



*Last year was our absolute best year yet,
...this year will be even better!*

"2009"

Event Participation Proposal

MISSOURI CITY JUNETEENTH 2009 CELEBRATION FOUNDATION

We are so proud and thankful for our accomplishments over the past six years. A constant focus on our objective is to bring positive attention to African-Americans in the Missouri City/Fort Bend County community, while celebrating the Emancipation Proclamation; we are making terrific strides.

The Community Service Award Gala and the awarding of four (4) \$2,500 scholarships to deserving area students have helped to propel the Missouri City Juneteenth Celebration Foundation into one of this community's outstanding service organizations.

In addition to the Community Service Awards Gala & Scholarship Reception, other additional planned "2009" events are; the Annual Charitable Golf Tournament, the Historical Dramatizations, the "Picnic in the Park", the "One Mile of Smiles" Juneteenth Parade, and the "Festival under the Stars". All of which are designed to encourage synergy between local government, businesses, and the citizens of this great community.

With partnerships from the City of Missouri City and other community conscience supporters ... the "2009" celebration will be the best ever. All that's needed is you.

I look forward to shaking your hand and thanking you personally for participation in our/your celebration.



Founder, Chairman



MISSOURI CITY JUNETEENTH 2009 CELEBRATION FOUNDATION

...About Us

Established in 2001

The Missouri City Juneteenth Celebration Foundation is a 501 (c)(3) Non-Profit Organization created and designed to support events such as the annual MCJCF Parade & Festival and other like events that strive to positively teach, recognize, and demonstrate the importance of this hallowed day in American History.

The Mission of this foundation serves not only to commemorate the Emancipation Proclamation, but also to provide support to worthwhile and charitable organizations that operate within the Fort Bend County / Missouri City Communities. Another goal for the foundation is to establish annual scholarships for students from the Region 1 School District.



MISSOURI CITY JUNETEENTH 2009 CELEBRATION FOUNDATION

...*Our Mission*

Mission Statement

Juneteenth Celebration Foundation (MCJCF) serves not only to commemorate the Emancipation Proclamation, but also to promote and cultivate knowledge and appreciation of African American history and its culture. Additionally, we seek to provide support to worthwhile and charitable organization that operate within this community.

A percentage of the revenue generated from the Festival will go towards funding additional education courses for the Region 1 School System and the Missouri City Juneteenth Celebration Foundation (MCJCF) Arts & Entertainment Society. Goals for the foundation also include establishing an annual scholarship for students from the Fort Bend County School District. From an historic perspective, the foundation endeavors to provide Fort Bend County residents an opportunity to see and learn of the many influences great African Americans have made while at the same time providing them with positive influences for the future.



MISSOURI CITY JUNETEENTH 2009 CELEBRATION FOUNDATION

...*Our Vision*

Vision Statement

The vision of the Missouri City Juneteenth Celebration Foundation (MCJCF) is to enhance opportunities for Fort Bend County residents and young adults, more importantly, the students from Region 1 schools to learn, develop and experience the African American lifestyle of our fore fathers first hand.

Further, we seek to enhance the quality of life for Missouri City residents and surrounding communities' citizens by bringing together persons from all walks of life in an atmosphere of community and goodwill. We endeavor to promote community involvement as civic leaders, politicians, educators, musicians and volunteer's work together to build a meaningful and long-lasting event within the boundaries of Missouri City.

And most importantly, provide a family forum for entertainment, music and African American historical education.



MISSOURI CITY JUNETEENTH 2009 CELEBRATION FOUNDATION

...Last Year's Events

The "Missouri City Juneteenth Celebration" offers a (4) four day family oriented, fun-filled weekend with a Parade, Historical Reenactment(s), a "Fundraising" Golf Tournament, a B-B-Q Cook-Off, a High School "Battle of the Bands," a Gospel Music Showcase, a Community Service Awards Gala, and a outdoor Musical Festival featuring Hip-Hop, R&B, Jazz, Blues, Zydeco and World Musical Performers on center stage during the festival portion of this event.



MISSOURI CITY JUNETEENTH 2009 CELEBRATION FOUNDATION

...Our "2009" Planned Events

Some of the planned "2009" events are; the Annual Charitable Golf Tournament, the Historical Dramatization, the "Picnic in the Park", the Community Service Awards Gala & Scholarship Reception, the "One Mile of Smiles Parade", and the "Festival under the Stars".

All of which are designed to encourage synergy between local government, businesses, and the citizens of this great community.

PROGRAM OVERVIEW

Program:

7th Annual "MCJCF" Juneteenth Celebration & Parade

Objective:

To combine relevant Local & National market promotions with embedded Sponsor Branding opportunities to maximize the full potential in the Urban Communities.

