

CLEVELAND'S
JUNETEENTH



**FREEDOM
FEST**

SATURDAY, JUNE 19, 2021

KARAMU
A JOYFUL GATHERING PLACE



Downtown
Cleveland
Alliance

 **ingenuity**
CLEVELAND

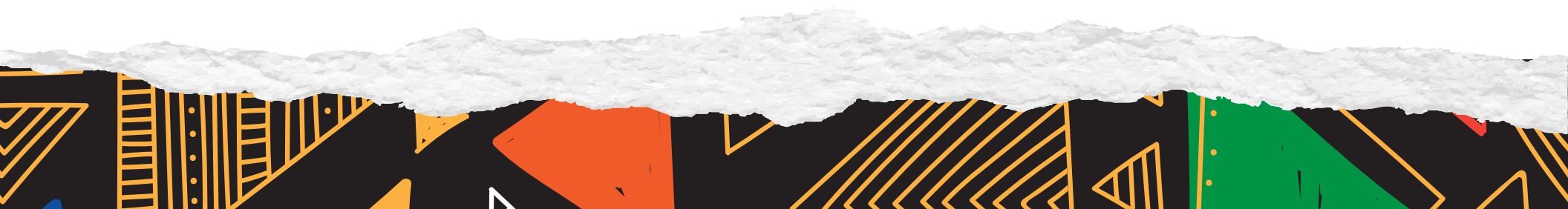


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FREEDOM FEST

Freedom Fest is set to become an annual destination event in the heart of Downtown Cleveland, and position our community as a national leader in celebrating Juneteenth.

Juneteenth is the oldest nationally celebrated commemoration of the ending of slavery on June 19, 1865 - the day when all African Americans became free.





Produced in partnership with **Karamu House**, **Downtown Cleveland Alliance** and **Ingenuity Cleveland**, this new annual festival will be an immersive community wide experience positioned to educate, celebrate and active participants around the history of African American culture.



HERE'S WHAT TO EXPECT

- Marquee performances by Karamu House – the oldest Black theatre in the country.
- Live and interactive visual arts demonstrations.
- Musical performances.
- A vendor village providing opportunities to support local Black businesses and entrepreneurs.
- The Elders Corner full of family friendly board games and children's book reading.
- Food Trucks, adult beverages, and fireworks!

[DATE]

June 19, 2021

[TIME]

- » Doors Open @ 12pm
- » Show Starts @ 6pm
- » Main Act + Fireworks Show @ 8pm
- » Doors Close @ 10pm

[LOCATION]

Mall C

(Located at Lakeside Ave & West Mall Drive in Downtown Cleveland)

[ADMISSION]

- » Festival is Free to the public
- » Reserved seating available for sponsors only



TAKE ACTION | BECOME A SPONSOR

Sponsorships range from **\$5,000 - to - \$100,000** for title sponsorship. Your contribution will provide the funding necessary to produce and support the participation of many local small community groups and hands on activities.

[BENEFITS INCLUDE]

- Visible support of racial equity and inclusion in our community.
- Tickets to reserved seating at main stage.
- Naming rights to different activity areas including kids, elders, artist village, and vendor pop-up to name a few.
- Customized branding and promotional benefits are available depending on level of support.



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ARE YOU INTERESTED IN BEING A VENDOR?

As part of Cleveland's Juneteenth Freedom Fest, we are thrilled to offer opportunities to showcase some of the area's best artistic, small business, culinary and entrepreneurial talent. Applications will open on May 17th. Here's what you need to know.....

[LOAD IN/OUT]

- Load in and setup begins at 9:30 AM
- Set up concludes at 11:30 AM
- Load out may begin at 10 PM

*** No vehicles will be permitted on Mall C*

[WEATHER]

The event WILL BE HELD rain or shine.

[COST]

Vendor fees are \$100 to hold your space once your application is accepted. Please allow 5 business days for festival organizers to review, approve or deny your application.


[SUPPLIES]

Vendors will be supplied with the following:

- a standard 10x10 tent
- (2) 8ft tables
- (2) chairs
- A tent banner with your companies name

*** Due to the limited amount of space, organizers reserve the right to approve or deny participation.*

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Opportunities for Community Partner booths and program participation will be determined based on space capacity and value towards festival experience.

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