



THURSDAY  
JUNE 19, 2025  
4 P M - 8 P M

SHOPPES AT  
UNIVERSITY PLACE,  
LAKEFRONT  
8931 J M Keynes Dr,  
Charlotte, NC 28262

A sponsorship opportunity for the  
second annual University City  
Juneteenth Art Fest



# ABOUT US

The Second Annual University City Juneteenth Art Fest is a powerful celebration of freedom, culture, and artistic expression for the Charlotte community. Returning on June 19, 2025, this vibrant festival highlights the rich contributions of Black artists, entrepreneurs, and performers while fostering unity and economic empowerment.

## Juneteenth Art Fest Audience:

- **Who:** Families, students, professionals, creatives, and local leaders.
- **Attendance:** Expected to exceed **4,000** attendees in 2025.
- **Investments:** University City Partners is a 501c3, sponsorships are tax deductible.
- **Features:** 40+ vendors, live performances, interactive art, special guest appearances, and more!



### ART



### MUSIC



### DANCE



### SPOKEN WORD



### VENDORS



### FASHION & PODCASTING



### PHOTO & SPONSORSHIPS



### COMMUNITY



# SPONSORSHIP PACKAGES

1 Available

## PRESENTING SPONSOR

\$15,000

- **Presenting Rights:** Presenting Attribution to the festival and first right to reserve annually.
- **Logo Placement:** Prominent placement of your company logo on all event promotional materials.
- **Recognition:** Podium time, verbal acknowledgment, and recognition during the opening and closing ceremonies.
- **Social Media Promotion:** Dedicated posts on event social media platforms highlighting your company's support.
- **Onsite Activation:** Prime booth space at the event venue to showcase your products/services and engage with attendees. Includes large table and two chairs.
- **Printed Promotion:** Name inclusion on all printed materials for the festival.
- **Digital Promotion:** Brand inclusion on newsletters, digital board, and website.



2 Available

## CULTURE SPONSOR

\$7,500

- **Logo Placement:** Company logo displayed on all promotional materials.
- **Recognition:** Mention in event press releases and verbal acknowledgment during the event.
- **Social Media Promotion:** Mention in event-related social media posts.
- **Onsite Activation:** Reserved booth space at the event to promote your products/services.
- **Digital Promotion:** Brand inclusion on newsletters and digital board.



5 Available

## CREATIVE SPONSOR

\$5,000

- **Logo Placement:** Company logo featured on day of event promotional materials.
- **Recognition:** Verbal acknowledgment during the event.
- **Social Media Promotion:** Recognition on event social media platforms.
- **Booth Space:** Designated space at the event to showcase your products/services.



# SPONSORSHIP PACKAGES



ADDITIONAL SPONSORSHIP OPPORTUNITIES

## FESTIVAL SPONSOR

**\$1000**

- **Booth Space:** Designated space at the event to showcase your company.
- **Sponsor Listing:** Spotlighted in the event program/board as an official sponsor.
- Includes one table and two chairs upon request.

## SUPPORTING SPONSOR

**\$500**

- **Booth Space:** Designated space at the event to showcase your company.
- Includes one table and two chairs upon request.



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