



Organizational Vision

By highlighting *people, places and progress* of Columbia and Richland County and focusing on strategic partnerships, Historic Columbia ensures that historic preservation and local history are key drivers in the community's economic development and quality of life and that the organization is the local leader in heritage tourism.

Program Description

Historic Columbia (HC) will celebrate the 43rd anniversary of the **Jubilee: Festival of Black History & Culture on Saturday, September 18, 2021**. Each year, Historic Columbia partners with the City of Columbia, Richland County and the Columbia Housing Authority to honor the remarkable life of Celia Mann and her descendants by exploring the traditional arts and culture of African Americans in South Carolina. Historic Columbia and the Jubilee committee are excited to bring the festival back in-person in 2021 with something for everyone to enjoy including:

- Live music from regional and local acts
- Traditional artists such as basket weavers, broom makers, quilt makers, print makers and doll makers who teach the public their craft and demonstrate how their particular art relates to African American history and culture
- Children's activities and crafts that connect to African American history and culture
- A variety of groups highlighting African American history, including African American Civil War reenactors, storytellers, poets and more
- Tours of the Mann-Simons Site and the recently completed reinterpretation at the Modjeska Monteith Simkins House

Marketing Plan

As Historic Columbia's largest event, Jubilee has a robust marketing plan. Below are highlights:

- **Radio promotions** in the weeks leading up to Jubilee to include announcements, live interviews, live remote broadcast from the event, and online promotions
- Heavy promotion to **local media outlets**, including TV and radio stations, state and regional print media and websites
- A **postcard** mailed to 2,500 people in August
- **Email blasts** sent in August and September to promote the event to more than 9,000 contacts
- Jubilee will be featured on **HistoricColumbia.org's homepage**, linking to the Jubilee landing page
- **Social media promotion** on Historic Columbia's Facebook (18,000+ followers), Instagram (13,400+ followers) and Twitter (13,200+ followers)

Community Impact

Jubilee is a program presented by Historic Columbia. Donated dollars and in-kind gifts from the community allow the organization to present this free program to the public. Historic Columbia's mission share the complex history of Columbia and Richland County through historic preservation advocacy, innovative educational programs, and strategic partnerships. To learn more about the Historic Columbia, visit historiccolumbia.org. Historic Columbia is a 501(c)(3) organization registered with the State of South Carolina.



Sponsorship Opportunities

~~\$10,000 Presenting Sponsor Jubilee: Festival of Black History & Culture~~ **SOLD**

- Presenting name and/or logo on all marketing collateral
- Prime booth location at festival with two booth spaces
- Recognition as presenting sponsor in the festival press release
- Company name on JubileeSC.org with linkage to sponsor website
- Company logo and website link in Jubilee e-blast
- Tagged mention in an HC Facebook post before the event
- Opportunity to distribute Jubilee marketing materials to your employees and customers

\$5,000 Platinum Sponsor

- Presenting name before and after one of the site tours at Mann-Simons or Modjeska Simkins
- Opportunity for vendor booth at festival
- Opportunity to distribute Jubilee marketing materials to your employees and customers
- Company name and logo on JubileeSC.org with linkage to sponsor website
- Company logo and website link in Jubilee e-blast
- Tagged mention in an HC Facebook post before the event

\$2,500 Gold Sponsor

- Presenting name and logo before one of the musical performances
- Opportunity for vendor booth at festival
- Opportunity to distribute Jubilee marketing materials to your employees and customers
- Company name and logo on JubileeSC.org with linkage to sponsor website
- Company logo and website link in Jubilee e-blast
- Tagged mention in an HC Facebook post before the event

\$1,500 Silver Sponsor

- Company name and logo included in sponsor spotlights throughout virtual festival
- Opportunity for vendor booth at festival
- Opportunity to distribute Jubilee marketing materials to your employees and customers
- Company name on JubileeSC.org with link to sponsor website
- Company name and website link in Jubilee e-blast

\$1000 Bronze Sponsor

- Company name and logo included in sponsor spotlights throughout virtual festival
- Opportunity for vendor booth at festival
- Opportunity to distribute Jubilee marketing materials to your employees and customers

\$500 Vendor Sponsor

- Opportunity for vendor booth at festival

For more information, please contact:

Megan Plott, Director of Development, 803.587.0483 or email mplott@historiccolumbia.org



43rd Annual Jubilee: Festival of Black History & Culture Sponsor Form

Name: _____

Contact: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email _____

- Forward high-resolution logo to cyonkers@historiccolumbia.org for Jubilee marketing materials

SPONSOR LEVEL:

- \$5,000 Platinum Sponsor
- \$2,500 Gold Sponsor
- \$1,500 Silver Sponsor
- \$1,000 Bronze Sponsor
- \$500 Vendor Sponsor

PAYMENT:

- A check is enclosed made payable to Historic Columbia
- Please charge my MasterCard/Visa/Discover Card/American Express

Account # _____

Exp. Date _____ Security Code _____ Name on Card _____

Signature _____

- I would like to be invoiced prior to September 1, 2021 Invoice Date _____

Please mail, email or fax this form to: Development Office, 1601 Richland Street, Columbia, SC 29201; mplott@historiccolumbia.org or 803.929.7695 (fax).