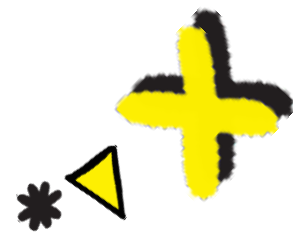


JUNETEENTH 2023



EVENT OVERVIEW



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THE OFFICE OF

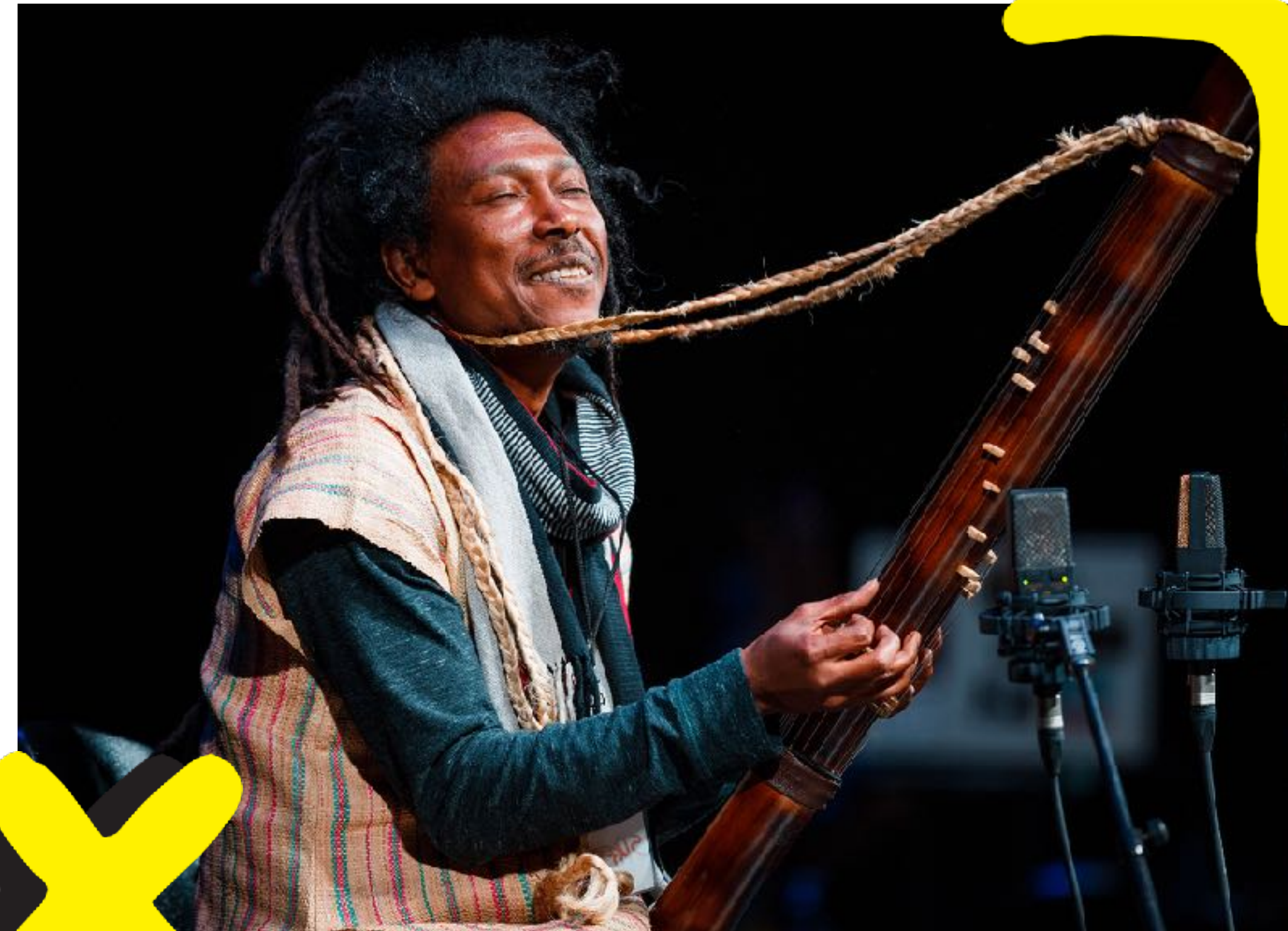


Racial Equity
Inclusion & Belonging
(REIB) Burlington, VT



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**BEAUTIFUL
SUN KISSED
PEOPLE**





