



SILVER ANNIVERSARY CELEBRATION

Tracy African American Association, LLC. *Juneteenth Scholarship Sponsor*

Yolande Barial Knight
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Vice President

Gary Cooper
Treasurer

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Corresp. Secretary

Executive Board
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Mishelle Neverson
Activities Chair

Melyssa Barrett
Membership Chair

Greetings from Tracy African American Association!

Tracy African American Association, LLC. (TAAA) is excited to announce that 2019 will mark the organization's Silver Anniversary celebrating 25th consecutive year hosting, sponsoring and contributing to programs that benefit children and youth while promoting diversity and ethnic pride within the Tracy, California community. We are writing to ask for your company's support.

Since its inception TAAA has placed special emphasis on youth education, mentorship and welfare, and geared nearly all of its fundraising events and activities to benefit its Wayne Nelson Academic Scholarship Program. As of 2019, TAAA's cumulative scholarship grants totaled more than \$128,500.

On Saturday June 8, 2019, TAAA will host its 25th annual Juneteenth Festival to celebrate African American heritage, observing the anniversary of the date that slaves learned the Civil War had ended and they were free. The Juneteenth Festival consists of a day-long compilation of activities for all families to enjoy. The day will be filled with live entertainment, music and a host of kid's activities, along with art and craft vendors, food vendors and a health screening booth.

This event is our primary fundraiser and it is during this celebration that TAAA presents scholarships to proud, qualifying African American high school seniors while their families, friends, neighbors and classmates observe.

We invite your company to participate in TAAA's 2019 Silver Anniversary celebration and fundraiser. Your contribution will go a long way in helping TAAA get students off to a good higher learning academic start. Your support will help! Tracy African American is non-profit a 501C-3 organization. The number is provided here for your records 68-0353872.

If you are in need of further information, please contact me at (510) 589-6445, (209) 249-6644, Yolande Barial Knight or via email at president@taaa.net.

Sincerely,

/s/ Yolande Barial Knight
Tracy African American Association

SPONSORSHIP OPPORTUNITIES

☐ \$5,000 GOLD "PRESENTING" PARTNER

- Recognition on TAAA step & repeat banner (displayed at **all** organizational activities)
- 10X10 booth, 6ft. exhibitor table and two chairs at Juneteenth Festival
- Reserved Seating for 8 @ Sponsor table w/ signage
- Company logo on **ALL** TAAA website pages for the year
- Company logo/name on **ALL** marketing materials, newsletters, eBlast promotions and press releases
- Company banner displayed on stage at event
- Company 60-second promotional video run during event
- Full-page ad in Juneteenth program booklet
- Sponsor Corner: Provide business content/ad for inclusion in TAAA's newsletter

☐ \$1,000 SILVER PARTNER

- Recognition on TAAA step & repeat banner (displayed at **all** organizational activities)
- 10X10 booth, 6ft. exhibitor table and two chairs at Juneteenth Festival
- Company logo on **ALL** TAAA website pages for one year w/link to company site
- Company logo/name on **ALL** event marketing materials, eBlast promotions and press releases
- 1/2-page ad in gala program booklet

☐ \$500 BRONZE PARTNER

- Recognition on TAAA step & repeat banner (displayed at **all** organizational activities)
- 10X10 booth, 6ft. exhibitor table and two chairs at Juneteenth Festival
- Company logo on **ALL** TAAA website pages for six months w/link to company site
- Company logo/name on **ALL** event marketing materials, eBlast promotions and press releases
- 1/4-page ad in gala program booklet

Sponsor pledge (attached) must be confirmed by March 15, 2019 to ensure names/logos are included on all event promotional materials.



Tracy African American Association, LLC.

TAAA 2019 Juneteenth Festival Fundraiser

Sponsorship Pledge

Company/Organization:	
Representative:	
Title:	
Mailing address:	
Mailing address:	
Phone:	
Fax:	
Email:	
Alternative Co. Contact:	
Phone:	
Email:	
Sponsorship Pledge:	
___ In-kind Description:	
___ Monetary Donation	\$
Anticipated date of contribution	

TAAA is a 501(c)(3) nonprofit organization. Tax ID # 68-0353872

Tracy African American Association, LLC.
TAAA Juneteenth Festival
P.O. Box 62, Tracy, CA 95378

TAAA Board of Directors and its membership sincerely thank you for your consideration.

Tracy African American Association, LLC. is a non-profit organization established in 1994 by a group of concerned professionals seeking to form ties among African Americans and other members of the Tracy Community. Its mission is to unite people of all ages and backgrounds through sponsorships and contributions to educational, cultural and social programs that foster awareness, diversity, and a cooperative environment that unite the Tracy Community.

Membership is open to individuals who share and embrace the TAAA mission. www.TAAA.net