

THE L.A.M.B.S. FOUNDATION & THE CITY OF VIRGINIA BEACH PRESENTS:



3RD ANNUAL



@juneteenth_atb



SATURDAY
JUNE 15TH

SUNDAY
JUNE 16TH

WEDNESDAY
JUNE 19TH

A TRIBUTE TO THE CULTURE

24TH STREET STAGE & PARK
2400 ATLANTIC AVE
VIRGINIA BEACH, VA 23451

WWW.JUNETEENTHVB.COM



Strategic Partnerships

www.juneteenththatb.com



Ed Walls

VP OF PROGRAMS

Ed Walls is the lead designer for the T.E.A.M L.A.M.B brand and oversees the L.A.M.B. shop. He is experienced in event operations for mega-music festivals, like SITW, Rolling Loud, and GovBall NYC.

Israel Leader

PRESIDENT

David "Israel" Leader is an event production specialist, President of the L.A.M.B.S Foundation and community organizer. Recent recipient of the Black Brand B-Accelerator competition for "Most Likely to Expand." A true revolutionary with a vision to help elevate the Virginia creative community.

Micah Walls

CREATIVE DIRECTOR

Micah Walls is the Creative Director of the L.A.M.B.S Foundation. He is a graduate of the Art Institute of Virginia Beach, with a Bachelor's of Arts in Fashion and Retail Management with a focus in business development.



Zoleka Sparks
PROJECT MANAGER



Alexis Gourdine
MEDIA MANAGER






















"Cue"
MARKETING MANAGER



Jackie Wallace
COMMUNITY RELATIONS DIRECTOR

OPPORTUNITIES to Partner with us



	Title \$100,000 	Presenting \$75,000 	Diamond \$50,000 	Gold \$30,000	Silver \$15,000	Community \$3,500
Company representative to speak at event. Or a planned Activation	 30 min activation	 30 min activation	 15 min activation	 10 min activation	 5 min activation	Logo placed on Community Partner banner
Judging rights for all events that consist of competitions						
Video screen prominence	15 seconds promo video 3x per day	15 seconds promo video 2x per day	15 second promo video 1x per day	10 second promo video 1x per day	10 second promo video 1 day of choice	Digital Advertising the week of each event
Benefit from radio, tv, & online digital advertising leading up to the events <u>*video cut off date 06/10</u>				Digital Only	Digital Only	
Brand ID on all printed media, ex: Banners, back drops, flyers, brochures						Interview with official podcast team
Vendor table, food, & VIP access <small>VIP Access includes Parking Pass & VIP Tented Seating \$20/ Day Meal Pass with vendors</small>	VIP Access for 10	VIP Access for 7	VIP Access for 5	VIP Access for 3	VIP Access for 2	

First level sponsors receive Event merch + recap video of the event + Plaques

Second level sponsors receive Event merch + recap video of the event + Additional Gifts



As Seen ON



Inspired by Rihanna's wildly successful Savage x Fenty Fashion Shows. Couture x Coiffures Show is Hampton Roads' most extraordinary fashion, hair and music themed event that features

- Theatrical presentations of fashion from Virginia designers
- Health and wellness exhibits
- Musical performances by local recording artists

400 Attendees

Couture x Coiffures Fashion & Beauty Expo

This 2 day event features a swimsuit showcase at the Virginia Beach oceanfront. Models arrived from all areas of VA to show off Virginia's top brands and designers.

- Swimsuit showcase, local artist performances showcases music, local food and retail vendors
- Venue: 24th Street Stage and Park

3,000 Attendees

VA Swimweek

This 2 day event held at the Virginia Beach oceanfront to celebrate African and Caribbean cultures through music, dance, and art.

- The event included top African and Caribbean artists performing live on the 24th Street stage and park with a variety of genres, including Dance Hall, Soca, Reggae, and afro beats.
- Invites all Virginia residents and visitors to experience the Afro-Caribbean culture

5,000 Attendees

VA Beach International Carnival

A 3 Day Co-Immersive experience in partnership with the Something in the Water music festival at the oceanfront by international Superstar and Virginia Beach native Pharrell Williams.

- SITW Community Stage featuring music artist showcases, vendors
- With the goal to connect, with thee community and "what's in the water"
- "Turning the Tide Community Conversations"

