

BOB

REWARDS CLUB

CHANGING THE SOCIO-ECONOMIC STATUS OF BLACKS

**JUNETEENTH MINNESOTA
WEST BROADWAY
BLOCK PARTY**

SPONSORSHIP PROPOSAL





Established in 2016 and transitioned to a 501(3)c Tax Exempt organization in 2020, BOB Rewards Club's mission is to change the socio-economic status of blacks through strong business partnerships, awareness, healthy living, business industry & skill-build training, and decreasing the wealth gap through ownership.



OVERVIEW

BOB Rewards Club presents the 2nd Annual Juneteenth Minnesota West Broadway Block Party - The Fight For Freedom Continues - as we return to West Broadway of North Minneapolis with a more expansive and attractive celebration to engage the community and supporters from the Twin Cities metro. Monday, June 19, 2023, which is now an official holiday of the state of Minnesota - signed into law by Governor Tim Walz - will be the marquee date the Freedom Day celebration will take place. Some highlights of the event include:

- Live Music and Entertainment
- Fresh Good Food
- Black Owned Business Vendors
- Exhibitions & Competitions
- Children's Activities
- Guest Speakers & Socio-Economic Activists

JUNETEENTH MINNESOTA

CELEBRATING BLACK CULTURAL HERITAGE

WEST BROADWAY BLOCK PARTY



Monday June 19th
From 12 pm to 6 pm



On West Broadway From Aldrich To
Emerson Avenues North

- Live Music & Entertainment
- Fresh Good Food
- FREE Kids Mini-Carnival and
Occupational Cooking Adventure
- Exhibitions and Competitions
- Black Owned Business Vendors (BOB)
- Speakers and Socio-Economic Activists

THE FIGHT FOR
FREEDOM
CONTINUES...

ENGAGE EMBRACE
EMPOWER BLACK PEOPLE

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(612) 400-9500 www.juneteenthminnesota.com events@bobrewards.club





JUNETEENTH MINNESOTA

THE FIGHT FOR FREEDOM CONTINUES...

Event Information

**Monday
June 19th
2023**

**12:00 PM
Until
6:00 PM**

**West
Broadway**
Between Lyndale & Emerson
Avenues North

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TARGET AUDIENCE



The Juneteenth Minnesota West Broadway Block Party is a celebration for the entire Twin Cities metro area to come out and enjoy. Not only do we celebrate June 19th as Freedom Day, it's also a day for all communities and businesses to gather for a day of reflection, camaraderie, and relationship building in an effort to continue the Fight For Freedom.



Business Owners, Entrepreneurs/Startups

Corporate Donors & Supporters

Black Economic Developers

Legislative Change Makers

Youth Development Groups

Community Activists

Educators, Community Leaders
& Non-Profits



JUNETEENTH MINNESOTA WEST BROADWAY BLOCK PARTY IS A CELEBRATION FOR ALL



ENGAGE YOUR BRAND FOR A WORTHY CAUSE & CELEBRATION!



WHY YOUR COMPANY SHOULD SPONSOR THE JUNETEENTH MINNESOTA WEST BROADWAY BLOCK PARTY

Sponsors of the Juneteenth Minnesota West Broadway Block Party will have the unique opportunity to engage with the community at large during a federally and now statewide celebrated holiday. By aligning with BOB Rewards Club and engaging with the participants of the celebration, your company, organization or business will be in the position to potentially acquire the following:

- Increased Brand Visibility
- New Lead Generation and Sales
- Company Reputation Refinement
- Generate Dynamic Content For Social Media Marketing
- Conduct Target Marketing (with untapped groups)
- Foster Business Relationships
- Shape Consumer Perception
- Community Goodwill



NOW is the time to commit to a partnership with BOB Rewards Club as a sponsor for the Juneteenth Minnesota West Broadway Block Party. Please review the sponsorship details on the following pages.