Timing:

June 4th, 8th, 11th. 12th & 13th, 2009

Attendance:

10,000+

Execution:

This program contains multi-level promotional activation platforms with on-air [Broadcast], on-site promotions and on-line visibility targeted to demo persons 18- 24 / 21- 55.



MISSOURI CITY JUNETEENTH 2009 CELEBRATION FOUNDATION

The 7th Annual “Missouri City Juneteenth Celebration ” Weekend presents an extraordinary opportunity for “YOUR COMPANY” products to reach a growing market of free-spending URBAN consumers, not readily accessible by conventional advertising and promotional campaigns.

We offer a fully integrated program to increase brand awareness and look to impact our sponsors’ bottom line. Elements include signage, media exposure, retail based and on-location promotions, corporate hospitality, community relations, and business-to-business networking.

Align “YOUR COMPANY” with a nationally recognized event, which will attract city-wide attendance and participation.

African Americans as a whole, are very loyal to companies that support their community and who associate their brands with “URBAN” culture.

This suggests that if marketers wish to stimulate consumer activity and capture the greatest percentage of this market segment, they should link their brands to culturally significant promotions.

Consumers have become participants, controlling their interactions with brands and marketing messages has evolved into selling commodities to enhance consumer experiences, "Rather than interrupting consumers' experiences, companies have an opportunity to enhance them."

Branded content is the first glimpse of the current crossroads between culture and marketing. Striking a balance between "broadcast, where the media happens," and "conversation, where culture happens," will be an easy transition given the marketing reach of our foundation, event attendees can roll with the "participation revolution" as you stand ready to seize onsite marketplace responses with an increased market share of the newly discovered "culture economy."

MISSOURI CITY JUNETEENTH 2009 CELEBRATION FOUNDATION

...Community Support

It is with great pleasure that we announce **Bennie G. Thompson**, now serving his eighth term as the Democratic Congressman from Mississippi's Second District and third term on the Homeland Security Committee has been confirmed as this year's Keynote Speaker for the Missouri City Juneteenth Celebration Foundation during their **3rd Annual Community Service Awards Gala**.

This year, the **Missouri City Juneteenth Celebration Foundation** will recognize a mix of individuals and organizations. The Gala serves as the flagship program of the Foundation as it endeavors to spotlight leaders who have made significant contributions within the Ft. Bend community.

***"WE WILL ANNUALLY COMMEND INDIVIDUALS ON THEIR
OUTSTANDING ACHIEVEMENTS AND CONTRIBUTIONS OF COMMUNITY
SERVICE."***

Selection for this honor represents the culmination of a lot of hard work and dedication exhibited by those selected. Add "YOUR COMPANY'S NAME" to the list of distinguished community supporters who annually commit their resources to assist the well conceived endeavors of the Missouri City Juneteenth Celebration Foundation.



MISSOURI CITY JUNETEENTH 2009 CELEBRATION FOUNDATION

...Title Level Sponsorship

Presenting "SPONSOR" Investment: \$75,000.00

Entitlements include:

- **Category Exclusivity!**
- Brand/Logo on all advertising, print media, direct mail, Invitations, Email and on site signage.
- Multiple Custom Activation Platforms
- Title Sponsor acknowledgment at press conference and in press releases distributed to national and local media outlets, Comerica Bank's company logo and name on press conference material
- VIP Area Access for Sponsor Networking Opportunities
- Photo Opportunities with attending Event Awardees and Guest(s)



MISSOURI CITY JUNETEENTH 2009 CELEBRATION FOUNDATION

...Title Level Sponsorship

TITLE SPONSOR BENEFITS CONTINUED...

ADDITIONAL VALUE

- Eight (8) player positions in the golf tournament
- Four (4) .30 second commercials or branded message announcements.
- Signage throughout corresponding MCJCF event venue(s)
- Participation in event program
- VIP seating (two (2) reserved table of ten) at the Community Service Awards Gala
- Additional exposure of Sponsor goods and/or services via promotional outlets including:
- Online Exposure via the Missouri City Juneteenth Celebration Foundation Website:
www.MoCityJuneteenth.com
- Cover page advertisement in the official "Freedom Day" Program
- Sponsor will be provided photo opportunities for publication.
- Commemorative Sponsors Award presented at the VIP Reception

MERCHANDISING / PROMOTIONAL RIGHTS

- ❖ Exclusive category sampling & demonstration rights

On-Site:

- ❖ A corporate liaison will be assigned to the Company ensuring that all sponsorship benefits are received and executed properly.

