OMAHA
FREEDOM FESTIVAL
A CELEBRATION OF JUNETEENTH

2027 SPONSORSHIP OPPORTUNITIES

More than entertainment. A platform for culture, family connection and measurable community impact.







Saturday, June 19, 2027 • Presented by Freedomtainment

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Two venues. Two powerful sponsor moments.





Miller Park | Free Daytime Festival

- *Families, food, resources, youth activities, sponsor booths*
- *Best for community engagement and sampling*

Lewis & Clark Landing | Evening Experience

- *Live concert atmosphere, premium visibility, hospitality, VIP energy*
- *Best for brand presence and memorable moments*

One festival day • Two audience moments • One sponsorship platform

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2026 SHOWED THE SCALE AND COMMUNITY PARTICIPATION.

Sponsors were visible across family programming, community resources and the evening experience.

12,000–15,000
daytime attendees

~20,000
evening attendees

11,156
daytime preregistrations

30,516
concert ticket downloads

256
VIP tickets sold

Reported June 2026 event figures.

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Sponsors fit where the audience already gathers.









FINANCIAL FREEDOM ZONE

banking, credit, homeownership, savings

HEALTHY FAMILIES PAVILION

screenings, wellness, family resources

CONNECTIVITY & TECH HUB

devices, internet access, digital learning

JOBS, CAREERS & SMALL BUSINESS

recruiting, training and entrepreneurship

The strongest partnerships match a real community need with a measurable activation.

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ACTIVATION SPOTLIGHT:

FINANCIAL FREEDOM ZONE

A hands-on experience for financial wellness, coaching and next steps.

THE VISITOR JOURNEY

01
WELCOME + QR
Visitor check-in

02
CHOOSE A GOAL
Credit · Savings · Home

03
MEET A COACH
Private conversations

04
TAKE ACTION
Create a plan · Set next steps

05
FOLLOW-UP
Stay on track (7/30 days)

MEASURED OUTCOMES: *check-ins, coaching conversations, appointment requests, qualified leads and 7/30-day follow-up.*

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Sponsorship Packages. Bigger Impact.

☆ | **$100K Presenting Partner**	*Top visibility across both venues, category exclusivity, premium activation and stage recognition.*
$50K Freedom Partner	*Major brand presence, strong activation footprint and hospitality.*
$25K Impact Partner	*Named activation support, signage, digital promotion and recap metrics.*
$15K Stage & Fireworks Sponsor	*Night concert stage recognition, fireworks association and premium visibility.*
$5K VIP Sponsor	*VIP area presence for the night concert or Miller Park booth presence and onsite recognition.*
$3,500 Branding Package	*Logo placement across select signage, digital promotion and event branding.*
$1K Booth	*Direct community engagement at Miller Park.*

Custom proposals available based on sponsor goals.

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Real proof from Freedomtainment.

> “A 2026 Level Up vehicle recipient said the car helps her transport her children to school and activities.”

Participant story • confirm quote approval before external use



Verified participant outcome • Freedomtainment Level Up 2026

Freedomtainment programs create tangible, family-centered outcomes sponsors can be proud to support.

Vehicle giveaway supported by Humble Auto Solutions & Freedomtainment.

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Measure action — not just impressions.

Actionable sponsor reporting that shows real audience impact.

Reach

Attendance, registrations, ticket downloads

Engagement

QR scans, booth visits, completed activities

Outcomes

Leads, appointments, applications, sign-ups

Follow-Up

7/30-day recap, stories, photos and results

Scan → Engage → Measure

Before — *define KPIs* | ***During*** — *capture data* | ***After*** — *report results*

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NEGRO LEAGUES & BLACK BASEBALL

2027 SPONSORSHIP OPPORTUNITY

MOVIE SCREENING + LIVE Q&A

SCREENING PARTNER
Opening recognition and branded film introduction

Q&A PARTNER
Moderated dialogue and sponsor acknowledgment

YOUTH / HISTORY PARTNER
Learning materials, local history and student access



Historic 2026 storytelling-series image

2027 concept: film rights, guests, venue and schedule subject to confirmation.

SPONSOR KPIs Registrations | Audience participation | Youth reach | Q&A feedback

SATURDAY, JUNE 19, 2027 • PRESENTED BY FREEDOMTAINMENT

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SPONSOR PAYMENT OPTIONS

Support the 2027 Omaha Freedom Festival

MAIL YOUR PAYMENT

Make checks payable to:

Freedomtainment Inc

2401 Lake Street, Suite #230

Omaha, NE 68111

PAY ONLINE

Scan the original secure payment QR code

Thank you for supporting the Omaha Freedom Festival.