SPONSORSHIP INVESTMENT ASSETS

Naming Rights

- Title Sponsor named as presenter of Juneteenth event

Premium Exhibit Space

- 30' x 30' exhibit space including tent, tables and chairs

Standard Exhibit Space

- 10' x 10' exhibit space including tent, table and chairs

Handbag Branding

- Company promotional material included in BOB Rewards Club handbag giveaways

Stage Signage

- Title Sponsor company signage displayed on stage

Souvenir Booklet Advertisement

- Full page (Title Sponsor)
- Half page (Investor Sponsor)
- Quarter page (Guru Sponsor)



SPONSORSHIP INVESTMENT ASSETS

Programming & Speaking Opportunities

- Event planning participation
- Stage time for company executive

Logo/Link on Website

- Logo and link to website displayed on JuneteenthMinnesota.com website

Logo on Sponsor Banner

- Logo included on sponsor banner displayed on stage

Social Media Posts/Mentions

- Sponsor mentions in social media posts
- Frequency of mentions based on sponsorship level

Email Blasts

- Sponsor shout outs through BOB Rewards Club email blasts
- Frequency of shout outs based on sponsorship level

Paid Media Advertisement

- Sponsor logo or mentions in all event promotions & press releases (radio, video commercials, flyers/posters, etc.)



SPONSORSHIP INVESTMENT OPTIONS

	Apprentice \$500	Entrepreneur \$1,500	Guru \$5,000	Investor \$10,000	Title \$15,000
Logo On Sponsor Banner	✓	✓	✓	✓	✓
Logo & Link on Website	✓	✓	✓	✓	✓
Standard Exhibit Space		✓	✓	✓	
BOB Rewards Club Bag Branding		✓	✓	✓	✓
Souvenir Booklet Advertisement			✓	✓	✓
Social Media Posts/Mentions			✓	✓	✓
Sponsor Email Blasts			✓	✓	✓
Paid Media Advertisement			✓	✓	✓
Premium Exhibit Space					✓
Signage on Stage					✓
Programming & Speaking Opportunities					✓
Naming Rights					✓





JUNETEENTH MINNESOTA

THE FIGHT FOR FREEDOM CONTINUES...

Targeted Media Outlets

PRINT MEDIA

Media Company	Ad Size	Circulation/Distribution
Insight News	TBD	
Spokesman Recorder	TBD	
Star Tribune	TBD	
Minnesota Daily	TBD	

RADIO BROADCASTING

Media Company	# of Ad Buys	Circulation/Distribution
KMOJ - 89.9 FM	TBD	
MPR - KNOW FM - 99.5 FM and 91.1 FM	TBD	
WCCO Radio - 830 AM	TBD	
Hot 102.5 - iHeart/Clear Channel	TBD	
KUOM Radio K	TBD	

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KDWB 101.3 FM	TBD	
93.3 BIN (iHeart/Clear Channel)	TBD	
KBEM-FM - 88.5 FM	TBD	
KFAI - 90.3 FM and 106.7 FM	TBD	
KALY-LP- 101.7 - Somali	TBD	
WFNU - 94.1 - FrogTown Radio	TBD	

TELEVISION BROADCASTING

Media Company	# of Ad Buys	Circulation/Distribution
WCCO - Channel 4	TBD	
KSTP - Channel 5	TBD	
KMSP/FOX 9 - Channel 9	TBD	
KARE 11 - Channel 11	TBD	
WUCW-TV	TBD	
MCN6	TBD	
Twin Cities PBS/Channel 2	TBD	
CCX	TBD	

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NON-TERRESTRIAL INTERNET RADIO COMPANIES

Media Company	# of Ad Buys	Circulation/Distribution
Midwest Minnesota Radio	TBD	
Twin Cities Radio Network	TBD	

GRASSROOTS MARKETING

Media Type	# of Prints/Posts	Circulation/Distribution
Flyers, Posters, Banners	TBD	
Non-profit Mailers	TBD	
Social Media Facebook Instagram Twitter SnapChat Tik Tok	TBD	