EDGE AREA SPAE

HELLO PEACE





INTRODUCTION

Join us in celebrating Juneteenth and supporting the Racial Equity Inclusion & Belonging (REIB) office for an unforgettable event. Burlington is proud to come together with people from all walks of life as we honor history, culture and diversity.

Your support and participation are invaluable to Burlingtonians, and we are eager to create meaningful connections with you. Together, we have the opportunity to honor the rich history and cultural significance of Juneteenth while creating a dynamic and inclusive experience.

Thank you for considering joining us on this journey as we celebrate community, diversity, and unity.



COMMUNITY & CULTURE

Freedom, history, and culture - these are the values we celebrate at the City of Burlington Juneteenth event. With exciting activities planned throughout the festival, there's something for everyone here!

We invite you to engage in our mission by supporting us as proponents, participants and or partners.

Together we can create unforgettable moments full of culture, community, inspiration and education.





EMBRACE & BELONGING

Juneteenth is a day to celebrate Black Americans who descend from slavery honoring their struggle and achievements throughout history and reflecting on the ongoing struggle for racial justice and equality that still exists. Through this intentional commemorative act, we mark and celebrate resilience and creativity and elevate Black people who have been the backbone of this nation but often cast in its shadows to center stage in Burlington.

This year's Juneteenth celebration theme, "Embrace & Belonging," speaks to the collective work we must do as a community to continue the efforts to actualize the promises of freedom and the right and privileges afforded to full citizenship in the United States, Burlington, and Vermont. "Embrace & Belonging" encourages Burlingtonians to intentionally practice and support Black people living authentically in all places and spaces.





EMBRACE & BELONGING

As we celebrate Juneteenth 2023, we must remember that freedom is not a destination but a journey. True "Embrace and Belonging" is a long and often difficult struggle. Still, we can draw strength from the legacy of resilience and creativity that Black Americans have displayed throughout our history. Our theme of "Embrace & Belonging" is a call to action for all of us across Burlington to continue to rise to the challenge to be proactive in creating spaces where the Black Burlingtonian experience is one of radical belonging. We all continue to strive for a society where we value and respect the humanity of all people.



