

**POTTSTOWN  
JUNETEENTH  
2026 SPONSORSHIP**

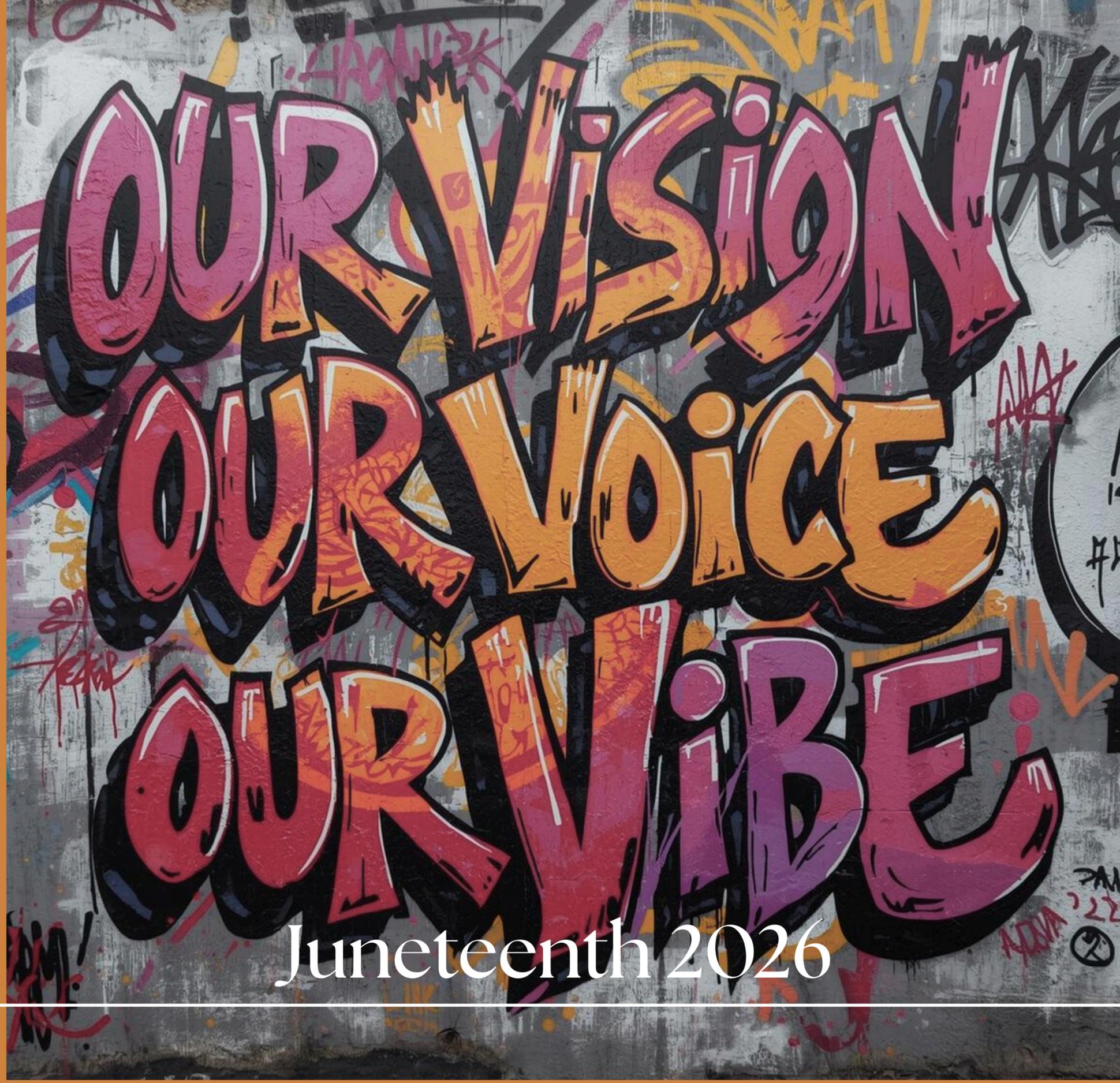
Community  
**PACKET**

*Celebration on High Street:*

*June 13, 2026*

*Rain date: June 14, 2026*

*Black Excellence Gala: June 19, 2026*



**Juneteenth 2026**



# OVERVIEW

Pottstown Juneteenth stands at the intersection of celebration and strategy. While rooted in honoring history and culture, the event has intentionally evolved into a community investment platform designed to drive measurable economic, educational, and social impact. Each sponsorship directly supports youth scholarships, minority business sustainability, workforce exposure, and High Street activation creating both immediate visibility and long-term generational return.

