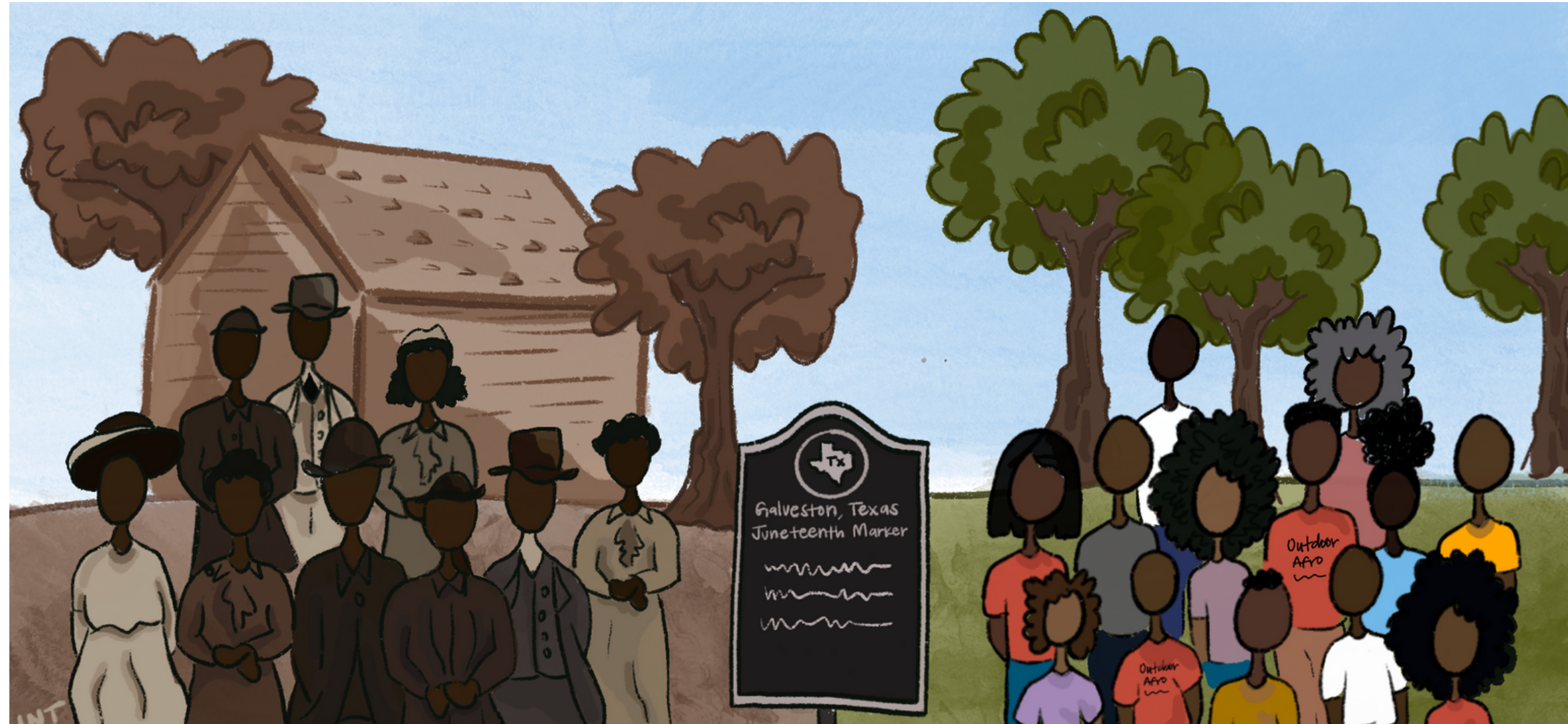




SPONSORSHIP OPPORTUNITIES

Juneteenth 2022: Reflecting on
Freedom with Outdoor Afro





MORE ABOUT OUTDOOR AFRO

Outdoor Afro is a national not-for-profit organization that celebrates and inspires Black connections and leadership in nature. What started as a kitchen table blog by Founder and CEO Rue Mapp in 2009 has since grown into a cutting-edge nationwide network. “Where Black people and nature meet,” Outdoor Afro reconnects Black people with the outdoors through outdoor education, recreation, and conservation.

