

OMAHA FREEDOM FESTIVAL

A community celebration of Juneteenth

June 14, 2025

Malcolm X Memorial Foundation Outside Event Plaza

3448 Evans St. | Omaha, NE, 68112

omahafreedomfestival.com



HISTORY OF JUNETEENTH

Juneteenth, also known as Juneteenth Independence Day or Freedom Day, is an American holiday that commemorates the June 19, 1865, announcement of the abolition of slavery in the U.S. state of Texas and, more broadly, the emancipation of enslaved African Americans throughout the former Confederate States of America. Its name is a combination of “June” and “nineteenth,” reflecting the date of its celebration. Juneteenth is recognized as a state holiday or special day of observance in forty-five states.



EVENT OVERVIEW

In a proactive effort to address access disparities within the North Omaha community related to arts, music, and culturally-driven events, Freedomtainment proudly hosts the Omaha Freedom Festival on or near Juneteenth annually. This free, community-facing celebration is dedicated to enhancing the visibility of and engagement with a range of artists, musicians, and business owners. The essence of Freedom Festival is foster a sense of togetherness — for members of the North Omaha community and beyond while tailoring programming and activities to highlight the historical and cultural significance of Juneteenth. Since its inception, local and national businesses alike have participated in the Omaha Freedom Festival to thoughtfully increase brand awareness and recognition to diverse segments.



TOP 10

notable event
celebrating Juneteenth
in the United States.

- *Stacker.com*



EVENT OVERVIEW

THE 2024 RESULTS ARE IN

To maximize engagement and event attendance, Freedomtainment implements a three-month, omni-channel campaign aimed at promoting event attendance, securing sponsorships, and raising awareness of the Omaha Freedom Festival.

OVER

16,000

views to website

AVERAGE OF

7,000

visitors per month
during the campaign
period

The Omaha Freedom Festival, with a recent event attendance of **6,798** community members and robust corporate participation, significantly contributes to the local.

212 visitors

traveled more than

60 MILES

to Omaha

OVER

\$163K

in economic
impact

A TOTAL OF



































**6,586
LOCALS**

in attendance
impact

BECOME A SPONSOR

Each year, Omaha Freedom Festival comes to life thanks to the generous backing of our sponsors. This year, we've updated sponsorship options, enabling even more community partners to contribute to and engage with this vital community event.



	BOOTH \$1,000	PLATINUM \$3,500	ZONE \$5,000	VIP \$5,000	SOUND OF NORTH OMAHA \$10,000	GOLD \$25,000	PRESENTING \$50,000
Prominent feature, mentions, or tagging in all event promotions across social media, television, and printed marketing materials.							
Inclusion on the Omaha Freedom Festival website in the weeks leading up to the event and for up to ten months after the 2025 event.							
Access to banner space (supplied by sponsor) on the day of the 2025 Omaha Freedom Festival.							
Access to an 8ft vendor booth on the day of the 2025 Omaha Freedom Festival.							
Access to the VIP Client Area throughout the day of the 2025 Omaha Freedom Festival.							
Two “Meet-N-Greet” passes for the national headlining act on the day of the 2025 Omaha Freedom Festival.							
Featured mentions in all pre-recorded commercials leading up to the event and live mentions on the day of the 2025 Omaha Freedom Festival.							

SPONSORSHIP FORM

COMPANY CONTACT INFORMATION

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Company Phone: _____

Company Email: _____

COMPANY CONTACT

First Name: _____ Last Name: _____

Have you sponsored the Omaha Freedom Festival before?

YES NO



FREEDOMTAINMENT

SELECT SPONSORSHIP LEVEL

- Presenting
- Gold
- Sound of North Omaha
- Zone
 - Health & Wellness
 - Education
 - Technology
 - Food
 - Kids Zone
- VIP
- Platinum

SPONSORSHIP PAYMENT

Make checks payable to Freedomtainment

Checks must be received within seven business days of form submission

6720 N. 30th ST Omaha, NE 68112 Suite 3

SUBMISSION DATE

March 1 for Presenting Sponsor

May 1 for all other Sponsors

PARTICIPATE IN FREEDOM FESTIVAL

BOOTH RESERVATIONS

Looking to showcase your company or organization at the 2025 Omaha Freedom Festival? Reserve your **vendor** spot today by completing the form below. Act quickly! Space is limited, and reservations are accepted on a first-come, first-served basis. All vendors will receive:

- Up to 8ft of reserved space for your table or display.
- On-site banner space.
- Company or organization name, logo and website on the Omaha Freedom Festival website.



BOOTH RESERVATION FORM



A CELEBRATION OF JUNETEENTH

COMPANY CONTACT INFORMATION

Company Name:

Address:

City: State: Zip Code:

Company Phone:

Company Email:

COMPANY CONTACT

First Name: Last Name:

Have you sponsored the Omaha Freedom Festival before?

YES NO

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