

# JUNETEENTH

JUBILEE 2026



**BIRMINGHAM  
CIVIL RIGHTS  
INSTITUTE**



**SIXTEENTH STREET  
BAPTIST CHURCH**



**Celebrating Freedom in the Heart  
of the Civil Rights District**

**FRIDAY, JUNE 19, 2026**

**12:00-8:00PM | CIVIL RIGHTS DISTRICT**

# 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.



# Juneteenth

JUBILEE 2026

## Celebrating Freedom in the Heart of the Civil Rights District

Join us this Juneteenth in honoring history and culture with **free** access to galleries and guided tours across the Civil Rights District—plus a block party with food, music, and fun!

This year, the Birmingham Civil Rights Institute, 16th Street Baptist Church, and National Park Service are partnering to provide free access to our historic galleries and guided tours across the district.

After reflecting on history, visitors can keep the celebration going at our district-wide block party from 16th St N and 5th Ave. Guests will enjoy food, music, entertainment, local vendors, face painting, a kids' zone, line dancing, and opportunities to connect with community partners.



# SCHEDULE

## Schedule of Events

**June 19, 2026**

**Civil Rights District (16th St N and 5th Ave)**

### **BIRMINGHAM CIVIL RIGHTS INSTITUTE**

Galleries will be open and free to the public from 12:00pm-4:00pm, with gallery entry ending at 3:30pm.

### **16TH STREET BAPTIST CHURCH**

Galleries will be open and free to the public from 10:00am-3:00pm, with gallery entry ending at 2:00pm.

### **NATIONAL PARK SERVICE**

NPS will provide two (2) free tours of the Civil Rights National Monument at 1:00pm and 2:00pm. Registration is required as space is limited to 25 people per tour.

### **HISTORIC AG GASTON MOTEL**

Alicia's Coffee: Open from 7:00am-8:00pm

The Gift Shop on 5th: Open from 10:00am-7:00pm

AG Gaston Motel Gallery: Open from 10:00am-7:00pm



# SUPPORT

## Sponsorship Levels

### PRESENTING SPONSOR

- Naming rights: “Juneteenth Jubilee 2026 presented by [Sponsor]”
- Speaking opportunity during the main program
- Top logo placement across all materials and platforms
- Dedicated branded activation space at the event
- Inclusion in all marketing campaigns (radio, digital, social media, print, on-site)

**\$25,000**

### DISTRICT SPONSOR

- Naming rights to a featured zone (Children’s Entertainment, Food, etc.)
- Prominent signage within sponsored zone
- Branded on-site engagement opportunity
- Recognition in program announcements and social media
- Acknowledgement in printed program or flyer distributed at event
- Logo placement on event webpage

**\$15,000**

### FREEDOM SPONSOR

- Booth space available upon request
- Recognition in program announcements and social media
- Acknowledgement in printed program or flyer distributed at event
- Logo placement on event webpage

**\$10,000**

# SUPPORT

## Sponsorship Levels

### UNITY SPONSOR

- Logo placement on event webpage
- Recognition during program announcements
- Booth space available upon request

**\$5,000**

### HERITAGE SPONSOR

- Logo placement on event webpage
- Booth space available upon request

**\$2,500**

### COMMUNITY PARTNER

- Logo placement on event webpage

**\$1,000**

**Thank You!**  
*Your contribution matters.*

**CONTACT**

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Follow us on social media **@bhamcivilrights**  
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