

**The Festivals of Art, Thought, and Culture and The Fruit present Juneteenth Jubilee – 2<sup>nd</sup> Annual Golf Classic, Afrofuturism Themed Digital Art Show, Panel Discussion, and After Dark Celebration**

**Sponsor Letter**

Please accept this letter as an introduction to the Festivals of Art, Thought, and Culture and Juneteenth Jubilee, for which we are requesting your sponsorship.

Juneteenth Jubilee is a celebratory occasion where we reflect on the past; acknowledge and bring cultural awareness to the present; and revel in the accomplishments and future progression of the African American community. All Jubilee events commence on Friday, June 17, 2022, prior to Juneteenth, which is the observed federal holiday in the United States, commemorating the emancipation of African American slaves.

**Golf Classic**

Juneteenth Jubilee commences with the 2<sup>nd</sup> Annual Juneteenth Jubilee Golf Classic which celebrates the history, heritage, and artistry of African Americans while bringing awareness to community health disparities and other social issues.

During the golf classic, civic, business, faith leaders, and the community at large join in to play a round of golf with organizations who help reduce health disparities or participate in other community social causes.

Proceeds from the 2nd Annual Juneteenth Jubilee Golf Classic help us to accomplish three goals: 1) operationalize the Juneteenth events; 2) undergird and subsidize other ATC Festival cultural events which highlight local artists throughout the year, most of whom are African American and from our community; and 3) support a local education scholarship award to an aspiring Black college bound student. The scholarship will be administered by the National Pan-Hellenic Council of Durham and Orange Counties, a collaborative organization comprised of the nine Black Greek letter fraternities and sororities.

**Afrofuturism Themed Digital Art Show**

After a fun filled, celebratory day, golfers and community meet up in the evening for an Afrofuturism themed art show. Most of the artwork will display on a digital platform. All of the featured artists have ties with the local community.

**Afrofuturism Panel Discussion and After Dark Celebration**

Local civic and community leaders, artists, and visionaries discuss historical and current issues facing the local Black community. Simultaneously, the panel will explore how to reimagine the concept of Blackness, Black identity, and culture in a future space.

After the panel discussion, during the After Dark Celebration, emerging music producers exhibit their latest creations on the main stage, while DJs spin multi-genre music from multiple decades on different stages. The evening includes food trucks, drinks, and plenty of socializing, reflection, and future thought.

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**HOW CAN YOU SUPPORT?**

Please see the sponsor schedule below for the 2<sup>nd</sup> Annual Juneteenth Jubilee Golf Classic.

**Presenting/Title Sponsor**

- Platinum Sponsorship: \$12,000
  - The title sponsor will present the golf classic, have their name and logo on promotional materials, and will receive recognition throughout the classic
  - 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
  - Name recognition through promotion on our partners’ social media pages (upwards of 11,000 collective followers and email database of over 6000)
- 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

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- 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
- 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)

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**

The Festivals of Art, Thought, and Culture curates engaging, artful experiences in Downtown Durham, NC. 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. The content educates, entertains, inspires, and challenges audiences. The events are managed by The Concenergy Group and are hosted at The Fruit. Multiple local small business owners join in 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 Rousse 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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| <b>Tournament Description</b>  | <b>The 2<sup>nd</sup> Annual Juneteenth Jubilee Golf Classic</b>   |
|--|--|
| Date   | Friday, June 17, 2021  |
| Shotgun Start  | 10:00AM  |
| Host Club Details  |  |
| Course   | Falls Village Golf Club <a href="https://fallsvillagegolfclub.com/">https://fallsvillagegolfclub.com/</a>  |
| Location   | 115 Falls Village Drive, Durham, NC 27703  |
| Entry Details  |  |
| Fee  | Single - \$79<br><br>To register as a 4-person team, please purchase four single tickets and name your team.   |
| Early Registration   | Open until June 3, 2022  |
| Registration Close   | Monday, June 10, 2022 at 11:59 PM  |
| Limited Field Size   | 20 teams; 80 player limit. Register early.   |
| Tees   | Men: Blue Markers<br>Women: Red Markers  |
| Food and Beverage  | N/A  |
| Lunch  | Will be provided - possibly a box lunch  |
| Lodging  | TBA. The host hotel(s) will be in Downtown Durham, about an eight-block walk to the evening programs   |
| Rain Date  | If we are rained out, the rain date for the golf tournament will be announced. Golf registration fees are non-refundable.  |
| Sponsor packages   | <a href="https://linktr.ee/atcfestivals">https://linktr.ee/atcfestivals</a>  |
| Afrofuturism themed digital art show, panel discussion, and after dark celebration | Tournament players and sponsors have guaranteed first look access to the Afrofuturism themed digital art show, panel discussion, and after dark celebration. Your wrist band allows you access. You do not need to register for an additional entry ticket for yourself. |

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