2027

SPONSORING

JFX

SEVEN FIVE SEVEN

JUNETEENTH FREEDOM EXPERIENCE
CELEBRATING ARTS + CULTURE



MORE THAN A FESTIVAL

JFX IS A LIVING CELEBRATION OF BLACK CULTURE, CREATIVITY, FREEDOM, AND FUTURE-MAKING.

The Juneteenth Freedom Experience was created to honor the depth, brilliance, artistry, resilience, and evolution of Black culture through immersive experiences rooted in:

- arts + creativity
- education + storytelling
- entrepreneurship
- music + movement
- intergenerational connection
- cultural preservation
- collective joy

While many festivals stop at entertainment, JFX is designed as an experience people can step inside — one that honors history while making space for the future being built right now. That's what we call true cultural immersion.

It is intentionally:

- arts + culture forward
- deeply community-centered
- multi-generational by design
- welcoming to all backgrounds



BUILT TO BE EXPERIENCED

Welcome to the Unforgettable Experience



THE JFX PORTAL

Culture beyond a single day.

An interactive digital experience designed to extend the impact of JFX year-round through storytelling, historical content, behind-the-scenes experiences, educational resources, artist spotlights, and community engagement.

The portal transforms JFX from an event into an evolving cultural archive.

THE UNITY CHOIR

One community. One sound.

A collaborative choir experience open to anyone who wants to participate — regardless of race, age, background, or musical training.

The Unity Choir embodies one of JFX's core beliefs:
that culture becomes even more powerful when people gather in genuine celebration, respect, and shared humanity.

THE LEGACY TREE

Honoring the past. Speaking life into the future.

Attendees are invited to write messages of remembrance, hope, encouragement, wisdom, or vision onto symbolic leaves added to the JFX Legacy Tree throughout the event.
Some messages honor ancestors. Some speak to future generations. All become part of a living community installation built together in real time.

ART + CULTURE FORWARD

A celebration designed to move people.

JFX centers Black artistry and cultural expression through:

- live performances
- visual art
- interactive activations
- music
- storytelling
- entrepreneurship
- food
- movement
- community experiences

Every activation is intentionally designed to feel immersive, welcoming, and alive across generations.

EVENT DETAILS

DATE
Saturday, June 26, 2027

LOCATION
Chesapeake Central Library

EVENT EXPERIENCE
Indoor + Outdoor Festival Activations

EVENT HOURS
10:00 AM – 4:00 PM

AUDIENCE

EXPECTED ATTENDANCE:
1,000+

- Families
- Young professionals
- Entrepreneurs
- Creatives + artists
- Community leaders
- Educators
- College students
- Multi-generational households
- Culture lovers from across Hampton Roads

PARTICIPATION

20+
Black-owned business vendors

5+
Food Trucks and/or demos

26+
Speakers, performers, and collaborators

JFX was designed to create:

- **emotional connection**
- **cultural visibility**
- **community participation**
- **intergenerational engagement**
- **meaningful sponsor interaction**

This is not a passive audience.This is an actively engaged community experience.

MARKETING + MEDIA REACH

JFX WILL BE PROMOTED THROUGH:

- Regional radio features
- Local television segments
- Social media campaigns
- Influencer + community partnerships
- Event calendars + publications
- Community organization outreach
- Digital marketing campaigns
- Sponsor cross-promotion opportunities
- Press + media coverage

PREVIOUS PROMOTIONAL SUPPORT HAS INCLUDED:

- TV interviews
- Radio promotion
- Community media partnerships
- Regional social media amplification

JFX 2027 AT A GLANCE

WHY SPONSOR JFX?

This Is Bigger Than Visibility.
It's cultural investment with real human impact.
Sponsoring JFX Means Investing In:

CULTURAL PRESERVATION
Helping protect, celebrate, and amplify the stories, artistry, traditions, and legacy of Black culture in a way that is immersive, accessible, and future-facing.

ECONOMIC OPPORTUNITY
Supporting Black-owned businesses, artists, makers, entrepreneurs, performers, and community creatives through visibility, access, and direct community engagement.

CREATIVE EXPRESSION
Fueling a platform where music, storytelling, art, design, performance, technology, and cultural experiences can thrive in front of a diverse audience.

INTERGENERATIONAL CONNECTION
Creating intentional spaces where elders, youth, families, and future generations can gather, celebrate, learn, and exchange stories together.

INCLUSIVE COMMUNITY-BUILDING
Supporting an experience rooted unapologetically in Black culture while genuinely welcoming people of all backgrounds into celebration, learning, and connection.

EXPERIENCES THAT LEAVE LASTING IMPACT
Helping create the kinds of moments people remember long after the event ends:
the song everyone sang together,
the message left on the Legacy Tree,
the business discovery that sparked support,
the child who saw themselves reflected in culture with pride.



