

Juneteenth Jubilee – A Celebration of Art, Thought and Culture
Golf Tournament and Immersive Art Experience & Reception
Sponsor Letter

Please accept this letter as an introduction to the Festivals of Art, Thought, and Culture for which we are requesting your sponsorship. Our first festival of 2021, Juneteenth Jubilee, will celebrate and educate the community about Juneteenth. The event will be held on Friday, June 18 (see exhibit 1 for full details).

Your support undergirds Juneteenth Jubilee, and fosters a sustainable series of monthly, conference-like events that support the local arts, small businesses, and civic communities for the remainder of the year. Likewise, your support allows us to keep the events affordable for the community at large so that all can benefit from our programming, regardless of income (or lack thereof).

Juneteenth Jubilee commences with a golf tournament including representatives from the local business, faith, and art communities. The event culminates with an immersive art experience and reception focusing on collected works of art that tell the African American story - from slavery to freedom and beyond. The artwork will be on display for approximately four weeks at The Fruit, located downtown Durham.

HOW CAN YOU SUPPORT?

Please see the sponsor schedule below for our golf tournament.

Presenting/Title Sponsor

- Platinum Sponsorship: \$12,000
 - The title sponsor will present the golf tournament, have their name and logo on promotional materials, and will receive recognition throughout the tournament
 - This level includes two registrations for a team of four golfers, a sleeve of balls for each golfer, and lunch
 - Guaranteed access to the “first look” art experience which will include networking opportunities
 - Opportunity to provide a gift, coupon, or other logo items to patrons
 - Logo on the festival website recognizing sponsorship
 - Name recognition through promotion on our partners’ social media pages (upwards of 11,000 collective followers and email database of over 6000)

General Sponsorship

- Platinum Sponsorship: \$1000
 - This level includes two registrations for a team of four golfers, a sleeve of balls for each golfer, and lunch
 - Guaranteed access to the “first look” art experience which will include networking opportunities
 - Opportunity to provide a gift, coupon, or other logo items to patrons
 - Logo on the festival website recognizing sponsorship
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- Gold Sponsorship: \$500
 - This level includes one registration for a team of four golfers and lunch.
 - Guaranteed access to the “first look” art experience which will include networking opportunities
 - Opportunity to provide a gift, coupon, or other logo items to patrons
 - Logo on the festival website recognizing sponsorship
 - Name recognition through promotion on our partners’ social media pages (upwards of 11,000 collective followers and email database of over 6000)

Hole Sponsorship \$250

- This level includes signage at the hole.
- Guaranteed access to the “first look” art experience which will include networking opportunities
- Opportunity to provide a gift, coupon, or other logo items to patrons of the golf event
- Logo on the festival website recognizing sponsorship
- Name recognition through promotion on our partners’ social media pages (upwards of 11,000 collective followers and email database of over 6000)

Lunch/Dinner Sponsorship

- This level includes guaranteed access to the “first look” art experience which will include networking opportunities
- Opportunity to provide a gift, coupon, or other logo items to patrons of the golf event
- Logo on the festival website recognizing sponsorship
- Name recognition through promotion on our partners’ social media pages (upwards of 11,000 collective followers and email database of over 6000)

Golf Balls, Gift Sponsors, and Branded Products

- This level includes guaranteed access to the “first look” art experience which will include networking opportunities
- Opportunity to provide a gift, coupon, or other logo items to patrons of the golf event
- Logo on the festival website recognizing sponsorship
- Name recognition through promotion on our partners’ social media pages (upwards of 11,000 collective followers and email database of over 6000)

Competition Sponsor: Longest Drive, Closest to the Hole, and Hole in One

- This level includes guaranteed access to the “first look” art experience which will include networking opportunities
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Additional details and references about the experience, Juneteenth, the festivals, and location are noted below. Thank you in advance for your support and consideration.

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REFERENCES

About Juneteenth

Juneteenth is a holiday celebrated on 19 June to commemorate the emancipation of enslaved people in the US. The holiday was first celebrated in Texas, where on that date in 1865, in the aftermath of the Civil War, slaves were declared free under the terms of the 1862 Emancipation Proclamation.

About the Festivals of Art, Thought, and Culture

2021 marks a new era for us. As such, we have re-imagined how to integrate music, art, dance, dialogue, education, social causes, business, fashion, empowerment, and entertainment all into one social stream of consciousness that we call THE CULTURE. Post the COVID-19 pandemic, expect monthly, artful weekend experiences in downtown Durham. The content will educate, entertain, inspire and challenge audiences. The three day festivals are curated by The Concenergy Group and are hosted at The Fruit. Multiple local small businesses owners join together to further embed the experience.

The festivals aim to:

- provide an opportunity for lovers of the arts to enjoy quality, affordable, multi-cultural entertainment and related educational content
- provide a recurring stream of art-related content which supports the forward movement of cultural diversity and integration within the Downtown Durham Community
- provide a platform for emerging, independent artists to showcase their talent and collaborate with other artists and business professionals
- create an opportunity for local, multi-cultural entrepreneurs and small businesses to increase their resource pool, learn, share, and grow
- support organizations who are making a difference in the community by shedding light on their cause and by supporting their fund-raising initiatives
- support a new way of thinking about art and entertainment and their integration with empowerment, community, expression, and culture
- make Durham a recognized leader in sustained multicultural art and entertainment programming by attracting visitors, likewise increasing the economic development of the Downtown Durham Community

About The Fruit

Formerly known as the Durham Fruit and Produce Company, a century ago this 22,000sf warehouse complex housed giant coolers for fruits and veggies arriving by train. Today, The Fruit is a social enterprise dedicated to making and experiencing visual and performing arts that include dance, painting, photography, and drama. The Fruit's resume includes solo shows for Zanele Muholi from South Africa, Georges Rouse from Paris, and Mona Kuhn from Los Angeles. The Fruit is currently a satellite site for the Nasher's Carrie Mae Weems COVID project. The Fruit is the dedicated home of the Festivals of the Arts, Thought, and Culture.

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Exhibit 1

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| Tournament Description | The 1st Annual Juneteenth Jubilee Golf Tournament |
| Date | Friday, June 18, 2021 |
| Shotgun Start | 10:00AM |
| Host Club Details | |
| Course | Crossings Golf Club http://crossingsgolf.com/ |
| Location | Address and Directions http://crossingsgolf.com/directions/ |
| Entry Details | |
| Fee | Single - \$79 - If you are single player, at registration, sign up as "an individual". Single players will be matched to team a group of four. Team of Four - If you are the team captain, at registration, sign up as "a team member". Then create your team name and password and follow the prompts. The system will then push emails to your desired team members for them to join the team, purchase their ticket, and complete their registration. |
| Early Registration | Friday, March 19 - 31, 2021 |
| Registration Close | Monday, May 31, 2021 at 11:59 PM |
| Limited Field Size | 18 Teams; 70 player limit due to COVID restrictions. Register early. As COVID restrictions decrease; field size may increase. |
| Tees | Men: Blue Markers Women: Red Markers |
| Food and Beverage | N/A |
| Lunch | Will be provided - possibly a box lunch, due to COVID restrictions |
| Lodging | TBA. The host hotel(s) will be in Downtown Durham, about an eight block walk to the evening's Art Exhibition & Reception. |
| Rain Date | If we are rained out, the rain date for the golf tournament will be Friday, July 16, 2021. Golf registration fees are non-refundable. |
| Sponsor packages | |
| Art Exhibition and Reception | Tournament players and sponsors have guaranteed first look access to the Art Exhibition and Reception. Your wrist band allows you access. You do not need to register for an additional entry ticket for yourself. |

