



March 16, 2026

Tax ID # 82-0640569

Dear Friends and Supports,

The National Association for the Advancement of Colored People (NAACP) San Luis Obispo County Branch will host its annual Juneteenth Celebration on June 20th, 2026. As one of our key community outreach initiatives, this event serves to both commemorate history and foster community engagement. Please find below a brief overview of the Juneteenth event. In addition, the NAACP is soliciting financial sponsorship to make this event a success.

In 2026 Juneteenth marks 161 years as our nation's second Independence Day. The significance is aptly summarized by Time Magazine:

“There is a common misconception among Americans that Abraham Lincoln freed the slaves with a stroke of his pen. Yet the Emancipation Proclamation, which went into effect on Jan. 1, 1863, did no such thing — or, at least, it didn't do a very good job of it. Two and a half years later, on June 19, 1865, Union soldiers arrived in Galveston, Texas, announced the end of the Civil War, and read aloud a general order freeing the quarter-million slaves residing in the state of Texas. It's likely that none of them had any idea that they had been freed more than two years before. It was truly a day of mass emancipation. It has become known as “Juneteenth.””

The Juneteenth Celebration provides an essential opportunity to raise funds supporting our ongoing efforts to promote equality and social justice. Our work includes educational programming within schools and colleges, scholarship awards, address local concerns, promote voter registration, and strengthening community relationships and communication during both prosperous and challenging times.

We appreciate your consideration in supporting our 2026 Juneteenth Celebration. With continued support from our community and friends, we are able to drive awareness, foster growth, and inspire meaningful change throughout San Luis Obispo County. Our vision is to impact positive transformation from the Central Coast outward.

We invite you and your organization to assist us in meeting our commitments by becoming a sponsor and/or a vendor at the Juneteenth Celebration and Resource Fair. The theme this year is "Celebrating Freedom – Rooted in Legacy, Rising in Power." Attendees will enjoy educational speakers from the Chumash Tribe, local musicians, spoken word/poets, and access to the Freedom Lounge featuring Black history and cultural exhibits at the SLO County History Center, 646 Monterey St., San Luis Obispo.

Your financial support is requested and will positively impact the following areas:



- Production Costs
- Marketing and Publicity
- Contractual Agreement with the City of San Luis Obispo
- Educational Speakers
- Entertainment

There are four sponsorship levels available:

- **Freedom (\$5,000):** Logo displayed on website, flyers, banners, all social media platforms, recognition at the event, and booth space at the Resource Fair.
- **Justice (\$3,000):** Logo inclusion on website, flyers, all social media platforms, recognition at the event, and booth space at the Resource Fair.
- **Supporter (\$1,500):** Logo featured on the website and booth space at the Resource Fair.
- **Contributor (\$250-\$1,499):** Name listed on the NAACPSLO website and newsletter.

*Please note, No goods or services were provided by NAACP San Luis Obispo Branch 1093 in exchange for your contribution.*

Check donations should be made payable to NAACP SLO County and mailed to our local address: 110 S Mary Ave Suite 2215, Nipomo, CA 93444.

Online donations can be made at <https://naacpslocty.org> or use the QR code provided here:



[Juneteenth 2026 Fundraiser Campaign Link](#)

For more information about the event, please visit [naacpslocty.org](https://naacpslocty.org) or contact John King at [freedomfund1.naacpslo@gmail.com](mailto:freedomfund1.naacpslo@gmail.com).

Sincerely,

John King  
Executive Committee Fundraising Chairperson  
NAACP San Luis Obispo County Branch 1093