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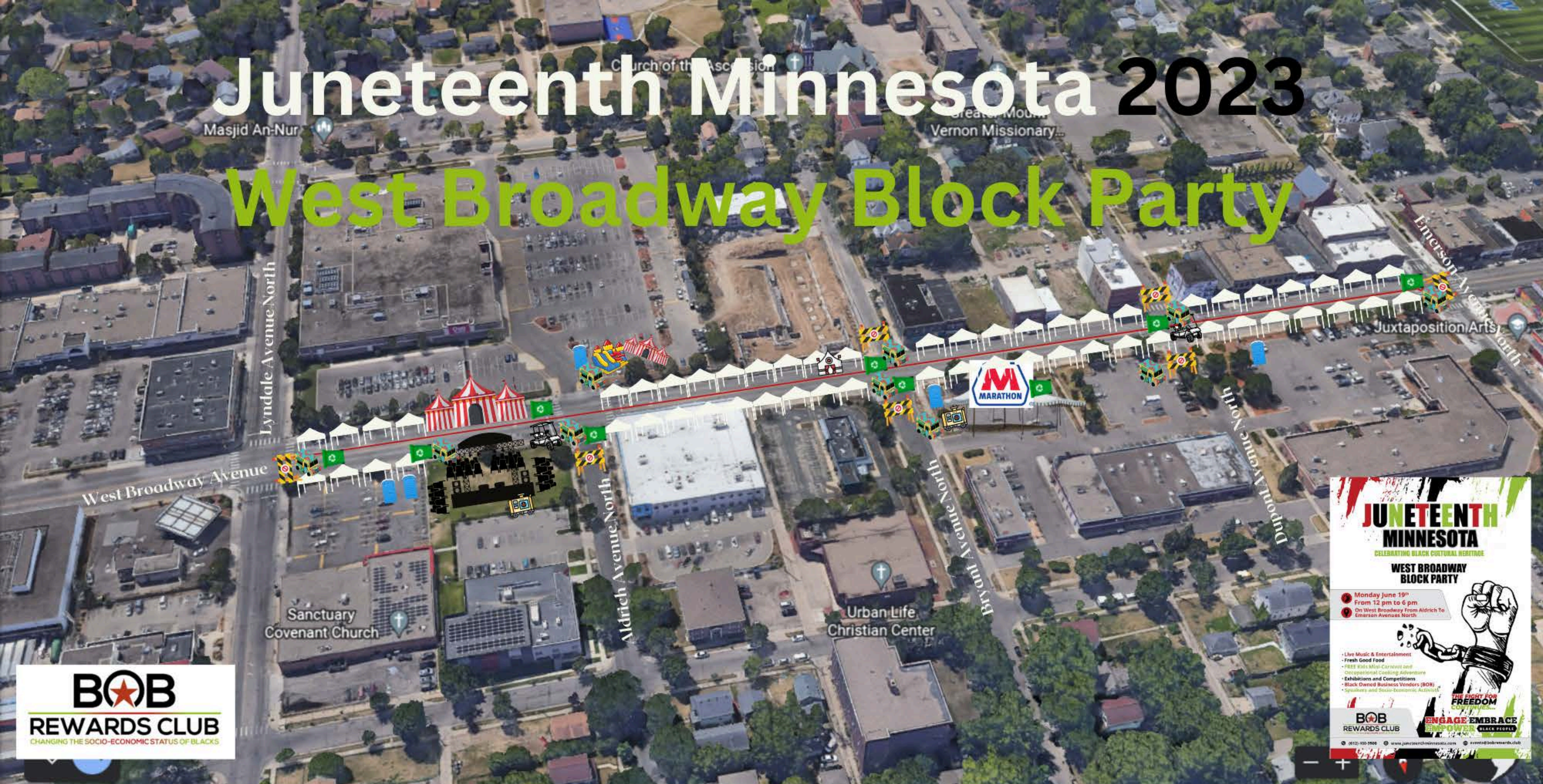


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Juneteenth Minnesota 2023

West Broadway Block Party



Street Barricades



Staging & Lights



Mini Carnival



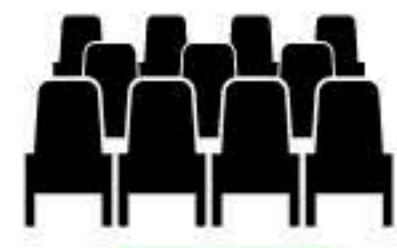
Vendor Tents



Generators



Toilets & Sinks



Spectator Chairs



Trash & Recycling Bins



Food Trucks w/Propane



Medical Tent

CONTACT US TODAY TO COMMIT YOUR SPONSORSHIP PARTICIPATION

We look forward to hearing from you soon. Our sponsorship deadline of April 1st will guarantee your company, organization or business will receive all of the sponsorship benefits based off the level you commit to. Should you have any questions, please contact the following:

- Michelle Gibson-Webb at 612-400-9500 or email at events@BOBRewards.club
- Ronald Charles Buford at 651-334-1209 or email at sponsors@BOBRewards.club

We are open to discussing how are sponsorship opportunity can satisfy your needs.



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