WHY BRANDS ALIGN WITH JFX

Because today's audiences are looking for more than advertisements.
They're looking for:

- authenticity
- alignment
- emotional connection
- community involvement
- meaningful experiences

JFX creates the kind of emotional resonance traditional advertising alone cannot buy.
This is not passive logo placement.
This is active cultural participation.
Sponsors become woven into the experience itself — not just placed beside it.

THE RESULT?

Sponsors don't just gain visibility.
They gain:

- meaningful community engagement
- authentic cultural alignment
- emotional brand connection
- high-visibility activation opportunities
- direct audience interaction
- long-tail digital exposure through the JFX Portal
- participation in an experience people genuinely care about





JFX//757

TITLE SPONSOR

$10K | (1 AVAILABLE)

2027

THE FORCE BEHIND THE EXPERIENCE

THE TITLE SPONSOR OF JFX//757

At JFX//757: The Juneteenth Freedom Experience, we believe culture deserves more than observation.

It deserves investment. Preservation. Celebration. Expansion.

As the Presenting Partner of JFX 2026, your organization will help power one of Hampton Roads' most immersive celebrations of Black arts, culture, creativity, and community.

This partnership is designed for organizations seeking meaningful cultural alignment, premium visibility, and opportunities for authentic community engagement before, during, and beyond the event itself.

More than sponsorship, this is an opportunity to become woven into the experience people will see, feel, photograph, share, remember, and talk about long after the event ends.

MEANINGFUL COMMUNITY IMPACT

By serving as the Title Sponsor of JFX//757, your organization helps:

- amplify Black arts + culture
- support local creatives + entrepreneurs
- foster inclusive community celebration
- create meaningful intergenerational experiences
- preserve stories, traditions, and cultural expression
- support immersive educational + artistic programming
- expand access to culture-centered community experiences

THE TITLE SPONSOR OF JFX//757

SPONSOR BENEFITS

Exclusive Title Sponsor Designation
Your organization will be recognized as:
“JFX//757 Sponsored By [Sponsor Name]”
This designation may appear:

- Across official JFX promotional materials
- On the official JFX website for one year
- Within digital + printed event collateral
- Across select social media campaigns
- Inside the JFX Portal experience
- On main stage signage + select event signage
- During live stage acknowledgements and announcements
- Within select press + media opportunities

IMMERSIVE BRAND ENGAGEMENT
As the Presenting Partner, your organization will receive:

- Premium logo placement throughout the JFX ecosystem
- Opportunity to create a signature branded activation or immersive experience
- Featured placement inside the JFX Portal for one year
- Dedicated sponsor spotlight campaign leading up to JFX
- Opportunity for welcome remarks or main-stage recognition
- VIP hospitality access
- Opportunity to distribute branded materials or giveaways
- Inclusion in select media + press opportunities
- Dedicated social media recognition
- First right of renewal for 2027

EMPLOYEE ENGAGEMENT + COMMUNITY IMPACT
JFX offers opportunities for your organization’s employees to participate directly in the experience through volunteer engagement opportunities that foster meaningful community connection.
Volunteer opportunities may include:

- assisting with activations
- welcoming attendees
- supporting family-friendly experiences
- community engagement support
- Legacy Tree participation
- activation ambassador

JFX//757

COOK OUT SPONSOR

$5K | (1 AVAILABLE)

2027

THE HEARTBEAT OF SUMMER CULTURE

THE OFFICIAL COOKOUT SPONSOR OF JFX//757

At JFX//757: The Juneteenth Freedom Experience, “The Cook Out” is more than an activation. It’s a feeling. A celebration inspired by the traditions that have always brought people together:
music echoing through the speakers, laughter across folding tables, the shuffle of dominoes, heated spades games, food in the air, dancing in parking lots, family reunion energy, and stories being told across generations.

“The Cook Out” is designed to feel nostalgic, joyful, welcoming, and alive — creating the kind of atmosphere people naturally gather around and stay inside of for hours.

As the Official Cook Out Sponsor, your organization helps bring this experience to life while becoming part of one of the most energetic and community-centered activations within JFX.

Because culture is not just watched here.
It’s participated in.

MEANINGFUL COMMUNITY IMPACT

By sponsoring “The Cook Out,” your organization helps:

- create accessible community celebration
- foster intergenerational connection
- support culture-centered gathering spaces
- create joyful experiences rooted in tradition
- strengthen authentic community engagement
- support a festival experience people genuinely remember

This is not a sponsorship people simply walk past. This is the space people gather around all day long.

