

**POTTSTOWN
JUNETEENTH
2026 SPONSORSHIP**

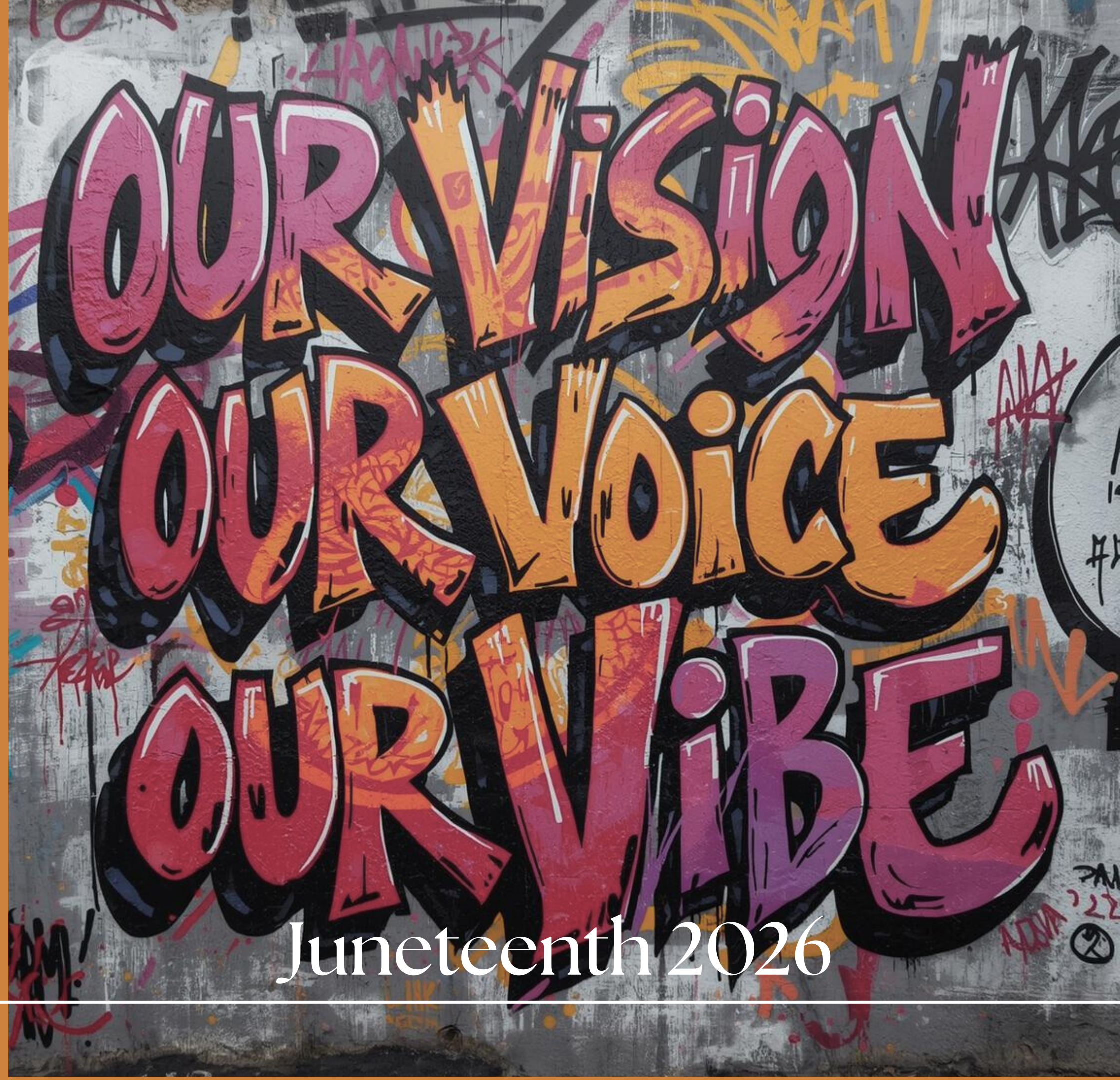
Corporate
PACKET

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



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"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





Strategic Sponsorship Opportunity

EXPOSURE
POTENTIAL

- Alignment with Community Reinvestment goals
- Brand positioning within economic equity and youth development initiatives
- Association with an established nonprofit ecosystem
- Year-round visibility through extended programming partnerships
- Opportunity to structure multi-year partnership agreements
- 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
- Brand alignment with one of Pottstown's largest cultural activation events

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

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Sponsorship Tiers



BENEFIT	GOLD \$3,500	PLATINUM \$7500	DIAMOND \$15,000	TITLE SPONSOR \$25,000
Naming Rights	_____	_____	_____	✓
Premier Logo			✓	✓
large Logo Placement	✓	✓	✓	✓
Press & Video Recognition	✓	✓	✓	✓
Speaking at Festival & Gala	_____	_____	_____	✓
Gala Tickets	4	6	_____	_____
VIP Tables (8 per table)	_____	_____	1	2
Vending space at Festival	✓	✓	✓	✓

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CONTACT THE JUNETEENTH COMMITTEE

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