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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ONE ACTIVATION. REAL COMMUNITY CONNECTION.

Example: Financial Freedom Zone - a proposed, measurable sponsor experience



ACTUAL SPONSOR BOOTH PHOTO | CENTRIS

ILLUSTRATIVE VISITOR JOURNEY

01 QR CHECK-IN — Opt-in

02 PICK A GOAL — Savings / Credit

03 MEET A COACH — One-on-one

04 NEXT STEP — Referral

7 / 30 DAYS -> FOLLOW UP ON OPT-IN REQUESTS

SPONSOR VALUE

CONVERSATIONS
Coaching & education

QUALIFIED INTEREST
Opt-in inquiries

DOCUMENTED FOLLOW-UP
Appointments & referrals

Illustrative 2027 concept. Placement, staffing, permissions and deliverables subject to sponsor agreement.

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THREE LEVELS. THREE CLEAR REASONS TO INVEST.

Every level adds to the previous one. Proposed benefits, pending final agreement.

$25K IMPACT PARTNER

OWN ONE EXPERIENCE

A branded, measurable zone

- ✓ Name a community activation
- ✓ Engage families at one festival site
- ✓ Logo, signage & digital recognition
- ✓ Receive opt-in engagement recap

ENABLES: a focused, high-value program

$50K FREEDOM PARTNER

REACH BOTH FESTIVAL MOMENTS

Daytime + evening presence

- ✓ EVERYTHING at $25K
- ✓ Priority activation placement
- ✓ Recognition at both experiences
- ✓ VIP hospitality + sponsor spotlight

ENABLES: expanded reach and experience

$100K PRESENTING PARTNER

LEAD THE ENTIRE FESTIVAL

Premier corporate partnership

- ✓ EVERYTHING at $50K
- ✓ Festival-wide presenting recognition
- ✓ Premier logo + stage acknowledgment
- ✓ Negotiated category exclusivity

ENABLES: event-wide access and impact

$15K	Stage + Fireworks*	$5K	VIP or Park Booth	$3.5K	Branding	$1K	Booth

*Fireworks/production rights depend on permitting. Venue rights, exclusivity, quantities and placements require written confirmation.

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A REAL RESULT, NOT JUST A LOGO.

2026 Level Up Job, Housing & Resource Fair - a separate Freedomtainment program

SUPPORT THAT CHANGES DAILY LIFE.

At the 2026 Level Up event, Freedomtainment and Humble Auto Solutions helped award a vehicle to a community participant.

A tangible example of how a sponsor can support an outcome people remember.

A documented program outcome - not a festival attendance result.



2026 VEHICLE AWARD | HUMBLE AUTO SOLUTIONS

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WE REPORT WHAT YOUR SPONSORSHIP PRODUCES.

Every sponsor receives a practical post-event recap matched to its activation goals.



REAL MILLER PARK FESTIVAL PHOTOGRAPHY

01 REACH

Registration and attendance estimates

Separate ticket downloads from attendance

02 ENGAGEMENT

Unique scans, conversations, interactions

Count actual participation, not impressions

03 OUTCOMES

Opt-in leads, appointments, referrals

Measure 7/30-day follow-up

BEFORE: AGREE ON KPIs | DURING: CAPTURE OPT-IN DATA | AFTER: DELIVER THE RECAP

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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.