THE COOKOUT SPONSOR OF JFX//757

SPONSOR BENEFITS

Exclusive Cook Out Sponsorship Designation
Your organization will be recognized as:
“The Cook Out Presented By [Sponsor Name]”
This designation may appear:

- On official JFX promotional materials
- Across Cook Out activation signage
- On the official JFX website
- Across select social media campaigns
- Within sponsor marketing materials
- During live DJ acknowledgements and announcements
-

COMMUNITY ENGAGEMENT + VISIBILITY
As the Official Cook Out Sponsor, your organization will receive:

- Naming rights for “The Cook Out”
- Featured branded presence within activation area
- DJ shoutouts throughout the experience
- Logo placement on activation signage
- Recognition across JFX social media campaigns
- Inclusion in sponsor marketing materials
- Opportunity to distribute branded giveaways
- Opportunity for interactive audience engagement
- Opportunity to provide branded seating, games, lounge elements, or community experiences
- Opportunity for employee volunteer participation during the activation

EXPERIENCE FEATURES MAY INCLUDE:

- Live DJ
- Food trucks
- Spades tournaments + traditional cookout games
- Community seating + gathering spaces
- Dance + music experiences
- Family-friendly engagement
- Interactive community moments
- Outdoor cultural celebration experiences

JFX//757

DIGITAL EXPERIENCE SPONSOR

$2K | (1 AVAILABLE)

2027

POWERING THE EXPERIENCE BEYOND THE EVENT

THE OFFICIAL DIGITAL EXPERIENCE SPONSOR OF JFX//757

At JFX//757: The Juneteenth Freedom Experience, the celebration doesn't end when attendees leave the festival grounds. It continues through the JFX Portal.

The JFX Portal was created to transform JFX from a one-day event into an ongoing cultural experience—one that allows attendees to continue learning, exploring, connecting, and engaging with the stories, people, and ideas that make the celebration meaningful. Through interactive content, community engagement, cultural storytelling, educational resources, and digital experiences, the portal extends the impact of JFX throughout the year.

As the Official Digital Experience Sponsor, your organization helps make that continued access possible.

MEANINGFUL COMMUNITY IMPACT

By sponsoring the JFX Digital Experience, your organization helps:

- preserve stories beyond the event itself
- expand access to cultural education and resources
- support year-round community engagement
- create opportunities for digital storytelling
- extend the reach of local artists, entrepreneurs, and community voices
- make cultural experiences accessible to broader audiences
- build a living archive that celebrates the past while inspiring the future

THE DIGITAL X SPONSOR OF JFX//757

SPONSOR BENEFITS

Exclusive Digital Experience Sponsorship Designation
Your organization will be recognized as: "The Official Digital Experience Sponsor of JFX//757" This designation may appear:

- Inside the JFX Portal
- Across digital experience materials
- On the official JFX website
- Within select email communications
- Across social media promotions
- During event acknowledgements and announcements
- Within portal onboarding and promotional materials

DIGITAL VISIBILITY + COMMUNITY ENGAGEMENT
As the Official Digital Experience Sponsor, your organization will receive:

- Exclusive Digital Experience Sponsor designation
- Featured logo placement inside the JFX Portal for one year
- Recognition on digital experience promotional materials
- Recognition on portal-related communications
- Featured sponsor acknowledgment across select social media campaigns
- Inclusion in sponsor marketing materials
- Opportunity to provide branded digital resources or content
- Opportunity to feature a welcome message within the portal
- Recognition during digital experience demonstrations and presentations

Vendor Table (Prime Placement)

- Premium vendor space near main foot traffic

Priority Access

- First right of renewal for 2027 digital experience partnership

THE JFX PORTAL EXPERIENCE MAY INCLUDE:

- Interactive cultural storytelling
- Artist and performer spotlights
- Historical content and educational resources
- Community storytelling projects
- Sponsor features and community resources
- Year-round community engagement opportunities

JFX//757

BLACK WALLSTREET SPONSOR

$2,500 | (1 AVAILABLE)

2027

FUELING BLACK BUSINESS + ECONOMIC VISIBILITY

THE OFFICIAL BLACK WALLSTREET SPONSOR OF JFX//757

At JFX//757: The Juneteenth Freedom Experience, the Black Wall Street Vendor Fair exists to celebrate the brilliance, creativity, innovation, and ownership thriving within Black entrepreneurship. Inspired by the spirit of Black Wall Street — a legacy of resilience, economic empowerment, creativity, and collective advancement — this curated marketplace creates space for Black-owned businesses, artists, makers, and entrepreneurs to be seen, supported, discovered, and celebrated by the community.
This activation is more than vending.
It is visibility.
It is circulation.
It is community investment in real time.
As the Official Black Wall Street Sponsor, your organization helps create opportunities for entrepreneurs, artists, and creators while aligning your brand with one of the most dynamic and community-driven experiences inside JFX.
Because supporting culture also means supporting the people building it.

