

2024 Sponsorship

The Cincinnati Official Juneteenth Parade



Wednesday June 19, 2024 – 10AM Cincinnati, Ohio
www.thecojp.com

Celebrate The 3rd Annual Cincinnati Official Juneteenth Parade with Us!



Welcome to The 3rd Cincinnati Official Juneteenth Parade (C.O.J.P.) —an exhilarating celebration honoring the rich history and cultural significance of Juneteenth, the oldest nationally celebrated commemoration of the end of slavery in the United States.

The C.O.J.P. unites community members, organizations, and businesses to celebrate freedom, unity, and diversity. It provides a unique platform for individuals to connect, share stories, and commemorate the historic milestone of Juneteenth, fostering a profound sense of belonging and solidarity within our community.

The Cincinnati Official Juneteenth Parade serves as a powerful symbol of unity, resilience, and cultural pride, bringing together people from all walks of life to celebrate freedom and diversity.



For more information on sponsorship opportunities, please contact Nicole Williams at 513.904.1141 or email sponsor@thecojp.com.

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As we embark on our third year, The Cincinnati Official Juneteenth Parade continues to be a cornerstone event, serving as a beacon of unity and celebration. Although we tragically lost our founder, “Meme” Melinda Brown, her legacy of resilience, empowerment, and cultural pride lives on. Her vision to unite the community and celebrate Juneteenth inspired the inception of this parade, which holds a special place in our hearts.

Join us in honoring Meme Brown’s legacy and celebrating our community’s diversity and strength.

We invite you to be part of this transformative event as we continue Meme Brown’s legacy of love, hope, and unity. Together, let’s create positive change in our communities and beyond. We are grateful for your support and look forward to celebrating with you!



Our Inspiration

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Mission

The mission of the Cincinnati Official Juneteenth Parade is to celebrate and honor the rich history and cultural significance of Juneteenth—a pivotal moment marking the end of slavery in the United States. Beyond commemorating this historic event, our parade also serves as a platform to recognize and celebrate the creativity, ingenuity, and innovation of people of African American descent both past and present, not only in our local community but across the globe.

We are dedicated to fostering unity, promoting diversity, and inspiring positive change within our community. Through vibrant celebrations, impactful outreach initiatives, and meaningful engagement opportunities, we aim to create a space where all voices are heard, valued, and welcomed. Our goal is to ignite conversations, spark connections, and empower individuals to embrace their heritage, share their stories, and contribute to a more inclusive and equitable society.

By honoring Juneteenth and celebrating the contributions of African Americans, we seek to educate, uplift, and inspire future generations, ensuring that the legacy of resilience, perseverance, and cultural pride endures for years to come. Together, we strive to build a community where diversity is celebrated, unity is strengthened, and every individual has the opportunity to thrive.

Join us as we come together to commemorate Juneteenth and champion the spirit of freedom, unity, and empowerment for all.



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the Juneteenth Parade serves as a unifying and celebratory event that brings together people from all walks of life to honor Juneteenth, celebrate cultural heritage, and promote unity and diversity within the community. With its broad appeal and growing popularity, the parade is poised to continue making a positive impact for years to come.

Target Audience

Local Community Members:

The primary audience for the Juneteenth Parade consists of individuals and families from the local community who are interested in celebrating Juneteenth and its cultural significance. This includes residents of Cincinnati and surrounding areas who are passionate about diversity, unity, and social justice.

Youth and Students:

The parade attracts a significant number of youth and students from schools, community organizations, and youth groups. It provides an educational and inspiring experience for young people to learn about Juneteenth, African American history, and the importance of cultural heritage.

Cultural and Ethnic Groups:

The parade also appeals to various cultural and ethnic groups within the community who appreciate the opportunity to celebrate their heritage and contribute to the diversity of the event. Participants and attendees represent a broad spectrum of cultural backgrounds, reflecting the multicultural fabric of the community.

Local Businesses and Organizations:

Local businesses, nonprofit organizations, and community groups are key stakeholders and participants in the parade. They use the event as an opportunity to engage with the community, showcase their products or services, and demonstrate their commitment to social responsibility and diversity.



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Expected Attendance

Community Engagement:

The Juneteenth Parade typically attracts a diverse and engaged audience, with attendance ranging from several hundred to several thousand individuals. The event's vibrant atmosphere, cultural significance, and inclusive programming appeal to people of all ages and backgrounds, resulting in strong community participation.

Youth and Students:

As the parade enters its third year, we anticipate continued growth in attendance and community engagement. The event has gained momentum and visibility since its inception, attracting increased interest and participation from both participants and spectators.

