH.com

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## • Who is Juneteenth.com?

- Clifford Robinson: Web designer and Juneteenth aficionado

- Top-ranked Juneteenth site in Google search



- 100,000 visitors each June

- Significant traffic spikes Jan/Feb

- MLK Holiday

- Black History Month

Juneteenth World Wide Celebration

The Juneteenth Store

**NATIONAL REGISTRY**  
 Juneteenth Organizations & Supporters

Subscribe to the Juneteenth Newsletter  
 Email Address  Zip Code

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Celebrations   History of Juneteenth   The Middle Passage   Registry   Store   Guestbook

Pronunciation

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Join us in celebrating the 140th Anniversary

Juneteenth is the oldest nationally celebrated commemoration of the ending of slavery in the United States.

From its Galveston, Texas origin in 1865, the observance of June 19<sup>th</sup> as the African American Emancipation Day has spread across the United States and beyond.

Today Juneteenth commemorates African American freedom and emphasizes education and achievement. It is a day, a week, and in some areas a month marked with celebrations, guest speakers, picnics and family gatherings. It is a time for reflection and rejoicing. It is a time for assessment, self-improvement and for planning the future. Its growing popularity signifies a level of maturity and dignity in America long overdue. In cities across the country, people of all races, nationalities and religions are joining hands to truthfully acknowledge a period in our history that shaped and continues to influence our society today. Sensitized to the conditions and experiences of others, only then can we make significant and lasting improvements in our society.

*I cannot say thank you enough. This website has done what word of mouth could never hope to accomplish. It has reached all walks of life. It gives hope, rekindles memories, makes others aware, it is a tool that can be used to complete a job that is still in finishing stages. We should never forget those who gave so much and received so little to make this day possible.*

C. Harris  
California

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**PRINTER FORMAT**

The celebrations that followed the reading of the proclamation by General Gordon Granger began a tradition that has lasted for one hundred and forty years, and today is hosted in cities across America and beyond. The JUNETEENTH.com website is dedicated to this celebration and to those who tirelessly contribute to its continued existence and growth. For information regarding this website, contact us via email or write to: Juneteenth.com, P.O. Box 871150, New Orleans, Louisiana 70187, or call 504 245-7800

From the Juneteenth Webmaster...

With sincere pride and love, I would like to thank each of you for your comments and continued support for this effort. With the power of your collective thought we can move mountains, so let us not ever sink in despair over the obstacles that stand in our path. Rather, let us join hands and communicate our needs, share our experiences and leverage our strengths. The spirit of Juneteenth is alive and well in each of us!

In the spirit of Sankofa and Love

Ma  
Florida

Your website has awakened in me wonderful memories of my families celebration of Juneteenth. We celebrated with music, food, sharing of our blessings, and ended by the entire congregation dancing the Grand March on the Lawn of the church.

http://www.juneteenth.com/ (1 of 26/10/2005 7:42:07 AM)



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- Who is Juneteenth.com?
  - Historical reference
    - “The Middle Passage”
    - Concise summary
  - Community
    - Free event posts by state
    - Powerful visitor feedback
  - Commerce
    - Merchandise sales
    - Collaboration with events on integrated sponsorship

*"To the inspirational people who created this site: Thank you. For someone as "involved" as I thought myself to be, I truly have learned something new today. Thank you for taking the time to bring my generation another step closer to remembering our history."*

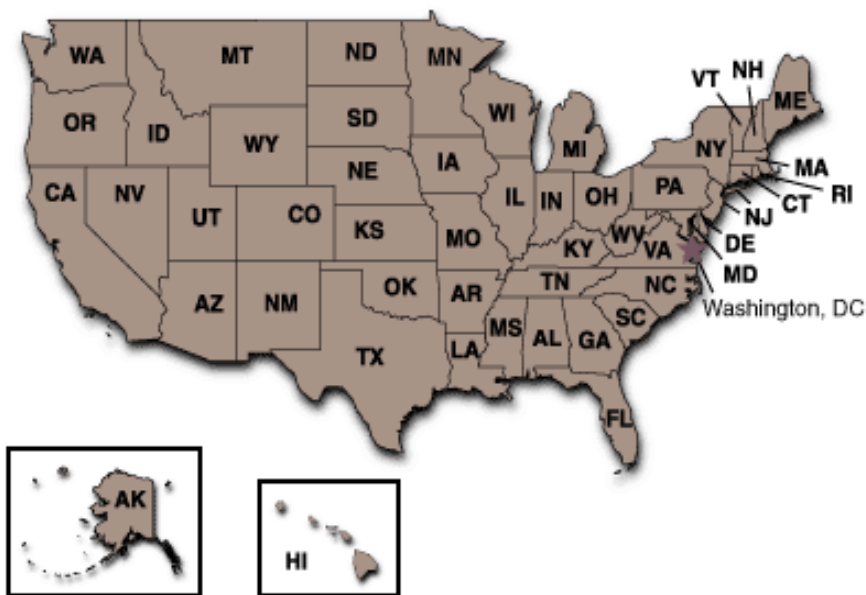




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## Juneteenth Locations



- Why Sponsor Juneteenth?

- Align brand with values of target audience

- *Demonstrate* support of audience concerns/passions

- Reach into online and offline grassroots communities

- Gain efficiency with one-stop shopping at Juneteenth.com

- Position as global sponsor, act as local sponsor



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## Why Sponsor Juneteenth? (Demographics)

### 2003 Berkeley Juneteenth Attendees

#### Ethnicity

Af-Am 77%  
Euro 11%  
Latino 9%  
Asia-Pac 2%

#### HH Income

Median 35-\$44K  
Upper 15% > \$62K

#### Gender

Female 70%  
Male 30%

#### Distance traveled

>20 miles 24%  
<5 miles 52%

## Why Sponsor Juneteenth? (Event benefits)

- Co-branded Juneteenth.com booths at selected celebrations
  - Berkeley/Oakland
  - Los Angeles
  - Milwaukee
  - Minneapolis
- Sampling/Sales
- Spokesperson appearances
- PR/Media inclusions



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To customize your Juneteenth sponsorship, please contact:

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President

SponsorWrite

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[www.SponsorWrite.com](http://www.SponsorWrite.com)