



Tracy African American Association
P.O. BOX 62, Tracy, CA 95478
www.taaa.net
209.249.6644

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Sponsorship Opportunity Juneteenth 2023

Tracy African American Association, LLC (TAAA) is a non-profit organization 501(c)(3) that strives to create a cooperative environment to unite people of all ages and backgrounds. This year is the **28th year** for the organization hosting, sponsoring, and contributing to programs that benefit youth while promoting diversity and ethnic pride within the Tracy, California community. We encourage active involvement in the areas of education, culture, and social activities.

We will continue to be the touchstone in our community placing special emphasis on youth education, mentorship, and welfare. Nearly all of our fundraising events and activities will benefit the Wayne Nelson Academic Scholarship Program that annually awards scholarships to qualified graduating seniors in Tracy. As of 2022 TAAA's cumulative scholarship grants totaled more than \$153,600.

On Saturday, June 10, 2023, at Lincoln Park, Tracy, CA we will celebrate Juneteenth!

We are actively seeking sponsors for the event and would appreciate your consideration in sponsoring this important event. The Juneteenth celebration is 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 booth. The presentation of scholarships occurs with the city council, assembly members and congressman from our community. This is one of our signature events and it has historically brought out thousands of locals.

What is Juneteenth?

June 19, 1865 is the date when General Gordon Granger arrived in Galveston, Texas to issue the order of the freedom of slaves. This order was issued almost 2 ½ years after President Abraham Lincoln signed the Emancipation Proclamation. More recently Juneteenth was recognized as a federal holiday in 2021, when President Joe Biden signed the Juneteenth National Independence Day Act into law.

Enclosed you will find information how you can support the Juneteenth event and Tracy African American Association. If you are in need of further information, please contact me at 209-249-6644 or via email at president@TAAA.net or gwhite79@yahoo.com.

Sincerely,

Gwendolyn S. White

Gwendolyn S. White, President



SPONSORSHIP OPPORTUNITIES

○ **\$10,000 PLATINUM PARTNER**

- HALF PAGE Advertisement in Tracy Press
- Company banner displayed on ALL events TAAA sponsors for one year
- Recognition on TAAA step & repeat banner (displayed at all organizational activities)
- Company logo on ALL TAAA website pages for the year
- Company logo/name on ALL marketing materials, newsletters, eBlast promotions and press releases
- Full-page ad in Juneteenth Festival Program

○ **\$5,000 GOLD PARTNER**

- Recognition on TAAA step & repeat banner (displayed at all organizational activities)
- 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
- Full-page ad in Juneteenth Festival Program

○ **\$1,000 SILVER PARTNER**

- Recognition on TAAA step & repeat banner (displayed at all organizational activities)
- Company logo on ALL TAAA website pages for the year with link to company site
- Company logo/name on ALL event marketing materials, eBlast promotions and press releases
- Half-page ad in Juneteenth Festival Program

○ **\$500 BRONZE PARTNER**

- Recognition on TAAA step & repeat banner (displayed at all organizational activities)
- Company logo on ALL TAAA website pages for six months with link to company site
- Company logo/name on ALL marketing materials, eBlast promotions and press releases
- Quarter-page ad in Juneteenth Festival Program

Sponsor pledge must be confirmed by **May 15th, 2023** to ensure names/logos are included on all event promotional materials.



TRACY AFRICAN AMERICAN ASSOCIATION

P.O. BOX 62, Tracy CA 9578

www.taaa.net

A Message from our President

The Tracy African American Association continues to work towards forming ties and providing opportunities in the Tracy Community. In doing so, we embrace our mission of creating a cooperative environment uniting people of all ages, and encouraging active involvement by promoting, contributing, and sponsoring educational, cultural, and social activities.

What does that look like:

Increasing cultural awareness through educational opportunities for the young and seniors which includes events involving our membership professionals, cultural enrichment programs through annual fundraising opportunities, and collaborative intermingling (i.e., Dr. Martin Luther King Jr. Breakfast including the MLK image awards, Juneteenth Celebration, Pancake Breakfast, Educational Health Fair and Kwanzaa Celebration).

We invite you to come out, get involved and feel the level of enthusiasm generated through participation as we reach all areas of the Tracy Community. We will continue to be Transparent and Diverse in all that we do in the community, setting priorities with our youth and their attainable goals, dreams, and endeavors.

My hope is that each of you will join me in finding a committee or area of interest within the organization where you can lend your expertise, share your ideas, and help the Tracy African American Association continue to flourish throughout this year and the next.

You are welcome aboard and enjoy the growth we are about to experience!

Solidarity In Action

Gwendolyn S. White, President
Tracy African American Association

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