

BLACK
Lemonade

PRESENTS

JUNETEENTH

ON THE LAWN

THE LUXURY PICNIC
KICKOFF EVENT
YOU WON'T WANT
TO MISS! JOIN US
SATURDAY, JUNE 1



BLACK Lemonade

**OUR MISSION IS TO INVEST IN THE MINDS
OF THE COMMUNITY BY EDUCATING AND
EQUIPPING ALL TOWARDS FINDING
PURPOSEFUL SOLUTIONS THAT ADVANCE
THE WORK OF DIVERSITY, EQUITY,
AND INCLUSION.**



— THE HISTORY OF —
JUNETEENTH

Juneteenth is a federally recognized holiday that commemorates the day that Black men and women were freed from slavery. It's a day where many will reflect, remember, learn, share, and even mourn.

**NEVERTHELESS, IT IS A
TIME OF CELEBRATION.**

JUNETEENTH

— ON THE LAWN —

This event is for the culture and presented by the culture! Featuring live music, luxury picnic setting, ethnic food options, libations, and fellowship.

We are sure to create an experience and set a tone that will be anticipated for years to come.

OBJECTIVES

COMMEMORATE
OUR PROGRESS
AND BUILD PURPOSEFUL
RELATIONSHIPS THAT
CONTINUE THE WORK
OF DE+I

CELEBRATE BLACK
PROFESSIONALS,
THEIR EXISTENCE,
WORK, ART, AND
CONTRIBUTIONS TO
OUR COMMUNITY.

PROVIDE A
SPACE FOR
MINORITIES
AND ALLIES
TO FELLOWSHIP

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ENTERTAINMENT

Special music performances from local talent. DJ's playing hits from the past and the present.

FOOD AND DRINKS

Several food options made available from black and minority owned businesses.

VENDORS

Interactive vending tables showcasing black owned businesses, organizations, artists, etc. Attendees will have the opportunity to network and support.

THE VIBES

Attire will be cool, colorful, and chic. All attendees will receive a branded souvenir and premium amenities.

PURPOSE

BLACK LEMONADE'S SUPERHERO DIVERSITY CAMP

Students will participate in a 8 week Superhero Diversity Camp. This camp is designed to introduce students to the diverse mainstream superheroes we all know and love. Our weekly selected superheroes are intentional, essential, and fall within Maslow's (expanded) Hierarchy of Needs. By introducing the diverse set of superheroes we provide the opportunity for students to explore the differences in each and appreciate the need for acceptance regardless of a person's identity or background. We further encourage students to apply the superhero stories to real life concepts as a way to divulge diversity.



PARTNERSHIP VALUE

INCREASE IN DE+I EFFORTS

- + Improve brand reputation allowing you to attract new customers, partnerships, and markets.
- + Inclusive companies report higher levels of employee engagement.
- + According to Indeed.com employees often feel more comfortable and satisfied in inclusive environments, thus reducing the rate of employee turnover

HELPING BREAK BARRIERS

- + Equity is a community effort. As a community member it is our job to remove the barriers that prohibit progression.
- + Showing that cohesive relationship, between minority and non-minority communities can exist for the better good.
- + Resistance of purposeful change. Black Lemonade is strategic and intentional when implementing programs and/or solutions for our community

PROVIDING EQUITY AND OPPORTUNITY FOR OUR YOUTH

- + Your partnership ensures that our youth and young adults have continued access to resources that allow them to live more equitable lives.

AUDIENCE & MARKETING


























TARGET AUDIENCE

- + Luxury minority and ally consumers
- + Between the ages of 25-55
- + Minority Business owners
- + Coporate partnerships looking to advances DE&I effotrs.

MARKETING STRATEGY

- + We are using a targeted digital media marketing strategy with campaign on various platforms.
- + 3 marketing phases: Mid-January, Black History Month, March 20th-beginning of spring.



SPONSORSHIP BENEFITS	\$10,000 LEMONADE SPONSOR	\$5,000 REFRESHING SPONSOR	\$3,000 SWEET SPONSOR	\$1,500 SPARKLING SPONSOR
Pre-event social media recognition				
Mention on website and email blasts.				
Recognition on event flyer				
Mention in press releases				
Recognition at luxury picnic				
Program inclusion				
Vendor or picnic space at event				
Promo item included in VIP bag*				
Student sponsor recognition				

*Sponsor must provide promotional item to be included in the VIP bag.

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