FESTIVAL OVERVIEW



DATE & LOCATION

An invite only kick-off mixer:
Friday, June 16th, 2023

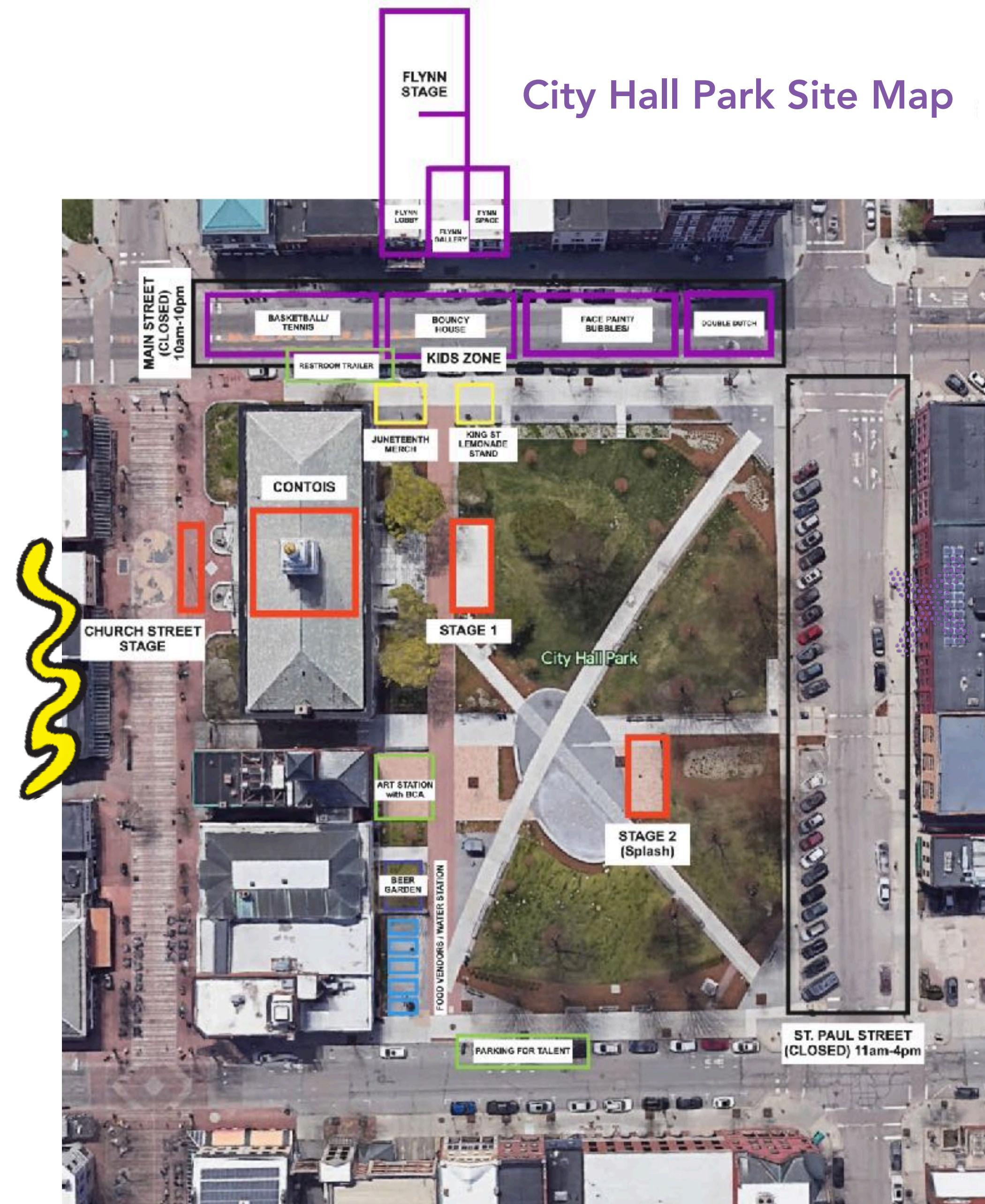
The City of Burlington Juneteenth Celebration:
Saturday, June 17th, 2023

Federal recognition of Juneteenth:
Monday, June 19th, 2023

The celebration will span multiple iconic locations in Burlington's vibrant Downtown center, including:

- City Hall Park
- Contois Theatre
- Burlington City Arts (BCA)
- Lower Church Street
- Main Street
- The Flynn Theater

These interconnected locations will create a dynamic, immersive festival experience that encourages exploration and discovery.



REIB 5 PILLARS

The Juneteenth Celebration aligns with the REIB (Racial Equity, Inclusion, and Belonging) office pillars, ensuring that the celebration is comprehensive and meaningful in its impact on the community. By integrating these pillars into our purpose and mission, we aim to create a holistic and inclusive Juneteenth Celebration.

By thoughtfully incorporating the REIB office pillars into our Juneteenth Celebration, we are taking purposeful steps to create an event that is not only a joyful and vibrant celebration but also one that makes a lasting, positive impact on our community a whole.



5 PILLARS OF REIB



01

THE ECONOMY:

Our celebration will support economic growth by providing a platform for local artists, performers, vendors, and small businesses to showcase their talents and offerings. We contribute to a more equitable and vibrant economy by promoting economic opportunities and supporting local entrepreneurship.

