

Juneteenth

2025

JUNE 14 AND 19, 2025

520 16TH STREET NORTH | BIRMINGHAM, AL

Hosted by the

BIRMINGHAM CIVIL RIGHTS INSTITUTE (BCRI)



**BIRMINGHAM
CIVIL RIGHTS
INSTITUTE**

About Juneteenth



Commemoration

Juneteenth (Freedom Day) is the oldest nationally celebrated commemoration of the ending of slavery in the United States. The day's name is a combination of "June" and Nineteenth and first appeared around the 1890s. It is also known as African-American Emancipation Day.



Celebration

Juneteenth marks a date of major significance in American history and shows us that freedom and racial equality have always been a hard-fought battle for Black Americans.



Cultivation

Our goal in observing Juneteenth each year is to commemorate the emancipation of enslaved African Americans and celebrate Black culture. We hope to build awareness of the endurance that African Americans have harnessed to overcome centuries of struggles in America.



Programming Highlights

JUNE 14



WELLNESS DAY

In partnership with UAB and health-focused partners

- ◇ Free screenings from Live HealthSmart Alabama
- ◇ Meet local farmers & shop fresh produce
- ◇ Complimentary health & wellness resources

JUNE 19



FREEDOM DAY

Traditional community event featuring programming for the following:

- ◇ Free Admission to BCRI's Historic Galleries
- ◇ Cultural JUNETEENTH Celebrations
- ◇ READING and STREAM Education



Sponsorship Levels

PRESENTING SPONSOR

- ◇ Exclusive recognition as “Presenting Sponsor of the Day”
- ◇ Top logo placement on event and digital and print media
- ◇ Speaking opportunity during the sponsored day’s program
- ◇ Dedicated sponsor spotlights on BCRI’s social media
- ◇ Premium booth space for community-facing events

\$15,000

FREEDOM SPONSOR

- ◇ Significant visibility across the full week of Juneteenth programming
- ◇ Logo featured on digital event materials, select signage, and promotional emails
- ◇ Recognition in opening and closing remarks at public-facing events
- ◇ Booth presence at Freedom Day
- ◇ Inclusion in sponsor thank-you email and social media mentions

\$10,000

Sponsorship Levels

UNITY SPONSOR

- ◇ Recognition throughout the week on event signage, BCRI's Juneteenth webpage, and select digital content
- ◇ Invitation to host a booth on Freedom Day
- ◇ Acknowledgement in printed program or flyer distributed at events
- ◇ General sponsor recognition during the week's activities

\$5,000

HERITAGE SPONSOR

- ◇ Name or logo on shared sponsor signage during week's events, including Freedom Day
- ◇ Mentions in general promotional content
- ◇ Social media thank-you posts
- ◇ Booth space available upon request for Freedom Day

\$2,500

COMMUNITY PARTNER

- ◇ Name listed on event webpage
- ◇ Name on shared signage at Freedom Day
- ◇ Recognition in a group social media thank-you post

\$1,000

Thank you!

Your contribution matters.

CONTACT

Tiffani Saxton

tsaxton@bcri.org | (205) 703-0244

Follow us on social media **@bhamcivilrights**

520 16th Street North | Birmingham, AL



**BIRMINGHAM
CIVIL RIGHTS
INSTITUTE**