

SUBR JUNETEENTH 2026 SPONSORSHIP LETTER

Greetings,

On behalf of Southern University and A&M College, we invite you to join us as a Corporate or Community Sponsor for our 2025 Juneteenth Celebration on Thursday, June 18, 2026, on our Baton Rouge campus.

This year's theme, *Juneteenth: Celebrating Freedom Through Culture and Community*, reflects our continued commitment to celebrating American history and inspiring future generations through literacy, culture, entrepreneurship, and education. Juneteenth is not only a day of remembrance but a catalyst for progress and unity.

As the only HBCU system in the nation, Southern University proudly hosts a community-wide Juneteenth event featuring:

- Live music, spoken word, and dance performances
- Author talks, book giveaways, and literacy-focused activities
- Cultural exhibits and local vendor marketplace
- Youth and family programming

Why sponsor? Your support helps us provide high-quality programming and expand access to cultural and educational experiences for the community. Sponsors receive:

- Recognition in marketing, signage, and social media
- On-stage acknowledgment and/or speaking opportunities
- Vendor space and VIP seating
- Connection with a diverse, engaged audience

For more information or to confirm your sponsorship, contact us at library@sus.edu or **225.771.2566**. Thank you for helping us honor the legacy—and shape the future.

Warm regards,

Dawn Kight, Ph.D
Dean, University Library
Southern University and A&M College
John B. Cade Library | Dawn.kight@sus.edu

Southern University Juneteenth Celebration 2025

Sponsorship Opportunities

Event Date: June 18, 2026

Location: Southern University Campus - Baton Rouge, LA

Theme: *Juneteenth: Celebrating Freedom Through Culture and Community*

Southern University proudly invites you to join us in commemorating Juneteenth, a celebration of freedom, resilience, and African American heritage. Our 2025 Juneteenth Celebration will feature cultural performances, educational workshops, local vendors, community outreach, children's village and a powerful platform for honoring the legacy of emancipation.

Why Partner with Us?

By becoming a sponsor, your organization will:

- Engage with students, faculty, alumni, and the broader Baton Rouge community.
- Gain brand visibility at one of the most anticipated cultural events on campus.

Sponsorship Levels

Freedom Partner – \$5,000+

- Premier logo placement on all promotional materials (print, digital, signage)
- Speaking opportunity during main stage program
- Recognition in press release and media coverage
- Logo with link on event website and social media
- Vendor booth with premium placement
- Complimentary VIP seating for 10 guests
- Opportunity to include branded materials in attendee gift bags

Legacy Sponsor – \$2,500

- Logo placement on event signage and select promotional materials
- Recognition during event announcements
- Vendor booth with priority placement
- Logo and link on website and social media
- Complimentary VIP seating for 6 guests
- Inclusion in digital program booklet

Heritage Advocate – \$1,000

- Logo included on event flyers and digital promotions
- Vendor booth space
- Social media shoutout
- Complimentary VIP seating for 4 guests
- Name listed in program booklet

Unity Supporter – \$500

- Name listed on event website and digital program
- Vendor booth space
- Complimentary seating for 2 guests
-

Community Friend – \$250

- Recognition in digital program
- Opportunity to display organization banner at community area

Contact Information

Juneteenth Sponsorship Coordinator:

Office of Library Services

Southern University and A&M College

Phone: 225.771.2566

Email: joy.jones@sus.edu