

JUBILEE

Festival of Black History & Culture



2025 SPONSORSHIP OPPORTUNITIES



SATURDAY, SEPTEMBER 20, 2025

JUBILEE

Festival of Black History & Culture



EVENT DETAILS | JUBILEE: FESTIVAL OF BLACK HISTORY AND CULTURE

SATURDAY, SEPTEMBER 20, 2025 | 11:00 A.M. - 6:00 P.M.
MANN-SIMONS SITE | 1304 MARION STREET, COLUMBIA

Now in its 47th year, Jubilee is more than just a festival – it's a **FREE community celebration** that brings together musicians, artisans, dancers, and storytellers to honor the rich tapestry of South Carolina's Black history and culture. Jubilee has something for everyone, including:

- Live music from local and regional acts
- Traditional artists who teach the public their craft and demonstrate how their particular art relates to Black history and culture
- Children's activities and crafts in the fourth-annual Kids Zone presented by the Columbia (SC) Chapter of The Links, Incorporated
- A variety of groups highlighting African American history, including African American Civil War re-enactors, storytellers, poets, and more
- Tours of the Mann-Simons Site and the Modjeska Monteith Simkins House, located within the festival

COMMUNITY REACH

All sponsors are invited to set up a vendor table to promote your brand and your organization to thousands of attendees throughout the 7-hour festival. Swag from our sponsors is a big hit among festival goers!

MARKETING EXPOSURE

As Historic Columbia's largest event, Jubilee has a robust marketing plan. Below are highlights:

- Radio promotions in the weeks leading up to Jubilee including announcements, interviews, and online promotions
- Heavy promotion to local media outlets, including TV and radio stations, state and regional print media and websites
- Postcard mailed to 2,500 people in August
- Email blasts sent in August and September sent to nearly 24,000 inboxes
- Feature on HistoricColumbia.org's homepage, linking to the Jubilee landing page, JubileeSC.org
- Social media promotion to Historic Columbia's 53,000+ followers on Facebook (23,100+), Instagram (17,900+), & X (13,500+), plus additional paid advertising campaigns

JUBILEE BY THE NUMBERS

- 6,700+ annual visitors
- 800+ Kids Zone visitors
- 70+ vendors
- 47 years of celebrating Black history & culture
- 15+ performances
- 2 historical house museums open to tour
- 1 day: Saturday, September 20, 2025

FOR MORE INFORMATION, CONTACT

Rebecca Jacobson | Director of Development | Historic Columbia
(803) 252-7742 ext. 12 | rjacobson@historiccolumbia.org

\$10,000 PRESENTING SPONSOR | 1 AVAILABLE

- Recognition as Presenting Sponsor with highest level logo placement on all major marketing collateral
- Press Release: Recognition as presenting sponsor in the festival press release
- JubileeSC.org: Recognition of sponsorship in logo with linkage to sponsor website
- Jubilee E-blast: Recognition of sponsorship with logo and linkage to sponsor website in Jubilee e-blast (11,300+ recipients), plus September 2025 "This Month at HC" e-newsletter.
- Social Media: Two Jubilee posts with highest level logo and accounts tagged on Historic Columbia's Facebook (23,100+ followers), Instagram (17,900+ followers), & X (13,500+ followers); plus "This Month at HC" story
- Stage Shout Out: Recurring verbal recognition from the main stage and Kids Zone stage
- Vendor Booth: Double-sized booth in prime location at festival, with sponsor booth sign
- Marketing Materials: Opportunity to distribute Jubilee marketing materials to your employees and customers to further promote your philanthropy in the community

\$5,000 PLATINUM SPONSOR

- Tour Sponsor: Logo signage at either Mann-Simons Site or Modjeska Simkins House
- JubileeSC.org: Recognition of sponsorship in logo with linkage to sponsor website
- Jubilee E-blast: Recognition of sponsorship in logo with linkage to sponsor website
- Social Media: One Jubilee post with logo and accounts tagged to HC's 53,000+ followers
- Stage Shout Out: Recurring verbal recognition from the main stage and Kids Zone stage
- Sponsor Spotlight Signs: Recognition of sponsorship in logo throughout festival
- Vendor Booth: Opportunity for vendor booth at festival, with sponsor booth sign
- Marketing Materials: Opportunity to distribute Jubilee marketing materials to your employees and customers to further promote your philanthropy in the community

\$2,500 GOLD SPONSOR

- Music Sponsor: Presenting name before one of the musical performances
- JubileeSC.org: Recognition of sponsorship in logo with linkage to sponsor website
- Jubilee E-blast: Recognition of sponsorship in name with linkage to sponsor website
- Social Media: One Jubilee post in name with accounts tagged to HC's 53,000+ followers
- Sponsor Spotlight Signs: Recognition of sponsorship in logo throughout festival
- Vendor Booth: Opportunity for vendor booth at festival, with sponsor booth sign
- Marketing Materials: Opportunity to distribute Jubilee marketing materials to your employees and customers to further promote your philanthropy in the community

\$1,500 SILVER SPONSOR

- JubileeSC.org: Recognition of sponsorship in name and linkage to sponsor website
- Jubilee E-blast: Recognition of sponsorship in name and linkage to sponsor website
- Sponsor Spotlight Signs: Recognition of sponsorship in logo throughout festival
- Vendor Booth: Opportunity for vendor booth at festival, with sponsor booth sign
- Marketing Materials: Opportunity to distribute Jubilee marketing materials to your employees and customers to further promote your philanthropy in the community

\$1,000 BRONZE SPONSOR

- Sponsor Spotlight Signs: Recognition of sponsorship with name throughout festival
- Vendor Booth: Opportunity for vendor booth at festival, with sponsor booth sign
- Marketing Materials: Opportunity to distribute Jubilee marketing materials to your employees and customers to further promote your philanthropy in the community

\$500 VENDOR SPONSOR

- Vendor Booth: Opportunity for vendor booth at festival, with sponsor booth sign

Name _____
(As you would like it to appear in programs and publications)

Contact Name _____

Address _____

City, State, Zip _____

Phone _____ Email _____

Marketing Contact (if different) _____

Phone _____ Email _____

SPONSOR LEVEL:

\$ 10,000 Presenting Sponsor

\$ 5,000 Platinum Sponsor

\$ 2,500 Gold Sponsor

\$ 1,500 Silver Sponsor

\$ 1,000 Bronze Sponsor

\$ 500 Vendor Sponsor

**HC must receive a high resolution logo for complete marketing recognition in promotional materials. Please email logos, website address, and social media handles to cbeltran@historiccolumbia.org.*

PAYMENT:

Please note you will receive a confirmation tax letter approximately 2 weeks after payment is received.

Check payable to Historic Columbia is enclosed

I will mail a check payable to Historic Columbia by _____

Please charge the credit card below

Name on Card _____

Card number _____

Visa MC AmEx Disc. Exp. Date _____ CVC # _____

Signature _____

PLEASE RETURN THIS FORM TO

Rebecca Jacobson | Director of Development | Historic Columbia
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