Advertising Value
\$175,000.00



MISSOURI CITY JUNETEENTH 2009 CELEBRATION FOUNDATION

...Presenting Level Sponsorship

Presenting "SPONSOR" Investment: \$50,000.00

Entitlements include:

HOSPITALITY

- Twelve (12) player positions in the golf tournament
- Program participation during golf banquet & award program
- One (1) Reserved Table with signage at Community Service Awards Gala
- 10 VIP All Access Event Passes (All Weekend Related Event Functions)
- 10 General Admission Passes for all weekend event promotions
- Other promotional benefits to be negotiated
- Pinnacle seating
(2 reserved tables at the "Best in Parade" Nominee Reception)
- Reserved seating area
(“Movie in the Park” “Festival under the Star” Music Festival “Historical Reenactments” and the “Picnic in the Park” events)

ADVERTISING

- Dominate Signage on all related print collateral
(i.e., flyers, brochures, event merchandise, etc.)
- Continuous verbal name recognition during events
- Logo displayed on podium during VIP Underwriters Reception
- Name mentions in spot brand sell TV commercials
(MC TV-16)
- Name mentions in spot brand sell RADIO commercials
- Exclusive Photo Ops for Company VIP's with select celebrity participants
(Select images will be enlarged and framed for presentation to Company)
- Citywide Banner Signage Exposure
- Logo on Event T-Shirts, Gift Bags, VIP Gifts, Golf Photos, etc.

MERCHANDISING / PROMOTIONAL RIGHTS

- ❖ Exclusive category sampling & demonstration rights

On-Site:

- ❖ A corporate liaison will be assigned to the Company ensuring that all sponsorship benefits are received and executed properly.

Advertising Value
\$125,000.00



MISSOURI CITY JUNETEENTH 2009 CELEBRATION FOUNDATION

...Platinum Level Sponsorship

Platinum

- Eight (8) player positions in the golf tournament
- Company logo identified on invitation, signage and press materials promoting the event.
- Signage throughout corresponding MCJCF event venue(s)
- Participation in select event program(s)
- VIP seating (reserved table of ten) at the Community Service Awards (Thursday, June 11th, 2009)
- Pinnacle seating (12 reserved seats during the "Historical Dramatizations")
- Additional exposure of Sponsor goods and/or services via promotional outlets including:
- Online Exposure via the Missouri City Juneteenth Celebration Foundation Website:
www.MoCityJuneteenth.com
- Cover page advertisement in the official "Freedom Day" Program
- Sponsor will be provided photo opportunities for publication.
- Commemorative Sponsors Award presented at the VIP Reception
- Platinum Sponsorship recognition on event signage

Total Sponsorship Investment
\$25,000

MERCHANDISING / PROMOTIONAL RIGHTS

❖ Exclusive category sampling & demonstration rights

On-Site:

❖ A corporate liaison will be assigned to the Company ensuring that all sponsorship benefits are received and executed properly.

Advertising Value
\$75,000.00



MISSOURI CITY JUNETEENTH 2009 CELEBRATION FOUNDATION

...Gold Level Sponsorship

Gold

- Four (4) player positions in the golf tournament
 - Company logo identified on invitation, signage and press materials promoting the event
 - * VIP seating (reserved table of ten) at the Community Service Awards (Thursday, June 11th, 2009)

 - Reserve seating (8 seats) during the "Historical Dramatizations"
 - Additional exposure of Sponsor goods and/or services via promotional outlets including:
 - Logo Placement on all "MCJCF" Print Collateral
 - Online Exposure via the Missouri City Juneteenth Celebration Foundation Website:
- www.MoCityJuneteenth.com
- * Sponsor will be provided photo opportunities for publication.
 - * Commemorative Sponsors Award presented at the VIP Reception
 - * Sponsorship recognition on City-Wide event signage & banners

Total Sponsorship Investment
\$15,000

MERCHANDISING / PROMOTIONAL RIGHTS

❖ Category sampling & demonstration rights

On-Site:

❖ A corporate liaison will be assigned to the Company ensuring that all sponsorship benefits are received and executed properly.

Advertising Value
\$40,000.00



MISSOURI CITY JUNETEENTH 2009 CELEBRATION FOUNDATION

...Silver Level Sponsorship

Silver

- Four (4) player positions in the golf tournament
- Company logo identified on invitation, signage and press materials promoting the event
- * VIP seating (reserved table of ten) at the Community Service Awards (Thursday, June 11th, 2009)

- Reserve seating (6 seats) during the "Historical Dramatizations"
- Additional exposure of Sponsor goods and/or services via promotional outlets including:
 - Logo Placement on all "MCJCF" Print Collateral
 - Online Exposure via the Missouri City Juneteenth Celebration Foundation Website:
www.MoCityJuneteenth.com

- * Commemorative Sponsors Award presented at the VIP Reception
- * Sponsorship recognition on City-Wide event signage & banners

MERCHANDISING / PROMOTIONAL RIGHTS

- ❖ Sampling & demonstration rights

On-Site:

- ❖ A corporate liaison will be assigned to the Company ensuring that all sponsorship benefits are received and executed properly.