MEANINGFUL COMMUNITY IMPACT

By sponsoring the Black Wall Street Vendor Fair, your organization helps:

- increase visibility for Black-owned businesses
- support entrepreneurship + economic opportunity
- create access to community exposure
- encourage intentional local spending
- amplify creative voices + makers
- strengthen community-based economic growth
- create meaningful cultural investment

We wish to create an experience where businesses are not only supported financially — but seen, celebrated, and remembered.

THE BLACK WALLSTREET SPONSOR OF JFX//757

SPONSOR BENEFITS

Exclusive Black Wall Street Sponsorship Designation
Your organization will be recognized as:
“The Black Wall Street Vendor Fair Presented By [Sponsor Name]”
This designation may appear:

- Across official JFX promotional materials
- Within vendor communications
- On marketplace signage
- On the official JFX website
- Across select social media campaigns
- During live event acknowledgements and announcements

COMMUNITY ENGAGEMENT + VISIBILITY
As the Official Black Wall Street Sponsor, your organization will receive:

- Naming recognition for the Black Wall Street Vendor Fair
- Logo placement throughout the vendor marketplace
- Opportunity to engage directly with attendees
- Featured sponsor recognition on Connect Card and vendor communications
- Recognition across JFX social media campaigns
- Recognition inside the JFX Portal
- Opportunity to distribute branded materials or giveaways
- Inclusion in sponsor marketing materials
- Opportunity to support entrepreneur-centered engagement experiences

FEATURED MARKETPLACE MAY INCLUDE:

- 20+ Black-owned businesses
- Artists + creators
- Apparel + lifestyle brands
- Handmade goods
- Food + specialty products
- Community entrepreneurs
- Creative service providers
- Cultural products + experiences
- Emerging brands + makers

JFX//757

CULTURE SPONSOR

$1,000 | (10 AVAILABLE)

SUPPORTING THE CULTURE. STRENGTHENING THE EXPERIENCE.

OFFICIAL SPONSORS OF JFX//757

At JFX//757: The Juneteenth Freedom Experience, every detail matters.
The music.
The storytelling.
The activations.
The artists.
The moments families remember together.
The atmosphere people can feel the second they arrive.

Culture Sponsors help make those moments possible.
These partnerships collectively help support the immersive, community-centered experiences that allow JFX to feel vibrant, welcoming, creative, and alive across generations. As a Culture Sponsor, your organization joins a collective group of community-minded partners helping strengthen a celebration rooted in art, culture, connection, creativity, and joy.

Because culture does not sustain itself.
It survives because people choose to invest in it.

MEANINGFUL COMMUNITY IMPACT

By becoming a Culture Sponsor, your organization helps create:

- accessible cultural experiences
- stronger community connection
- opportunities for creative expression
- meaningful celebration across generations
- spaces where culture can be experienced, shared, and remembered together

These partnerships may be smaller in scale, but together they help power the creative heartbeat of JFX.

CULTURE SPONSORS OF JFX//757

SPONSOR BENEFITS

Official JFX//757 Sponsor Recognition
Your organization will receive recognition as an Official Sponsor of JFX//757.
This recognition may appear:

- On official sponsor signage
- On the official JFX website
- Across select social media promotions
- Within sponsor appreciation materials
- During select on-site acknowledgements

COMMUNITY VISIBILITY + ENGAGEMENT
As an Official Sponsor, your organization will receive:

- Logo placement on sponsor signage
- Logo placement on JFX website for one year
- Social media acknowledgment
- Inclusion in sponsor appreciation materials
- On-site sponsor recognition
- Inclusion in select sponsor marketing materials
- Opportunity to align your organization with a major regional arts + culture celebration

YOUR SPONSORSHIP HELPS SUPPORT:

- Arts + cultural programming
- Interactive activations
- Community-centered experiences
- Multi-generational engagement
- Family-friendly cultural celebration
- Local artists + creatives
- Community storytelling experiences
- Immersive festival experiences

TRS KIDS PRESENTS

JFX

SEVEN FIVE SEVEN

LEZGOOOOOOO!

LET'S BUILD SOMETHING PEOPLE REMEMBER.

JFX//757 was created to celebrate culture in a way people can actually feel. Not as a performance. Not as a checkbox. Not as a once-a-year headline. But as a living, breathing experience rooted in art, community, storytelling, joy, creativity, history, and future-making.

When you sponsor JFX, you are not simply placing your logo beside an event. You are helping create: spaces where generations gather, opportunities for Black businesses, and creatives experiences that foster genuine community connection moments people carry with them long after the festival ends.

We invite you to partner with us in building something meaningful, immersive, and unforgettable for Hampton Roads and beyond.

READY TO PARTNER WITH JFX//757?

Contact:

Tanya Shadley

Founder: JFX 757 and TRS Kids Foundation

info@trskids.com

757.201.2496