Juneteenth is not simply an annual gathering; it is a structured ecosystem created to strengthen the fabric of Pottstown year-round. Pottstown Juneteenth is a multi-day cultural and economic activation event designed to celebrate African American history while intentionally reinvesting in youth leadership, minority-owned businesses, and community wellness.

Since 2023, the event has infused six figures into the local economy and awarded 27 scholarships to graduating seniors.

# MISSION

Juneteenth in Pottstown creates generational impact by connecting elders, families, and youth in shared learning, leadership, and cultural pride.

Through storytelling, education, creative expression, and community engagement, the celebration honors the legacy of those who came before us while investing in the confidence, wellness, and leadership of the next generation ensuring that freedom, opportunity, and community power continue to grow for generations to come.

OUR VISION

OUR VOICE

OUR VIBE



"Participating in Pottstown Juneteenth wasn't just a vending opportunity it was an investment in my business. The exposure, the community support, and the connections I made that day turned into repeat customers and long-term partnerships. Juneteenth truly strengthens small businesses in a way that feels intentional and empowering."

Local Minority Business Owner

# Success Stories

"Pottstown Juneteenth has evolved into more than a celebration it is a strategic community investment. From economic reinvestment to youth leadership development, the impact is measurable and growing each year. It brings together residents, businesses, and institutions around a shared vision for generational progress."

Community Leader & Partner

"Being part of Juneteenth gave me confidence I didn't know I had. The scholarship recognition, the basketball tournament, and just seeing people who look like me celebrated, it made me feel seen and supported. It reminded me that my future matters in this community."

Juneteenth Scholarship Recipient



OUR VISION

OUR VOICE

OUR VIBE



# Strategic Sponsorship Opportunity

EXPOSURE  
POTENTIAL

- Brand positioning within economic equity and youth development initiatives
- Year-round visibility through extended programming partnerships
- Direct exposure to 1,500–2,000 in-person attendees at the Street Festival
- Engagement with 150–200 regional leaders and stakeholders at the Black Excellence Scholarship Gala
- Multi-week digital campaign generating 10000+ social impressions
- Logo placement across website, social media, and print materials
- On-stage recognition during high-visibility programming moments
- Premium High Street activation space for direct consumer engagement
- Recap video inclusion for extended digital reach beyond event day

IMPACT

- Economic & Community Investment Impact
- Six figures reinvested locally since 2023
- Paid contracts awarded to 40+ minority-owned vendors annually
- Increased foot traffic and economic activation along High Street
- Direct support of small business sustainability and growth
- Expansion of the local economic ecosystem
- Activation of youth leadership pathways through:
  - 3-on-3 Basketball Tournament
  - Crowned in Excellence Pageant
  - Youth Business Fair
- Public affirmation of student achievement and leadership



# Community Sponsorship Tiers

BENEFIT	GOLD \$3,500	SILVER \$1500	BRONZE \$500	SMALL BUSINESS \$250
Large Logo Placement	✓	✓	✓	✓
Speaking at Festival & Gala	on stage recognition	on stage recognition	on stage recognition	on stage recognition
Gala Tickets	4	2	—	—
Vending space at Festival	✓	✓	✓	✓

OUR VISION

OUR VOICE

OUR VIBE



**CONTACT THE JUNETEENTH COMMITTEE**

Partnership contact : Denise Williams

Email: [Denisewilliams@berezilient.org](mailto:Denisewilliams@berezilient.org)

Website: [Pottstownjune19.com](http://Pottstownjune19.com)

Phone: 484-824-5727



OUR VISION

OUR VOICE

OUR VIBE