02

SOCIAL & HUMAN DEVELOPMENT:

The Juneteenth Celebration advances social and human development by offering educational workshops, historical exhibitions, and cultural presentations. By fostering greater awareness and understanding of African American history and culture, we contribute to our community members' personal and social development.

03

PHYSICAL ENVIRONMENT:

The celebration prioritizes the well-being of attendees by creating a safe and inclusive environment. Inhabiting spaces where marginalized communities have historically felt like they didn't belong. This event reminds everyone that this city is for all communities.

04

HEALTH:

The celebration prioritizes the well-being of attendees by creating a safe and inclusive environment. We will promote holistic health by incorporating wellness activities and providing spaces for relaxation and reflection. Additionally, we will ensure that public health guidelines and security precautions are implemented to provide a safe and enjoyable experience for all.

05

COMMUNITY & BELONGING:

The Juneteenth Celebration is a unifying event that celebrates diversity and inclusion, bringing Burlingtonians from all backgrounds to connect, engage, and appreciate our shared history and values. Central to our mission is fostering a sense of community and belonging. Through collaborative efforts with community organizations, we aim to create a space where everyone feels welcomed and valued.





FESTIVAL PROGRAMMING

The city of Burlington and the REIB office is thrilled to welcome the phenomenal headliners, **Arrested Development** for this year's Juneteenth Celebration. The group is ready to deliver a high-voltage performance on the majestic Main Stage at the historic **Flynn Theater**.

The multi-platinum, **Grammy Award Winning** group Arrested Development delivers an onstage energy to thirsty audiences looking to quench their soul! It's been thirty years since a new group called Arrested Development slammed the gangsta dominated world of hip hop with defiant lyrics of hope.

Apparently, the world was ready for the change as AD became the first ever hip-hop artist to receive the "**best new artist**" **Grammy**, (a distinction it still maintains today in that category).

In addition, the group also received a **Grammy award** for "best rap single" for their anthemic prayer-like hit song, **Tennessee**. The song has gone on to be named as one of the 500 Songs That Shaped Rock and Roll by the Rock and Roll Hall of Fame, and in the top 100 Greatest Songs of the 90's by VH1



PROGRAMMING

The cities Juneteenth Celebration event values **diversity**, **culture**, and **community** while providing a platform for emerging and established talent to shine.

Burlington's Juneteenth 2023 Festivities includes:

- **Extensive Programming:** Enjoy **11** hours of non-stop entertainment and activities, ensuring attendees a full day of immersive experiences.
- **Diverse Talent:** Over **50** performers, including musicians, DJs, poets, and comedians, showcasing an eclectic mix of talent to delight and inspire.
- **Wellness & Self-Care:** Benefit from the expertise of wellness instructors, offering workshops and sessions to promote health and well-being.
- **Stunning Visual Art:** Discover and appreciate the work of talented visual artists, featuring captivating installations and live art demonstrations.
- **BIPOC focused BTV Market:** Explore a curated selection of artisans and vendors, offering a variety of handcrafted goods, authentic food, and more.
- **Family-Friendly Fun:** Engage the entire family with youth activities designed to entertain, educate, and inspire our younger attendees.
- **Thought-Provoking Talks:** Participate in stimulating discussions and talks, addressing important topics relevant to the Juneteenth celebration and beyond.

BURLINGTON, VT

JUNETEENTH EMBRACE & BELONGING



FEATURING

ARRESTED DEVELOPMENT

ARTIST • ARTIST • ARTIST • ARTIST • ARTIST
ARTIST • ARTIST • ARTIST

SATURDAY, JUNE 17TH 2023

INFO INFO INFO INFO INFO INFO INFO INFO INFO INFO INFO INFO INFO





PROPONENT
PARTICIPANT
PARTNER

MAKING A DIFFERENCE

Being a proponent, participant and or partner of the Juneteenth Celebration is a powerful commitment. It signifies your dedication to diversity, equity, and inclusion and aligns you with a celebration that honors history and champions positive change.