Advertising Value
\$25,000.00

Total Sponsorship Investment
\$10,000



MISSOURI CITY JUNETEENTH 2009 CELEBRATION FOUNDATION

...Bronze Level Sponsorship

Bronze

- Four (4) player positions in the golf tournament
- Company logo identified on invitation, signage and press materials promoting the event
- * VIP seating (reserved table of ten) at the Community Service Awards (Thursday, June 11th, 2009)

- Reserve seating (4 seats) during the "Historical Dramatizations"
- Additional exposure of Sponsor goods and/or services via promotional outlets including:

Missouri City Juneteenth Celebration Foundation Website:

www.MoCityJuneteenth.com

- * Commemorative Sponsors Award presented at the VIP Reception
- * Sponsorship recognition on City-Wide event signage & banners

Total Sponsorship Investment
\$5,000

MERCHANDISING / PROMOTIONAL RIGHTS

- ❖ Sampling & demonstration rights

On-Site:

- ❖ A corporate liaison will be assigned to the Company ensuring that all sponsorship benefits are received and executed properly.

Advertising Value
\$10,000.00



MISSOURI CITY JUNETEENTH 2009 CELEBRATION FOUNDATION

...*Golf Tournament*

MCJCF Golf Tournament

Title Sponsorship of the MCJCF Golf Tournament & Official Awards VIP Reception Host includes:

- * Sixteen (16) player positions in the Golf Tournament
- * Company logo identified on all invitations, signage and press materials promoting the Golf Tournament.
Dominate Signage throughout the Golf Course and Club House
- * Participation in the Post Tournament Banquet and Award Program by a COMPANY representative
- * VIP seating (reserved table of ten) at the Community Service Awards (Thursday, June 11th, 2009)
- * Additional exposure of sponsor goods and/or services via MCJCF publicity and promotional outlets, including:

Missouri City Juneteenth Celebration Foundation Website:

www.MoCityJuneteenth.com

Ten (10) VIP Passes for all "2009" planned events
Sponsor will be provided photo opportunities

Total Sponsorship Investment
\$10,000

MERCHANDISING / PROMOTIONAL RIGHTS

❖ Exclusive category sampling & demonstration rights

On-Site:

❖ A corporate liaison will be assigned to the Company ensuring that all sponsorship benefits are received and executed properly.

Advertising Value
\$60,000.00



MISSOURI CITY JUNETEENTH 2009 CELEBRATION FOUNDATION

...Marketing / Promotions

Because...

Advertising and Marketing to today's multi-cultural markets require a marketing strategy designed exclusively for the multi-cultural consumer. We've designed a high visibility...

Promotional Plan

Concluded is: An aggressive targeted marketing plan promoted through a combination of public relations and advertising, utilizing print, radio, the Internet and street team promotions. These methods of promotions will be the most cost effective and has been proven highly efficient. It un-denial ably will generate the required brand awareness the "Missouri City Juneteenth Celebration " Foundation seeks and will justify Sponsor participation; thereby bringing about the best BANG for the BUCK.

Public Relations

- Press Releases
- MC TV-16

Radio

KMJQ 102.1
97.9 THE BOXX
KTSU 90.9

The "Missouri City Juneteenth Celebration " is a city-wide promoted event; however the majority of the promotions will be targeted to the city of Missouri City & surrounding Fort Bend County. Demographic reports consider these areas to contain large groups of affluent business professionals that are thought to be very brand loyal which should provide the required post-event residual potential to justify your participation.

The total estimated reach of our promotional and advertising campaign will exceed Hundreds of Thousands including residents in the city of Houston.



MISSOURI CITY JUNETEENTH 2009 CELEBRATION FOUNDATION

...Final Thoughts!

PERCEPTION GUIDES BEHAVIOR

Noted Sociologist suggest that
"people will follow what they can see."

My question, ...how do you wish to be seen by a segment of our population known as the "urban culture"--a blend of Blacks, Hispanics and Whites who embrace these type of culturally relevant events that mesh music, sports & entertainment which are so prevalent within our communities today with minority buying power that topples over \$1 trillion?

These are brand loyal consumers who will consistently patronize your bank and services as the result of our collective marketing efforts that will connect with their cultures, lifestyles, and overall dynamics of this group.



MISSOURI CITY JUNETEENTH 2009 CELEBRATION FOUNDATION



For more information visit our
website at
<http://www.mocityjuneteenth.com>
or contact Don Smith at
(281) 582.8181 x4
don@mocityjuneteenth.com

