



January 5, 2022

Dear Madam C.J. Walker Juneteenth Supporter,

We cannot thank you enough for all of your support for our 2021 Madam C.J. Walker Louisiana Juneteenth weekend celebration. Over the course of the weekend, we were able to honor history, celebrate the present, and impact the future. The street-naming ceremony set the tone for the entire weekend. We were able to honor the legacy of Madam C.J. Walker and bring together a community of people from all walks of life to work together to move the district forward.

On Saturday, June 19, 2021, the celebration started bright and early with our Juneteenth parade. We highlighted monumental timestamps in history and commemorated legends, past and present, live and in color. We culminated the weekend with a Blues & Zydeco concert that blew the minds of all for many miles that people are still talking about.

It took a lot to pull off a weekend celebration of this magnitude and you and your organization were key factors in making it happen. We could not have done it with you and your support. We appreciate you taking the chance on investing in our vision and helping us bring it to life for all of Louisiana to see. Below we have included our budget from our 2021 Juneteenth Celebration, and we are ready to go to the next level. Our team is so excited about what we were able to accomplish together in such an unpredictable year and are already in the planning stages to make a greater impact in 2022!

2021 Madam C.J. Walker Juneteenth Budget

Again, we are so grateful that you were to a part of this historical event. The 2021 Madam C.J. Walker Louisiana Juneteenth Celebration was a great success for all, and we know that next year's event will be even bigger and better. We hope that you will continue to be a part of the journey and look forward to working with you again soon.

Sincerely,

The Louisiana Juneteenth Association
Director of Events
K Morgan

2021 LOUISIANA JUNETEENTH FINANCIAL OVERVIEW

Platinum donors:

Ochsner Health: \$15,000

Atmos Entergy \$15,000

AT&T \$10,000

Entergy \$10,000

Office of Tourism- IN-KIND ONLY \$10,000

Small Donors Total \$22,000.00

TOTAL CASH RAISED: \$72,000

TOTAL SPENT: \$73215.17

COST BREAKDOWN

Parade:

Baton Rouge Marching Band - \$4600

Professional Video: \$3500.00

DJ: \$400.00

Character Uniforms- \$2300.00

Car Magnets- \$2113.15

Insurance: \$350•11

Jackson Dance Team: \$1000•00

New Orleans 2nd Line Band: \$1200.00

Miscellaneous: \$840.00

Blue Parade Rug: \$340.00

Community Canvassing: \$1100.00

Limos- \$800.00

Parade Participants: \$1000.00

Social media promotion- \$1000.00

General Cost:

Event Mailer: \$3612.00

Hotel for staff, artist: \$2819.15

Banners: \$1245.90

Flags: \$2456.08

Event Director- \$3000.00

Executive Team- \$3000.00

News Paper Advertisement- \$1500.00

Bill Board: \$1800.00

Photographer: \$400.00

Photo/Shirts/Short Video \$900.00

U-HAUL- \$598.00

Staff flight \$532.00

SUV Rental \$1008.12

Marketing Consultant- \$2000.00

Graphic Design- \$3200.00

Street Naming Ceremony:

DJ- \$600.00

Singers: \$1200.00

Food: \$728.15

Awards \$738.11