We're creating an inclusive space where our community can gather to connect, learn, and celebrate the significance of Juneteenth. Your support directly uplifts local talent, giving voice to diversity and artistry.

As a supporter, you play a crucial role in fostering a sense of belonging, ensuring that our celebration is accessible and resonates with the values of unity and inclusion. Together, we'll make the Juneteenth Celebration an unforgettable event celebrating our collective diversity and strengthening community bonds.



PARTNERSHIPS

Tiered levels

- Presenting
- Supporting
- Community
- Media



On-Site Recognition

- Program Inclusion
- Branded Main Stage
- Branded Tents
- Logo on Event Banners
- Logo on Event T-Shirt
- Corporate Item in Gift Bags
- VIP Access to the weekend Celebration
- Branding at the Award Ceremony June 16th
- Invites to the Introduction Cocktail Award Ceremony



Pre-Event Recognition

- Social Media Promotion
- Website Presence
- Email Blasts
- Event Advertisements
- Event Flyers
- Event Press Release

Post-Event Recognition

- Email Blasts
- Press Release





LONG TERM VISIONING

The City of Burlington & REIB office envisions long-term collaborations with growth opportunities. Opportunities for multi-year sponsorship and brand association with community-minded leaders. Exploring future Cultural celebrations and events to strengthen partnerships to:

- Forge deeper partnership
- Demonstrate dedication to diversity
- Align with a positive impact
- Ensure continued brand visibility
- Enhanced recognition
- Strategic partnership opportunities
- Lasting impact
- Exclusive benefits
- Cost savings
- Relationship building

CONCLUSION



In conclusion, we invite you to commemorate a momentous occasion, Burlington's Juneteenth 2023 Celebration.

Throughout this presentation, we have shared our vision of honoring the legacy of freedom while celebrating diversity, culture, and community. We aim to foster inclusion, elevate local talent, and create an experience that resonates with people of all backgrounds.

We extend a heartfelt invitation for you to join us as a proponent, participant and or partners in this journey. Your support is invaluable, and we're eager to explore the possibilities for collaboration.

We look forward to the upcoming Juneteenth Celebration with great enthusiasm and optimism. It promises to be a vibrant and meaningful event, and we are excited to share the celebration and experiences with you.

On behalf of the entire team, we thank you for your consideration and interest. Let's make the Juneteenth Celebration a beacon of unity, respect, embrace & belonging.

CONTACTS



OKAY!! OKAY!!

Marketing & Creative Juneteenth Producers

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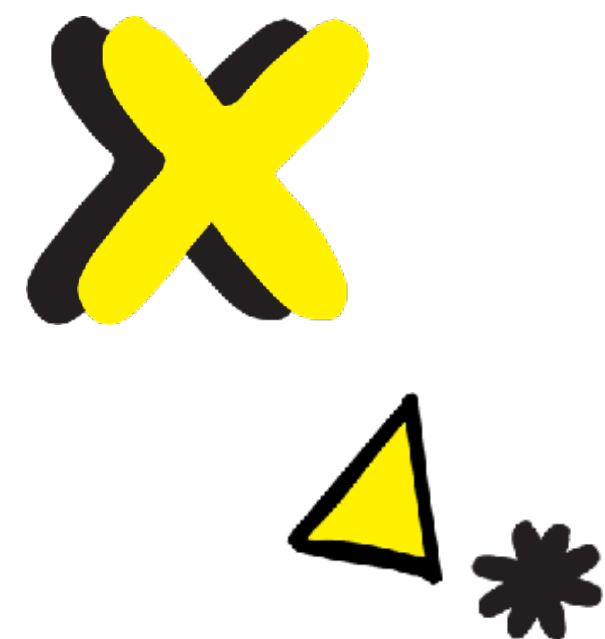
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THANK YOU

