

NAACP

San Luis Obispo County Branch

April 5, 2024

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Dear Friends and Neighbors:

This year the NAACP (National Association for the Advancement of Colored People) San Luis Obispo County Branch, will be holding its seventh annual Juneteenth Celebration on June 15th. This will be one of our annual community outreach events. Following is a brief history of Juneteenth: Though not everyone knows about it and not all states recognize it, this year will be the 159th year of the annual historic celebration known as our nation's second Independence Day— "Juneteenth." The significance of this event is best described in a quote from Time Magazine:

"There is a common misconception among Americans that Abraham Lincoln freed the slaves with a stroke of his pen. Yet the Emancipation Proclamation, which went into effect on Jan. 1, 1863, did no such thing — or, at least, it didn't do a very good job of it. Two and a half years later, on June 19, 1865, Union soldiers sailed into Galveston, Texas, announced the end of the Civil War, and read aloud a general order freeing the quarter-million slaves residing in the state of Texas. It's likely that none of them had any idea that they had actually been freed more than two years before. It was truly a day of mass emancipation. It has become known as "Juneteenth."

The mission of the National Association of Colored People is to ensure the political, educational, social and economic equality of rights of all persons and to eliminate racial hatred and racial discrimination.

This event will allow us to raise the funds necessary to continue our work locally to promote equality and eliminate discrimination in our community. We do this through education programs in our school systems and our local colleges; we canvass the community to identify their concerns; we register people to vote, one of our most precious rights; and we help to bring the community together during good times and bad.

Please accept our sincere thank you in advance for your contribution to our 2024 Juneteenth Celebration. Through events such as this and the continued support from our local community and friends, we are able to provide awareness, growth and change in San Luis Obispo County...Our goal is to change the world from the Central Coast.

Today, we are asking you and/or your company/organization to help us reach our commitments by becoming a sponsor, vendor or by donating to our Silent Auction. Our Juneteenth Celebration and Resource Fair will be held on June 15th, 2024 in San Luis Obispo's Mission Plaza. **Our Theme is Art and Culture – A Glimpse of the Past and Present.** Throughout the day there will be live music by House of Prayer Choir, Bay Love and Dante Marsh and the Vibe Setters, Lila Hood, The Blue Violin, dancing, spoken word, and you'll be able to enjoy our Freedom Lounge with Black history and cultural displays at the SLO County History Center, 646 Monterey St., SLO and new this year Edna Contemporary Fine Art, 967 Osos St, SLO will have an exhibit of Black art. On Wednesday, June 19th, the celebration continues. There will be a special screening of the movie "The Cost of Inheritance." Location to be determined. Light refreshments will be served.

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We are seeking your support for the following:

- Production Cost
- Guest Speakers
- Movie and Refreshments
- Entertainment
- Marketing and Publicity

There are four levels of sponsorships to choose from:

Freedom: \$5,000.00 Logo on website, flyer, banner and all social media platforms and recognition on the day of the event. Booth space at the Resource Fair.

Justice: \$3,000.00 Logo on website, flyer and all social media platforms and recognition on the day of the event. Booth space at the Resource Fair.

Supporter: \$1,500.00 Logo on website and flyer. Booth space at the Resource Fair.

Contributor: \$250.00 to \$1499.00 Name listing on website and flyer.

Contributions and gifts are not deductible as charitable contributions for federal income tax purposes; however, they can be deductible as an ordinary business expense.

To support your business expense, the IRS requires you to keep this letter for your records. No special benefits were provided to you by NAACP San Luis Obispo Branch 1093 in return for your contribution.

Make checks payable to: NAACP SLO County **Mail to:** 110 S Mary Ave Suite 2215, Nipomo, CA 93444 **Pay online:** <https://juneteenthso.com/shop> (processing fee will apply)

To find out more about the event visit our website at juneteenthso.com or contact **Cheryl Vines at** naacpslocty@gmail.com

Sincerely,

Tobin Johnson, President
Cheryl Vines, Juneteenth Committee Chair
NAACP San Luis Obispo County Branch 1093

Nobody's Free until Everybody's Free, Fannie Lou Hamer