

# JUBILEE

Festival of Black History & Culture



**2024 SPONSORSHIP OPPORTUNITIES**



**SATURDAY, SEPTEMBER 21, 2024**



# JUBILEE

Festival of Black History & Culture

## SPONSORSHIP OPPORTUNITIES

### ORGANIZATIONAL PURPOSE

Historic Columbia preserves places and shares complex stories from the past that connect us in the present and inspire our future. With the support of valued community partners, Historic Columbia is able to harness the power of history to inspire curiosity and catalyze community engagement. To learn more about Historic Columbia, visit our website at [historiccolumbia.org](http://historiccolumbia.org). HistoricColumbia is a 501(c)(3) organization registered with the state of South Carolina.

### PROGRAM DESCRIPTION

Historic Columbia (HC) will celebrate the 46th anniversary of the Jubilee: Festival of Black History & Culture on Saturday, September 21, 2024. Each year, Historic Columbia partners with the City of Columbia and Richland County 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 present the festival in 2024 with something for everyone to enjoy including:

- Live music from regional and local acts
- Traditional artists who teach the public their craft and demonstrate how their particular art relates to Black history and culture
- Children's performers, activities, and crafts in the popular Kids Zone
- A variety of groups highlighting African American history, including African American Civil War reenactors, storytellers, poets, artisans, and more
- Tours of the Mann-Simons Site and the Modjeska Monteith Simkins House

### 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 is to share the complex history of Columbia and Richland County through historic preservation advocacy, innovative educational programs, and strategic partnerships.

### MARKETING IMPACT

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

- Radio promotions in the weeks leading up to Jubilee including announcements, interviews, and online promotions
- Heavy promotion to local media outlets, including TV and radio stations, state and regional print media and websites
- Postcard mailed to 2,500 people in August
- Email blasts sent in August and September to promote the event to 11,000+ recipients
- Feature on [HistoricColumbia.org](http://HistoricColumbia.org)'s homepage, linking to the Jubilee landing page
- Social media promotion to Historic Columbia's nearly 53,000 followers on Facebook (22,200+), Instagram (17,200+), & Twitter (13,500+)

### JUBILEE BY THE NUMBERS

- 8,000+ annual visitors
- 70+ vendors
- 46 years of celebrating Black history & culture
- 10+ performances
- 2 historical house museums open to tour
- 1 day: Saturday, September 21, 2024

### FOR MORE INFORMATION, CONTACT

Rebecca Jacobson | Director of Development | Historic Columbia  
(803) 252-7742 ext. 12 | [rjacobson@historiccolumbia.org](mailto:rjacobson@historiccolumbia.org)

## ***\$10,000 PRESENTING SPONSOR***

- Recognition as Presenting Sponsor with highest level logo placement on all major marketing collateral
- Press Release: Recognition as presenting sponsor in the festival press release
- JubileeSC.org: Recognition of sponsorship in logo with linkage to sponsor website
- Jubilee e-blast: Recognition of sponsorship with logo and linkage to sponsor website in Jubilee e-blast (11,000+ recipients), plus September 2024 "This Month at HC" e-newsletter (11,000+ recipients)
- Social Media: Two Jubilee posts with highest level logo and accounts tagged on Historic Columbia's Facebook (22,200+ followers), Instagram (17,200+ followers), & Twitter (13,500+ followers); plus "This month at HC" story
- Stage Shout Out: Recurring verbal recognition from the main stage and Kids Zone stage
- Vendor Booth: Double-sized booth in prime location at festival, with sponsor booth sign
- Marketing Materials: Opportunity to distribute Jubilee marketing materials to your employees and customers to further promote your philanthropy in the community

## ***\$5,000 PLATINUM SPONSOR***

- Tour Sponsor: logo signage at either Mann-Simons Site or Modjeska Simkins House
- JubileeSC.org: Recognition of sponsorship in logo with linkage to sponsor website
- Jubilee e-blast: Recognition of sponsorship in logo with linkage to sponsor website
- Social Media: One Jubilee post with logo and accounts tagged to HC's 52,900+ followers
- Stage Shout Out: Recurring verbal recognition from the main stage and Kids Zone stage
- Sponsor Spotlight signs: Recognition of sponsorship in logo throughout festival
- Vendor Booth: Opportunity for vendor booth at festival, with sponsor booth sign
- Marketing Materials: Opportunity to distribute Jubilee marketing materials to your employees and customers to further promote your philanthropy in the community

## ***\$2,500 GOLD SPONSOR***

- Music Sponsor: Presenting name before one of the musical performances
- JubileeSC.org: Recognition of sponsorship in logo with linkage to sponsor website
- Jubilee e-blast: Recognition of sponsorship in name with linkage to sponsor website
- Social Media: One Jubilee post in name with accounts tagged to HC's 52,900+ followers
- Sponsor Spotlight signs: Recognition of sponsorship in logo throughout festival
- Vendor Booth: Opportunity for vendor booth at festival, with sponsor booth sign
- Marketing Materials: Opportunity to distribute Jubilee marketing materials to your employees and customers to further promote your philanthropy in the community

## ***\$1,500 SILVER SPONSOR***

- JubileeSC.org: Recognition of sponsorship in name and linkage to sponsor website
- Jubilee e-blast: Recognition of sponsorship in name and linkage to sponsor website
- Sponsor Spotlight signs: Recognition of sponsorship in logo throughout festival
- Vendor Booth: Opportunity for vendor booth at festival, with sponsor booth sign
- Marketing Materials: Opportunity to distribute Jubilee marketing materials to your employees and customers to further promote your philanthropy in the community

## ***\$1,000 BRONZE SPONSOR***

- Sponsor Spotlight signs: Recognition of sponsorship with name throughout festival
- Vendor Booth: Opportunity for vendor booth at festival, with sponsor booth sign
- Marketing Materials: Opportunity to distribute Jubilee marketing materials to your employees and customers to further promote your philanthropy in the community

## ***\$500 VENDOR SPONSOR***

- Vendor Booth: Opportunity for vendor booth at festival, with sponsor booth sign

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## SPONSORSHIP AGREEMENT

Name \_\_\_\_\_  
(As you would like it to appear in publication)

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

### SPONSOR LEVEL:

- |                                    |                    |                                   |                |
|------------------------------------|--------------------|-----------------------------------|----------------|
| <input type="checkbox"/> \$ 10,000 | Presenting Sponsor | <input type="checkbox"/> \$ 1,500 | Silver Sponsor |
| <input type="checkbox"/> \$ 5,000  | Platinum Sponsor   | <input type="checkbox"/> \$ 1,000 | Bronze Sponsor |
| <input type="checkbox"/> \$ 2,500  | Gold Sponsor       | <input type="checkbox"/> \$ 500   | Vendor Sponsor |

Please forward a high-resolution logo to [cbeltran@historiccolumbia.org](mailto:cbeltran@historiccolumbia.org) by June 28, 2024, for full inclusion on Jubilee marketing materials.

### PAYMENT:

- ☐ Invoice prior to August 1, 2024. Invoice date: \_\_\_\_\_
- ☐ Check made payable to Historic Columbia is enclosed
- ☐ Credit Card Payment: ☐ Visa ☐ MC ☐ AmEx ☐ Discover

Name on Card \_\_\_\_\_

Account \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVC # \_\_\_\_\_

Signature \_\_\_\_\_

### PLEASE RETURN THIS FORM TO

Rebecca Jacobson | Director of Development | Historic Columbia  
(803) 252-7742 ext. 12 | [rjacobson@historiccolumbia.org](mailto:rjacobson@historiccolumbia.org)