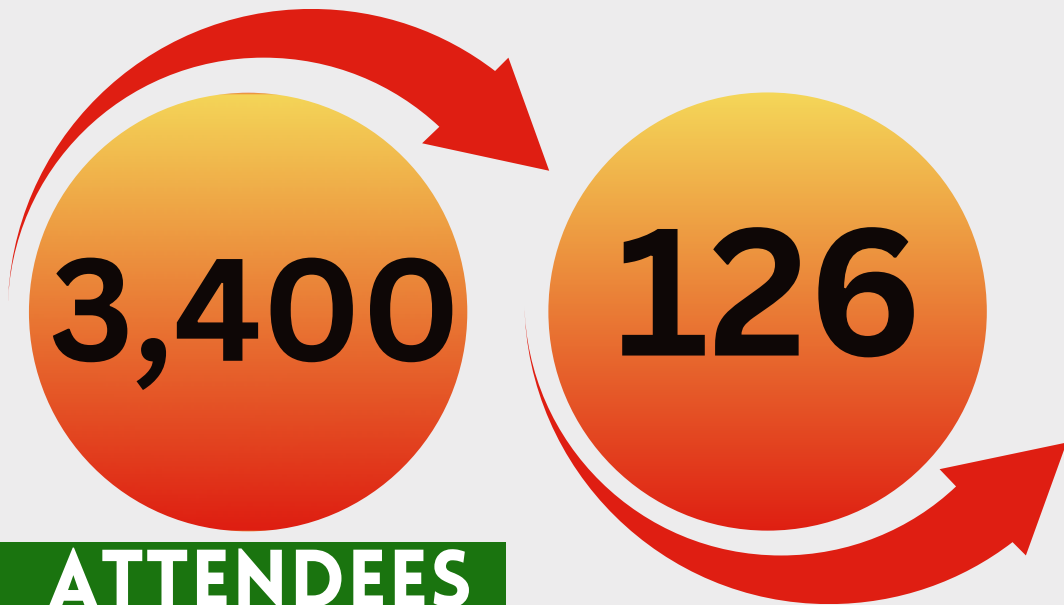
10,000 Attendees

Something in the Water Community Stage

JUNETEENTH

MUSIC ACTS

Featured over 126 musical artists including 7 music groups



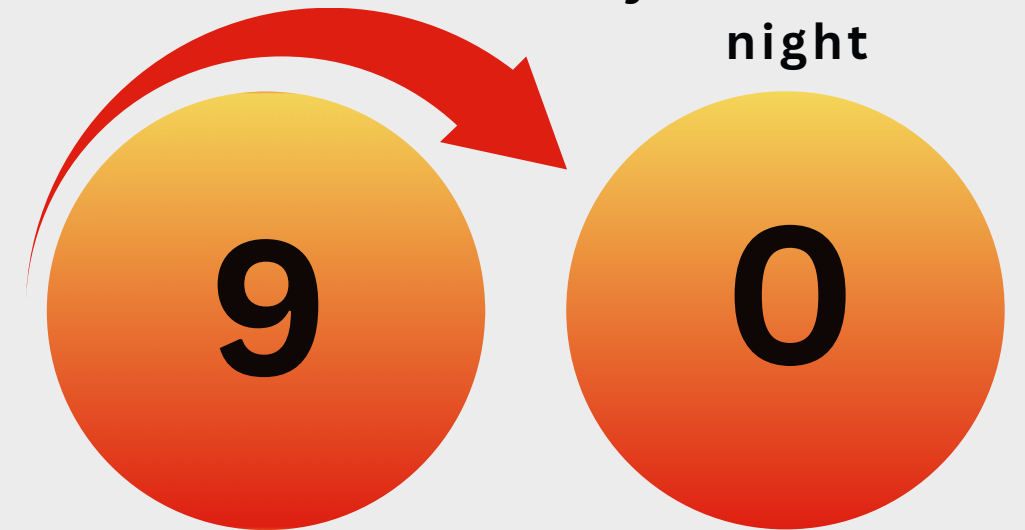
ENTERTAINMENT ACTS

Including
14 poets
4 dance groups
2 Individual dancers
1 Drummer



REPORTED INCIDENTS

Zero violence
Zero incidents reported
Virginia Beach Police
Department on site during
the day Malie services at
night



ATTENDEES

Our demographic footprint via Eventbrite showed ticket purchases across 5 states with an 80% market being Virginia based residents



VENDORS

Including
4 Food Trucks
5 Food/ Beverage Tents
15 retail vendors
4 Service/ information vendors



SPONSORS

\$70,000 in sponsorship Dollars and \$3,000 worth in-kind sponsorship services/ products contributed



24th Street Community Stage & Oceanfront Boardwalk

11AM- 11PM

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SATURDAY
JUNE 15TH **JUNETEENTH**
A TRIBUTE TO THE CULTURE



- Kemetic African Yoga
- Juneteenth Parade on Oceanfront Boardwalk (5th street to 24th street)
- TACA Dance Group
- Sponsored Segment
- Opening Ceremony
- Black Brand Panel
- Ol' School Car Show
- The Return of the Miss Tidewater Black Beauty Pageant
- Emerge Artist Showcase



www.juneteenth_atb.com

24th Street Community Stage & Oceanfront Boardwalk

11AM- 11PM

@juneteenth_atb

SUNDAY
JUNE 16TH **JUNETEENTH**
A TRIBUTE TO THE CULTURE



- Pop Up Church
- Sponsored Segment
- Kickin' It With My Daddy Block Party
 - YouthTalent Show
 - Gaming Hour
 - Kickin' It With My Daddy Dance
 - Father of the Year Award
 - Teens With A Purpose Showcase
- Poetry Showcase
- Gospel Explosion Showcase-
 - Emerging and National artists



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24th Street Community Stage & Oceanfront Boardwalk

12PM -10PM

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WEDNESDAY
JUNE 19TH **JUNETEENTH**
A TRIBUTE TO THE CULTURE






















- Sponsored Segment
- Cultural Demonstrations (face painting, story telling, interactive history lessons, horseback riding, African Jewelry)
- Camp Wav Artist Showcase
 - Juneteenth Edition
- Freedom Toast
 - Drum circle

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FOR MORE INFO VISIT:

JUNETEENTHATB.COM



**The City of Virginia Beach has partnered with
the L.A.M.B.S Foundation for a 3rd year!**

2022- \$15k

2023- \$50k

2024 - \$100k

**JOIN US & MAKE THIS JUNETEENTH
CELEBRATION THE LARGEST IN THE HISTORY
OF THE CITY !!**



Ed, Israel, Mayor Bobby Dyer & Micah

www.juneteenththatb.com

A TRIBUTE TO THE CULTURE



THANK YOU FOR SUPPORTING @juneteenth_atb



Jackie Wallace COMMUNITY RELATIONS DIRECTOR 757-776-5031 jwallaceleap@gmail.com

Please Contact us for your customized Partnership Package!



David 'Israel' Leader PRESIDENT L.A.M.B.S FOUNDATION 850-586-9198 lambsfoundation@gmail.com

