

Neighborhood Block Association, City of Richmond, and Chevron



# JUNETEENTH PARADE & FESTIVAL RICHMOND CA

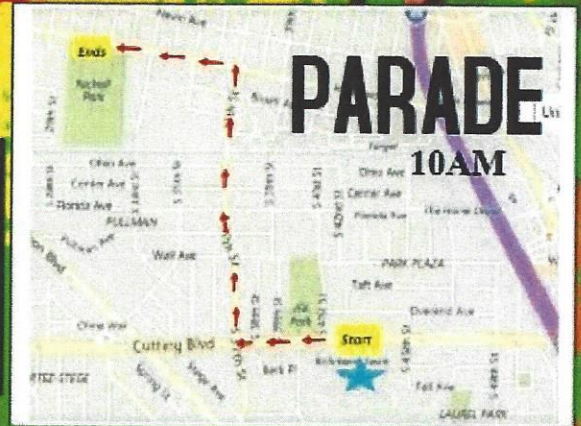
10am-6pm

## PARADE

Kennedy High School  
(4300 Cutting Blvd)  
to Nicholl Park  
(31st & MacDonald)

## FESTIVAL

11am-6pm  
to Nicholl Park  
(31st & MacDonald)



Saturday June 16, 2018

# SAVE THE DATE

For more information call 510-221-9006 - 510-365-9116

**NEIGHBORHOOD BLOCK ASSOCIATION**  
P.O. Box 1984                      Richmond, CA 94802-0984

Jerrold Hatchett, President  
Rev. George Brown, VP

March 30, 2017

Dear Community Partner:

We are excited that you will consider joining as a Sponsor of the 2017 Juneteenth Family Day Parade & Festival. In recent years, the Juneteenth Family Day Parade and Festival has exceeded attendance records, sometimes more than 20,000 celebrants.

This year, the Neighborhood Block Association (NBA), will again join with Chevron Corporation, the City of Richmond and our community volunteers to present the **14<sup>th</sup> Annual Juneteenth Family Day Parade & Festival on Saturday, June 17, 2017**. The Parade begins at 10 a.m. at Marina Way South and Cutting Blvd. The Grand Marshall will be Nat Bates, a longtime leader who was first elected to the Richmond City Council in 1967. The festival is 11:30 a.m. to 6 p.m. at Nicholl Park on 32<sup>nd</sup> and Macdonald Avenue in Richmond. This free family event features children's activities, food and craft vendors and community organizations. There are two stages of entertainment – a youth stage and a main stage.

All sponsors are listed on promotional materials. All sponsors will receive mention on fliers and our website and will be mentioned on stage at the festival. Sponsor levels or **Major, Stage, Contributing, and Honorary** (See attachment). Major, Stage and Contributing Sponsors enjoy wider visibility for maximum exposure. Maximum exposure may include a logo on the website and fliers/posters, banner placement on stage, booth space, participation in the Historic Main Street Parade, and the VIP Luncheon.

Some recent corporate sponsors include: Mechanics Bank, KBLX Radio, Wells Fargo, PG&E, Walmart, BP Petroleum, Marin Clean Energy, Far East Market, Richmond Sanitary, California Oil, Sims Metal Management and Richmond Community Foundation.

Please contact Jerrold Hatchett, president, NBA, at 510.715.6225, 510.620.6516 or [Richmondcajuneteenth@gmail.com](mailto:Richmondcajuneteenth@gmail.com) to become a corporate sponsor. Please make your donations payable to our fiscal agent: Lifelong-BROOKSIDE (501c3 – 94-2502308) c/o NBA for Juneteenth and send to P.O. Box 1984 Richmond, CA 94802-0984.

Thank you for your support of our community.

Jerrold Hatchett, President  
Neighborhood Block Association



# NATIONAL BROTHERHOOD ALLIANCE

P.O. Box 1984

Richmond, CA 94802-0984

Jerrold Hatchett, President

Rev. George Brown, VP

## JUNETEENTH FAMILY DAY PARADE & FESTIVAL SPONSORSHIP LEVELS

### LEVELS OF SPONSORSHIP

1) Major Sponsor:  
\$10,000+

Includes logo placement on all posters, fliers and website, listing on advertisement, press releases, mailings and media advisories, banner placement on main stage, visible recognition on stages and in parade, award presentation on stage and booth space at event. VIP luncheon

2) Stage Sponsor:  
\$5,000-10,000

Includes logo placement on all posters, fliers and website, listing on advertisement, press releases, banner on stage, recognition on stage and booth space at the event. VIP Luncheon.

3) Contributing Sponsor:  
\$3,500-4,500

Includes logo placement on website, mention on stage, website listing, listing on fliers/posters, and press releases, mention on stage and booth space at the event.

4) Honorary Sponsor:  
\$3,000-1,000

Includes mention on stage, listing on fliers/posters, recognition on the website.

Please mail to:  
NBA PO Box 1984,  
Richmond, CA 94802

### SPONSOR INFORMATION

Level of Sponsorship:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name (type or print):

\_\_\_\_\_

Name of Organization:

\_\_\_\_\_

Address:

\_\_\_\_\_

Telephone:

\_\_\_\_\_

Date:

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