



RESERVE THE BLUE
Empowering our communities



JUNETEENTH FREEDOM & FAMILIA

RODEO & MUSIC FESTIVAL

Official Sponsorship Deck
2026

INTRODUCTION

The Juneteenth Freedom & Familia Rodeo Festival (JFF Rodeo Fest) is a groundbreaking cultural, community, and western celebration launching June 19, 2026 at the San Bernardino County Fairgrounds. This festival unites Black, Latino, and Western heritage through rodeo, music, food, and community empowerment – creating the High Desert's newest annual mega-event.

We invite founding sponsors to become part of history.





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OUR MISSION

To honor Juneteenth, celebrate cultural unity, uplift youth, and reintroduce the true roots of Black & Latino cowboy history – while bringing tourism, economic impact, and pride to the High Desert.





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EVENT OVERVIEW



- Date: June 19, 2026
- Location: San Bernardino County Fairgrounds
- Estimated Attendance: 3,000+
- Programming Includes:
- Rodeo competitions
- Live music & performances
- Chili competition
- Margarita competition (judges-only sampling)
- Western fashion show
- Petting zoo
- Vendors, food trucks, cultural exhibits

SPONSORSHIP TIERS



1. PRESENTING PARTNER – \$12,500



2. Platinum Sponsor – \$10,000



3. Gold Sponsor – \$7,500



4. Silver Sponsor – \$5,000



5. Bronze Sponsor – \$2,500



6. CULTURAL HERITAGE SPONSOR – \$1,000



7. Community Partner – \$500



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1. PRESENTING PARTNER – \$12,500

- Exclusive “OFFICIAL PRESENTING PARTNER” title
- Premium top logo placement on all:
- Print materials
- Website
- Tickets & wristbands
- Banners, posters, marketing assets
- Banner on grandstands
- Logo on arena gates & stage backdrops
- 60-second PA announcement
- Opening ceremony speaking moment
- Full-page program ad
- Prime vendor booth
- 10 VIP wristbands + 2 VIP parking passes
- VIP hospitality access
- Top listing in media & press releases



2. Platinum Sponsor — \$10,000

- High-visibility secondary logo placement
- Arena banner
- 30-second PA announcement
- 8 VIP passes + VIP parking
- Half-page program ad
- Vendor booth included
- Large logo on website



3. Gold Sponsor – \$7,500

- Large arena banner
- 20-second PA announcement
- 6 VIP passes + VIP parking
- Half-page ad
- Vendor booth included
- Website logo

4. Silver Sponsor — \$5,000



- Medium arena banner
- 10-second PA announcement
- 4 VIP passes
- Quarter-page ad
- Vendor booth included
- Website logo



5. Bronze Sponsor — \$2,500

- Small arena banner
- 2 VIP passes
- Quarter-page ad
- Website logo
- Discounted vendor booth



6. CULTURAL HERITAGE SPONSOR — \$1,000

(Honoring Black & Latino Western heritage)

- Website name listing
- Social media thank-you graphic
- 1 VIP pass
- Vendor booth discount



7. Community Partner – \$500

- Website name listing
- Listed on onsite “Community Support Wall”
- Social media thank-you

WHY SPONSOR JFF RODEO FEST?



- 01 Connect with Black & Latino communities that drive local culture
- 02 Support youth mentorship & community empowerment
- 03 Be part of a historic, annual Juneteenth tradition
- 04 Gain major visibility in the High Desert market
- 05 Align with unity, culture, and positive community impact





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CONTACT
Jah Dixon
Founder & Executive Director,
Reserve The Blue 
Email:reservetheblue@gmail.com
Phone: 442-417-4260

Become a founding sponsor of something historic.

