



February 22, 2017

2017 Juneteenth Scholarship Sponsor

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Greetings from Tracy African American Association!

Tracy African American Association, LLC. (TAAA) is excited to announce that 2017 will mark the organization's 23rd consecutive year hosting, sponsoring and contributing to programs that benefit children and youth while promoting diversity and ethnic pride within the Tracy, California community. We are writing to ask for your company's support.

Since its inception TAAA has placed special emphasis on youth education, mentorship and welfare, and geared nearly all of its fundraising events and activities to benefit its Wayne Nelson Academic Scholarship Program. As of 2016, TAAA's cumulative scholarship grants totaled more than \$117,000.

On Saturday June 3, 2017, TAAA will host its 23rd annual **Juneteenth Festival** to celebrate African American heritage, observing the anniversary of the date that slaves learned the Civil War had ended and they were free. The Juneteenth Festival consists of a day-long compilation of activities for all families to enjoy. The day will be filled with live entertainment, music and a host of kid's activities, along with art and craft vendors, food vendors and a health screening booth sponsored by Sutter Tracy Community Hospital.

This event is our primary fundraiser and it is during this celebration that TAAA presents scholarships to proud, qualifying African American high school seniors while their families, friends, neighbors and classmates observe.

We invite your company to participate in TAAA's 2017 Juneteenth celebration and fundraiser. Your contribution of \$500, \$1,000 or more will go a long way in helping TAAA get students off to a good higher learning academic start. It is our generous sponsors who will enable us to grant higher scholarship denominations and assist a significant number of students in the 2017-2018 school year. New incoming college students are often surprised to learn that they must purchase their books at enormous costs, and pay fees for some classes. Your support will help!

If you are in need of further information, please contact me at any time. I can be reached at (209) 835-7578 or gatlagasca@comcast.net.

Sincerely,
Gail T. LaGasca

Gail T. LaGasca
TAAA Activities Chairperson

SPONSORSHIP OPPORTUNITIES

☐ \$5,000 GOLD "PRESENTING" PARTNER

- Recognition on TAAA step & repeat banner (displayed at **all** organizational activities)
- 10X10 booth, 6ft. exhibitor table and two chairs at Juneteenth Festival
- Reserved Seating for 8 @ Sponsor table w/ signage
- Company logo on **ALL** TAAA website pages for the year
- Company logo/name on **ALL** marketing materials, newsletters, eBlast promotions and press releases
- Company banner displayed on stage at event
- Company 60-second promotional video run during event
- Full-page ad in Juneteenth program booklet
- Sponsor Corner: Provide business content/ad for inclusion in TAAA's newsletter

☐ \$1,000 SILVER PARTNER

- Recognition on TAAA step & repeat banner (displayed at **all** organizational activities)
- 10X10 booth, 6ft. exhibitor table and two chairs at Juneteenth Festival
- Company logo on **ALL** TAAA website pages for one year w/link to company site
- Company logo/name on **ALL** event marketing materials, eBlast promotions and press releases
- ½-page ad in gala program booklet

☐ \$500 BRONZE PARTNER

- Recognition on TAAA step & repeat banner (displayed at **all** organizational activities)
- 10X10 booth, 6ft. exhibitor table and two chairs at Juneteenth Festival
- Company logo on **ALL** TAAA website pages for six months w/link to company site
- Company logo/name on **ALL** event marketing materials, eBlast promotions and press releases
- ¼-page ad in gala program booklet

Sponsor pledge (attached) must be confirmed by April 18, 2017 to ensure names/logos are included on all event promotional materials.



Tracy African American Association, LLC.

TAAA 2017 Juneteenth Festival Fundraiser

Sponsorship Pledge

Company/Organization:	
Representative:	
Title:	
Mailing address:	
Mailing address:	
Phone:	
Fax:	
Email:	
Alternative Co. Contact:	
Phone:	
Email:	
Sponsorship Pledge:	
<input type="checkbox"/> In-kind Description:	
<input type="checkbox"/> Monetary Donation	\$
Anticipated date of contribution	

TAAA is a 501(c)(3) nonprofit organization. Tax ID # 68-0353872

Tracy African American Association, LLC.
 TAAA Juneteenth Festival
 P.O. Box 62, Tracy, CA 95378

TAAA Board of Directors and its membership sincerely thank you for your consideration.