



LANSING JUNETEENTH CELEBRATION
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Lansing Juneteenth Committee
Progressive Empowerment Education Resource Services – P.E.E.R.S. 501(c)(3)
Mailing Address: P.O. Box 27623, Lansing MI 48909-7623

Dear Sponsor,

Greetings from the PEERS Board and the Lansing Juneteenth Celebration Committee. We have great plans and look forward to the 22nd anniversary of the Lansing Juneteenth Celebration and the 11th year as "Juneteenth Day" as a state of Michigan holiday. Since 1993, the Lansing Juneteenth Celebration has served as a respected voice in the community; with the city of Lansing as its backdrop. The 2015 celebration will take place from June 18 through June 20, 2015. A new feature will include the African- American Parade, which will be dedicated in memory of its founder, the late Rev. Dr. Michael C. Murphy, who was a former Lansing Legislator, City Council Member and community advocate.

The Lansing Juneteenth Celebration commemorates the end of slavery in the United States by celebrating the joys of liberty, educating the community about our heritage and by promoting positive cultural interaction. During the three-day event, the community and visitors will experience a wide variety of information, entertainment and vendors from across the state. Lansing's Juneteenth Celebration will also provide participants with the nation's most respected and sought after artists, celebrities, and business, along with local, state government and community leaders. From music entertainment to business exposure, kid's activities to the shopper's one-stop destination, cultural arts exhibits to health fairs, educational presentations and more - we've got it all.

During this event, you will have the opportunity to elevate your brand and customer base through massive exposure to over 4,000 plus attendees. Your business can connect with a vast number of customers in the following areas: arts and entertainment, youth and family, business to business and consumer exhibits. Branding, product activation and hospitality opportunities can be customized to meet your objective to increase your market share.

Your business return on investment is just as important as your community investment in year-round youth and family programs that benefit from your tax-deductible support of our 501(c) (3) non-profit organization.

Please review the Sponsorship Form along with the attached information to find the best fit for your organization. For additional information visit our website at www.LansingJuneteenthCelebration.org or call Co-Chair, Marilyn Plummer at (517) 402-2927 or (517) 394-6900.

Respectfully,

Marilyn D. Plummer
Marilyn D. Plummer,
Co-Chair Lansing Juneteenth Celebration

Rodney Shepard
Rodney Shepard,
President PEERS

Attachments

The Lansing Juneteenth Celebration is made possible in part by a grant from the Michigan Humanities Council, an affiliate of the National Endowment for the Humanities.

