



SOUTHWEST LOUISIANA JUNETEENTH COMMITTEE

LAFAYETTE, LA
1865 – 2023

NATIONAL HOLIDAY

JUNETEENTH BOARD of DIRECTORS

- President: Brenda Andrus
- 1st VP : Marja Broussard
- 2nd VP : Susannah Johnson Malbreaux
- 3rd VP : Abram Freeman
- 4th VP : Karen Miller
- 5th VP : Natalie Spencer

Dear Potential Sponsor:

Juneteenth, also known as “Freedom Day” announcement of the abolition of slavery in Texas on June 19th, 1865 by General Gordon Granger. Juneteenth is celebrated to commemorate the ending of slavery in the United States by celebrating the joys of liberty, educating the community about our heritage and by promoting positive cultural interaction. For more information, please visit our website: www.swlajuneteenth.org or the National Juneteenth website: <http://national-juneteenth.org>.

This year has been immensely fulfilling. **Jasmin Williams, our delegate from Louisiana to the National Juneteenth pageant, has been crowned Miss Juneteenth Nation 2025-2026 by the National Juneteenth Observance Foundation for the year 2026.** We are profoundly thankful for the opportunity to showcase our culture both statewide and globally. It's been an enlightening journey, revealing much about the essence of our community. Your support in realizing our dream of winning the crown for Louisiana is deeply appreciated. In the forthcoming 12 months, we aim to replicate our triumph while simultaneously offering education, art, literature, and inspiration to our youth—the future leaders—and to our seniors, who can take pride in knowing their numerous contributions and sacrifices have been meaningful.

In an effort to continue the tradition of uniting the community, we are asking for your help in supporting this effort. A tax deductible contribution toward this worthwhile event will ensure the success and continuance of this community uniting celebration. All donations, large and small are welcome; however, the Juneteenth Sponsorship Form details benefits in consideration of your level of donation.

Will you make a commitment to help make a difference in our community? Please do not hesitate to contact Marja Broussard at (337) 469-1963 or email to marjab@mrjeam.com. The SWLA Juneteenth Committee thanks you in advance for your time and consideration and we look forward to working with you.

Sincerely,

Marja

Marja Broussard
2nd Vice President
SWLA Juneteenth Committee



Theme: Lest We Forget ~ Chains to Crowns

swlajuneteenth.org










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2026 JUNETEENTH SPONSORSHIP LISTING





PARTNER: \$5,000

-  Logo on every webpage of SWLA Juneteenth Website (Up to 500 views + per month)
-  Name or Logo on every PSA and Paid (TV, Radio, Print)
-  Name or Logo on Banner in front at Gate Entrance
-  Five (5) minute presentation at Festival
-  Free table at Festival and Banquet/Pageant
-  Name/Logo on Stage as Presenting Sponsor
-  Full Page Ad in our Souvenir Programme Booklet



ADVOCATE: \$2,500

-  Logo on home and sponsors page of website (Up to 500 views + per month)
-  Name or Logo on every PSA and Paid (TV, Radio, Print)
-  Free table at Banquet/Pageant
-  Banner Displayed at festival
-  Verbal thank you with a message about product or services

SUPPORTER: \$1,500

-  Logo on sponsors page of website (Up to 400 views + per month)
-  Name or Logo on every PSA (TV, Radio, Print)
-  Banner Displayed at festival
-  Verbal thank you for support throughout the festival

COMMUNITY: \$500

-  Logo Placement on event program
-  Social Media Recognition - mention in social media posts

Marketing sponsors includes the largest radio market, Delta Media, CUMULUS Media, KIEE the local market. The television market, which includes KLFY, channel 10; KATC, channel 3 and KAND, channel 15. Lafayette Parish Government, The Senior Pastoral Alliance and many other cities, magazines, chambers and groups as well as partnerships with several digital and print media outlets. Finally the Lafayette Tourism is fully charged to grow our events.



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2026 SPONSOR COMMITMENT FORM

Dear SWLA Juneteenth Committee:

We will help in supporting the 2026 Juneteenth Celebration for Southwest Louisiana.
We make a commitment of a tax-deductible donation in the amount of:

Please choose one of the following:

- _____ \$5,000 - Partner
- _____ \$2,500 - Advocate
- _____ \$1,500 - Supporter
- _____ \$500 - Community

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Contact Person: _____

Please fax form to: Fax: (337) 326-4761

Please Mail Payment (*Check or Money Order*) to:

SWLA Juneteenth Committee

P.O. Box 63061; Lafayette, LA 70596

Or Call (337) 212-1950 for more information.



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SWLA 2025 Crowned Miss Juneteenth Nation 2025-2026



SWLA 2025 National Juneteenth Scholarship Pageant Winners



Myla'Shay Harris, Miss Juneteenth Queen
Miss Jasmin Williams, 1st runner up
Jacy Bennett, Miss Teen Juneteenth
Nia Johnson, Miss Pre-Teen Juneteenth
Sincere August, Contestant

National Miss Juneteenth Scholarship Program (Atlanta, Ga)

Alexandra Gramby,
National Miss Juneteenth Queen 2024-2025



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