



April 20, 2026

**Dear NAACP Calvert Supporter,**

On behalf of the **NAACP Calvert County Branch #7011B**, we are honored to invite your organization/business to become a sponsor of our **Annual Juneteenth Celebration**, scheduled for **Saturday June 20, 2026** at **Jefferson Patterson Park and Museum in St. Leonard Maryland**.

Juneteenth — observed every June 19th — commemorates the day in 1865 when enslaved people in Galveston, Texas finally received word of their freedom, more than two years after the signing of the Emancipation Proclamation. Recognized as a federal holiday since 2021, Juneteenth is a day of reflection, joy, community pride, and commitment to the ongoing pursuit of equality and justice.

Our celebration brings together residents of Calvert County and the surrounding region for a day of music, cultural programming, vendor markets, family activities, and meaningful dialogue. We expect over 1000 attendees of all backgrounds, making this one of the most widely attended community events in Calvert County.

## **SPONSORSHIP OPPORTUNITIES**

---

We offer multiple levels of sponsorship to fit your organization's giving capacity. All sponsors will be recognized as community partners committed to equity, history, and celebration.

## **WHY SPONSOR OUR JUNETEENTH CELEBRATION?**

---

A partnership with the NAACP Calvert County Juneteenth Celebration is more than advertising — it is a meaningful, visible investment in your community. Here is what your sponsorship delivers:

- **Community Visibility** — Reach hundreds of Calvert County residents, families, local leaders, and elected officials in a highly engaged, festive environment.
- **Brand Alignment with Values** — Publicly demonstrate your organization's commitment to diversity, equity, inclusion, and African American heritage, building trust and goodwill with a broad and growing audience.
- **Networking Opportunities** — Connect directly with community leaders, local business owners, nonprofit partners, and government officials at our VIP reception (Freedom & Heritage levels).
- **Multi-Channel Exposure** — Your logo and name will appear on event banners, printed programs, flyers, social media posts, email newsletters, and press releases distributed throughout Calvert County and Southern Maryland.
- **Legacy & Goodwill** — Associate your brand with one of America's most significant and beloved national holidays and show that your organization stands for something beyond the bottom line.
- **Certificate of Appreciation** — All sponsors at the Unity level and above will receive a framed certificate of appreciation from the NAACP Calvert County Branch.

## HOW TO BECOME A SPONSOR

---

To reserve your sponsorship level, please complete the enclosed Sponsorship Commitment Form and return it with your payment by June 5, 2026.

We are deeply grateful for the generosity of our community partners and look forward to celebrating Juneteenth together. This is a day that belongs to all of us — and with your support, we can make it unforgettable.

With gratitude and community spirit,

**Debora Jones Harris**



President, NAACP Calvert County Branch #7011B

\*NAACP Calvert is a 501c4 organization and contributions are not tax deductible.

---

P.O. Box 1865 • Prince Frederick, MD 20678  
240-466-1899 • naacpcalvert@gmail.com • naacpcalvert.org

*"The Urgency of Now" — NAACP*  
NAACP Calvert County Branch #71011B | Founded 1938 | Serving Calvert County, Maryland