Cultural and Ethnic Groups:

The Juneteenth Parade receives support from various local partners, including businesses, organizations, schools, and government agencies. Their involvement contributes to the event's success and helps to promote it within the community, leading to greater awareness and attendance.

Local Businesses and Organizations:

Effective marketing and promotion efforts, including social media campaigns, email newsletters, and outreach to local media outlets, help to raise awareness about the parade and attract attendees. By leveraging these channels and engaging with the community, we expect to drive strong attendance and participation in this year's event.



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Press Coverage

WLWT channel 5: “Cincinnati celebrates freedom, unity with Juneteenth parade downtown”

source: <https://www.youtube.com/watch?v=LUJCKVMp8DE>

WCPO channel 9: “We have come so far’: Tri-State communities celebrate Juneteenth, some for the first time”

source: <https://www.wcpo.com/news/local-news/hamilton-county/cincinnati/we-have-come-so-far-tri-state-communities-celebrate-juneteenth-some-for-the-first-time>

WKRC channel 12: “Cincinnati holds first Official Juneteenth Parade”

source: <https://local12.com/news/local/cincinnati-ohio-first-official-juneteenth-parade-black-history-celebration-slavery-end-holiday>

Fox 19: “Cincinnati’s hosts second Juneteenth parade”

source: <https://www.youtube.com/watch?v=h8Tmnj0DzaU>

Cincinnati Herald: “Support the 2nd Annual Juneteenth Parade – Celebrate freedom and unity with us!”

source: <https://thecincinnatiherald.com/2023/06/04/support-the-2nd-annual-juneteenth-parade-celebrate-freedom-and-unity-with-us/>

Visit Cincy: “Second Annual Cincinnati Official Juneteenth Parade”

source: <https://www.visitcincy.com/event/second-annual-cincinnati-official-juneteenth-parade/5918/>

91.7 WVXU: “Cincinnati’s Official Juneteenth Parade returns for a second year”

source: <https://www.wvxu.org/local-news/2023-06-16/cincinnati-official-juneteenth-parade-second-year-legacy>





Presenting sponsor

\$5,000

As the Presenting Sponsor, your company will receive exclusive title recognition as the “Presenting Sponsor” of The 3rd Annual Cincinnati Official Juneteenth Parade.

Your company name and logo will be prominently featured in all promotional materials, including posters, banners, flyers, social media posts, press releases, and more.

Exclusive Branding

Sponsor placement on front page of website

Prominent placement in parade lineup / remarks at parade.

Featured recognition during parade announcements and acknowledgments.

VIP Hospitality

Access to VIP seating areas, hospitality lounges, and pre-parade receptions and events.

Media Exposure

Extensive media coverage through press releases, interviews, and feature stories.

Your sponsorship will be highlighted in media coverage leading up to and during the parade

Customized Activation

Work closely with us to create customized activation opportunities that align with your brand’s objectives and values. From interactive booths and experiential activations to product demonstrations and sampling opportunities, ensure your brand receives maximum engagement and exposure during the parade festivities.



Platinum sponsor

\$1,000



The Platinum Sponsor enjoys prominent branding opportunities with their logo featured prominently on parade banners and The Cincinnati Official Juneteenth website, along with VIP hospitality benefits and media exposure. Additionally, they receive prime booth placement near the review stand, ensuring maximum visibility and engagement during the parade festivities.

Branding

Prominent branding opportunities including signage, banners, and promotional materials.

Acknowledgment during parade announcements

Booth and parade line placement

Hospitality

Access to VIP seating, hospitality lounges, and pre-parade receptions.

Media Exposure

Receive recognition in media coverage leading up to and during the parade, including press releases and social media mentions

Activation

Work with us to develop customized brand activation opportunities that align with your marketing goals.



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Gold Sponsor – \$500

The Gold Sponsor receives visibility through their logo displayed on parade banners and website, along with networking opportunities and media acknowledgment.

Logo with link included on website and social media posts and limited promotional material

Access to designated networking events and receptions.

Mention during parade announcements.

Silver Sponsor – \$250

Logo with link included on website

Access to designated networking events and receptions



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For more information

Patrice Logan
The Cincinnati Official Juneteenth Parade, Director
patrice@powrgurlzent.com
www.powrgurlzent.com
513.813.0662

Deadline for sponsor registration – April 19, 2024

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sponsorship opportunities,
please contact
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Please make checks payable to:
Powrgurlz Entertainment
c/o The Cincinnati Official Juneteenth Parade
278 Stark Street
Suite 1
Cincinnati Ohio 45214
Credit card payments available at our online link [here](#).