

Virtual/Outdoor

Celebrating 402 Years of Resilience

The Philadelphia
JUNETEENTH
Festival

Masks Required

2021 Sponsorship





Johnson House Historic Site, Underground Railroad station, is a museum and **Center for Social Advocacy** that “represents what everyday people have done and can do to make a difference in their community and beyond.”

We invite you to support a special event, **Philadelphia Juneteenth Festival (PJF)**, which will be celebrated in Germantown, where a historic marker designates the **First Public Protest Against Slavery** written in 1688!

2021 is historically significant for several reasons: – it represents the 402nd anniversary – 1619 - when enslaved Africans arrived in Hampton, Virginia, aboard a Dutch ship. They were the first Africans on record to be forcibly settled as involuntary laborers in the North American British Colonies, and – it represents the 156th Anniversary of Juneteenth that commemorates the end of slavery in the United States

Johnson House is an ideal venue to celebrate Juneteenth. The Johnson family, Quakers leaders, were active in anti-slavery social and racial justice causes along the Underground Railroad. Working closely with abolitionists – free and enslaved Africans and whites –assisted fugitives as they escaped towards freedom.

On Saturday, June 19, 2021, from 1 pm – 5 pm, we will host our **15th Annual TPJF**, FREE, and open to the public. A day-long outdoor street festival, our goal is to educate the community with a focus on the anti-slavery and abolitionist movements yesterday and today – and elevate the historical significance of Juneteenth! Activities offered for families are designed to bring history to life for all to enjoy. Features include African drumming, a Children’s Village, historical re-enactments, a historical and cultural marketplace, tours, resource information, food trucks, music, artistic performances, panel discussion, and more!

We are actively monitoring the coronavirus (COVID-19) situation. We will refer to guidelines and protocols provided by the [CDC](#) and local health officials to ensure we offer a safe setting for this event. Masks will be required upon entry. Hand sanitizing stations will be located throughout the event.

The success of our festival requires sponsorship support. **Will you become a sponsor?** Sponsorship is tax-deductible. For details, we encourage you to review the sponsorship deck attached. Payment can be made by check, made payable to Johnson House Historic Site, and mailed to 6306 Germantown Avenue, Philadelphia, PA 19144. Or, for your convenience, your sponsorship payment can be made on our website: www.johnsonhouse.org. Click the donate button located at the bottom right corner on our Home Page.

Generous donors are the key to our success! Your support makes it possible for Johnson House to continue to tell one of the most significant chapters in the story of American freedom. We welcome you to join us for an afternoon filled with re-enactments, music, history, culture, meaningful conversation, fun, and more.

We hope that we can count on your support!

Sincerely,

Michael

Michael Moore, Committee Chair
Philadelphia Juneteenth Festival

Cornelia

Cornelia Swinson, Executive Director
Johnson House Historic Site



Attended by thousands of people from around the tri-state area and beyond.

2018

2,500

2019

3,000

2020

4,600

Support Us



Sponsorship Levels

Activist - \$500

Logo on Juneteenth marketing materials & event table

Resistor - \$1000

Logo on Juneteenth marketing materials
2 social media mentions & event table

Conductor - \$2,500

Logo all Juneteenth marketing materials
3 social media mentions & event table
Remarks on main stage

Abolitionist - \$5,000

Logo on Juneteenth marketing materials
5 social media mentions & event table
Remarks on main stage

Infidel - \$10,000

Logo on Juneteenth marketing materials
10 social media post
5 social media mentions & event table
Keynote Speaker

Masks Required



Have Questions?

Need Info?

Contact us

Johnson House Historic Site

Telephone: 215-438-1768

Email: info@johnsonhouse.org

