

**DETROIT CITY LIONS
YOUTH CLUB**



Detroit City Lions Youth Club

Sponsorship Proposal

**Juneteenth
Freedom Festival**

**Celebrating Culture, Community &
Legacy**

June 20–22, 2025

Marygrove Conservancy Campus

Introduction



Join us for the Juneteenth Freedom Festival, a 3-day celebration. A powerful blend of music, food, culture, art, education, and community unity.

Celebrating the 6th Anniversary of Detroit City Lions Youth Club, our event draws thousands of attendees—families, young professionals, cultural leaders, and businesses—across the region to Celebrate Culture, Community & Legacy.

Why It Matters

The Juneteenth Freedom Festival is more than an event. It's a living tribute to Black excellence, resilience, and collective liberation. It creates space to honor our past, celebrate our present, and invest in our future — together. Our Goal is to reach over 10,000 people throughout the weekend.

Detroit City Lions Juneteenth

About Us



Detroit City Lions Youth Club (DCL) is more than a sports organization—we are architects of dreams and champions for Detroit's youth. Our mission is to empower at-risk boys and girls ages 5 to 24 by providing access to diverse sports programs and academic support that develop both healthy minds and bodies.

We are committed to celebrating every child's voice and helping them recognize their value through opportunities that build confidence, discipline, and community.

DCL's Programs Include:

- Traditional & non-traditional sports: Football, basketball, baseball, soccer, cheer, dance, swimming, gymnastics, e-sports, lacrosse, volleyball, chess
- Academic & life skills support: Tutoring, mentoring, STEM/STEAM, robotics, conflict resolution, leadership, financial literacy, culinary arts
- Career readiness: Workforce development and youth employment

By providing these opportunities, we prepare youth to thrive physically, mentally, and academically in today's world.

We are committed to creating transformational impact through the following goals:

- Increase youth participation in sports and recreation—especially among low-income, at-risk populations
- Grow total youth enrollment by 30%, reaching over 10,000 youth and families
- Expand youth employment and workforce development for ages 15–24, with at least 100 youth employed

About The Event

Day 1 – Honoring Those Who Make the Vision Possible (Invitation Only)

As a heartfelt thank-you to our valued sponsors, partners, and community leaders, we invite you to an exclusive Sponsors Appreciation Dinner during the Juneteenth Freedom Festival weekend.

This evening is not only a thank-you but a powerful gathering of changemakers, united in the vision of freedom, equity, and community upliftment.

Join us for an elegant evening of networking, recognition, and celebration, featuring:

- A curated 3-course dinner catered by a renowned local Black-owned chef or restaurant
- Live music and cultural performances reflecting the spirit of Juneteenth
- Recognition ceremony honoring our Title and Premier Sponsors
- Remarks from community leaders, organizers, and featured guests
- Opportunities to connect with civic leaders, media partners, and other key stakeholders

Day 2– Community & Resource Music Festival– A Free full day of music, food, culture, and community connection — the heart of the Juneteenth Freedom Festival!

- Community & Resource Fair
 - Health, housing, financial literacy, mental wellness, youth and family services
- Dozens of nonprofits, civic organizations, and resource providers
- Small Business Pop-Up Market
- Youth Zone: Art activities, storytelling, bounce houses, STEM exhibits, and DCL Shark Tank Pitch Competition

Day 3: Freedom Bowl & Family Day

We close the weekend with Family Day and the thrilling Freedom Bowl Football Classic – a spirited athletic showdown honoring youth and high school athletes.

• Freedom Bowl Football Classic

◦ A showcase game featuring top local talent from Metro Detroit and surrounding areas

◦ Halftime tribute, marching band show, and cheer performances

• Wellness Pavilion

◦ Group fitness classes, yoga, health checks, and mental wellness workshops

• Family Field Day: Games, contests, inflatables, face painting

• Community Cookout & Food Vendors

• Athlete & Alumni Recognition Ceremony

◦ Celebrating student-athletes and community sports leaders

◦ The Freedom Bowl promotes unity, sportsmanship, and legacy-building — on and off the field.



Benefit for Sponsor



Title Sponsor

\$30,000

Naming rights ("[Your Brand] presents..."), logo on all materials, stage time, 10 VIP passes, banner placement, featured in media

Entertainment Sponsor

\$25,000

Logo on main stage & t-shirts, 5 VIP passes, vendor booth, digital promotion

Kids Corner Sponsor

\$15,000

Logo on signage & flyers, vendor space, 2 VIP passes, social media shout-outs

Legacy Sponsor

\$10,000

Vendor booth, name listed on website & select signage

Benefit for Sponsor

📢 Marketing & Media Reach

Social media reach: 20,000+ followers across platforms

Local media partnerships: TV, radio, digital

E-newsletter & community mailing list: 5,000+ subscribers

Posters, flyers, and banners throughout Metro Detroit

🏆 Why Sponsor Juneteenth?

Support racial equity and community celebration

Showcase your brand's values to a diverse, engaged audience

Drive brand visibility in a highly attended public event

Foster partnerships with local businesses and leaders

Tax-deductible contribution (for 501(c)(3) partners)

📦 Vendor & Booth Opportunities

Booth Type Fee

Food Vendor \$350

Retail Vendor \$200

Nonprofit \$100



**DETROIT CITY LIONS
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THANK YOU SO MUCH!



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