



HOUSTON  
FREEDMEN'S  
TOWN  
CONSERVANCY

# SPONSORSHIP OPPORTUNITIES

The Houston Freedmen's Town Conservancy presents **Juneteenth - 160 Fest: Building What We Started**, celebrating 160 years of freedom.

## JUNETEENTH - 160 FEST



# About Houston Freedmen's Town Conservancy

The Houston Freedmen's Town Conservancy (HFTC) is a nonprofit organization dedicated to preserving and celebrating the history, culture, and legacy of Freedmen's Town which was Houston's first self-sufficient Black community established by formerly enslaved people following emancipation in 1865. Located in the historic Fourth Ward, Freedmen's Town remains a national treasure and a living monument to Black self-determination, entrepreneurship, and resilience. HFTC works to honor this legacy through education, preservation, and community engagement initiatives.



# Honoring Congressman Sylvester Turner

Former Houston Mayor and U.S. Congressman Sylvester Turner played a pivotal role in the preservation and elevation of Freedmen's Town. Under his leadership, Freedmen's Town was formally designated as Houston's first Heritage District on Juneteenth in 2021. His commitment to honoring Black history and protecting sacred cultural spaces laid the foundation for much of HFTC's ongoing work. At this year's Juneteenth Fest, we will host a special tribute in his honor to recognize his enduring impact on our city and this community.





# Event Overview

Juneteenth 2025 marks 160 years since formerly enslaved people traveled from Galveston to Houston and established what became Freedmen's Town and the heart and soul of Black Houston. This year's milestone celebration will include a month-long series of events and include our signature Juneteenth - 160 Fest: Building What We Started on June 19, 2025. Houston Freedmen's Town Conservancy (HFTC) is seeking sponsors who can help us elevate Freedmen's Town as a national and international symbol of Black resilience, creativity, and legacy.

We invite businesses, organizations, and individuals to join us in preserving and amplifying this vital history by supporting the festival financially or through in-kind contributions such as tents, fans, stage setup, food, water, media support, and more. This Juneteenth celebration is also an investment in cultural preservation, community pride, and the stories that built Black Houston.

# 160



**BUILDING WHAT  
WE STARTED**  
*JUNETEENTH*  
**CELEBRATION**



# Full June Programming

## **Porch Talk: Freedom to Foundation (June 12)**

An immersive educational discussion on the legacy of Freedmen's Towns across the nation.

1

## **Our Road Home: Exploring Freedom (June 20)**

A multidisciplinary artistic performance led by local artists and cultural leaders.

3

2

## **Juneteenth 160 Fest: Building What We Started (June 19)**

A vibrant, day-long celebration of art, music, history, and culture.

4

## **Heritage in Motion (June 20-21)**

A collaborative immersive tour experience with the Buffalo Soldiers National Museum.

Additional community activations, wellness activities, storytelling, and children's programming will take place throughout the month.



# Why Sponsor?



**Align your brand with a nationally recognized historical preservation movement**



**Connect with thousands of attendees passionate about culture, history, and community**



**Support heritage, education, and future-forward cultural programming**



**Receive tailored recognition packages and marketing exposure before, during, and after the event**

## Ways to Contribute:

- **Monetary Sponsorship:** To support program execution, honorariums, artist fees, operations
- **In-Kind Support:** Support in the form of equipment, furniture, refreshments, services, or supplies
- **Custom Packages:** Sponsors can mix monetary and in-kind support



# In-Kind Opportunities

## Event Infrastructure

- Event tents (3- 10×10 & 1 Oversized)
- 16x24 ft. stage (2)
- Power generators

## Furnishings

- Card tables, folding chairs
- Stage furniture
- Lounge furniture (couches, ottomans)

## Comfort & Safety

- Bottled water/hydration stations
- Misting fans, industrial barrel fans, shaded rest areas
- Meals/snacks for staff and volunteers

## Games & Family Fun

- Prizes for youth and adult competitions
- Talent show grand prize
- Yoga mats & face towels for wellness activations

**Recognition Benefits:** All sponsors will receive benefits tailored to their level of support:

- Logo placement on website, signage, and digital marketing
- On-stage recognition
- Social media spotlights and newsletter inclusion
- (2) Tickets to Exclusive Fireside Chat
- Opportunity to speak during (1) key programming moment
- Recognition in Annual Report

# Sponsorship Levels

## Presenting Sponsor | \$10,000+

- Top-tier logo placement across all assets
- Speaking opportunity during key program
- (6) Tickets to Exclusive Fireside Chat
- Exclusive press spotlight and interview feature
- Host (2) private events at Freedmen's Town VC

## Cultural Sponsor | \$5,000+

- Name and logo on promotional video and social media platforms
- Host (1) private event at Freedmen's Town VC
- Invitation to next Row House Exhibition Private Reception w/ Artist
- (4) Tickets to Exclusive Fireside Chat

## Community Sponsor | \$2,500+

- Brand mentioned on all social media platforms
- Invitation to next Row House Exhibition Private Reception w/ Artist
- (2) Tickets to Exclusive Fireside Chat

## Underwriting Opportunity

### Swag Gear | \$1,000 (2)

- Logo placed on swag bags
- Logo placed across all platforms
- Invitation to Row House Exhibition Private Reception w/ Artist
- (4) Tickets to Heist Agency Houston Workshop

## Underwriting Opportunity

### Beverage Station | \$500 (2)

- Signage with logo placed at designated beverage stations
- Logo placed across platforms
- Invitation to next Row House Exhibition Private Reception w/ Artist
- (2) Tickets to Heist Agency Houston Workshop

**Let's Build What We Started—Together**



To confirm your sponsorship or learn more, by phone at (713) 366-4212 or email at

[info@houstonfreedmentown.org](mailto:info@houstonfreedmentown.org)

← Scan the QR code to select your preferred package