Some examples of our year-round activities range from fishing, hiking, biking, kayaking, gardening, skiing, and more. To create these intergenerational experiences, Outdoor Afro trains a select group of applicants each year to participate in its annual training: Outdoor Afro Leadership Training or OALT. OALT equips volunteers with the essential tools to guide local communities in nature safely and sustainably.





KEY AREAS OF OUR WORK

Now in our 13th year, Outdoor Afro includes:

- A **60,000** participation network
- **1,200**-plus online/in-person events
- **100**-plus selected and trained volunteer leaders nationwide
- **60** cities across the country
- **32** states with local networks, including Washington, D.C.

What we're doing:

- changing the visual representation of who gets outside
- bringing together people who care about building community
- creating Black outdoor leaders for now and for the future
- highlighting Black excellence and Black expertise in nature
- reconnecting Black people with nature through recreation
- harnessing the value of connecting people together and connecting people to nature in the same conversation



THEME: REFLECTING ON FREEDOM WITH OUTDOOR AFRO





HOW WE RECOGNIZE JUNETEENTH

Media created a false narrative of what Juneteenth is by painting it as a “celebration” to the end of slavery in the United States. In reality, it is the date 250,000 enslaved Black Americans in Galveston, Texas, were told they were free on June 19, 1865 – 2.5 years after the Emancipation Proclamation (signed Jan. 1, 1863) went into effect.

Outdoor Afro is correcting this narrative by sharing the accurate history of Juneteenth nationwide. To honor this day, we encourage our local communities, partners, supporters, and regional networks to spend time in nature (whether a nearby beach or public park, for example). Outdoor Afro invites neighborhoods across the United States to join our network to reflect on and commemorate freedom, asking ourselves: “What does freedom mean to me?”



JOIN US JUNE 19, 2022

WHO PARTICIPATES: More than 30 companies, foundations, and public park agencies will join us by registering on our site, going outside, then returning to our site to share their reflections. We anticipate directly notifying more than 500,000 employees, 5 million people seeing the commemoration on social media and expect 50,000 people participating on June 19th.

WHERE TO PARTICIPATE: We're asking you to join us across the United States in nature. Your backyard or in your neighborhood to a local beach or public park.

HOW TO PARTICIPATE: Our simple ask is to first register at outdoorafro.org/juneteenth as your pledge to participate. Then, provide us with your reflection after spending 2.5 hours in nature. Share this opportunity with peer groups, staff, family, and friends. Next steps:



HOW TO PARTICIPATE

REGISTER AT outdoorafro.org/juneteenth

By doing so, you're simply pledging to join us in nature. We aim to inspire 50,000 people to go outside anywhere they feel comfortable in nature for only 2.5 hours. Participating helps Outdoor Afro honor the 2.5 years that freedom was delayed for the 250,000 enslaved people of Galveston.

REFLECT AT outdoorafro.org/juneteenth

Immediately after Juneteenth, Outdoor Afro wants to know how you spent your 2.5 hours outdoors. These nature stories connect to the American storyline by becoming a modern-day change agent to the country's traumatic past. Outdoor Afro welcomes your nature-rich content to add to our ongoing Black joy and Black healing in this nature narrative.





SPONSORSHIP LEVELS

CONTRIBUTOR (\$5,000)

- Company name listed on Outdoor Afro's Juneteenth page
- Company name listed on our website's contributors/supporters list
- Company shout out + logo in our monthly e-newsletter

LEADER (\$10,000)

- Company name listed on Outdoor Afro's Juneteenth page
- Company name listed on our website's contributors/supporters list
- Personalized e-newsletter edition that spotlights your company's brand story + imagery
- Company lunch-and-learn session with our COO Joseph Mouzon



WHAT YOUR ORGANIZATION GAINS

Aligning with Outdoor Afro's mission of celebrating and inspiring Black connections and leadership in nature continues to help change who recreate and lead our experiences in the outdoors. As a highly regarded organization for our work in the outdoors, there is the potential for participants to earn national and international recognition with publications and brands like The New York Times, O Magazine, MeatEater, and Outdoor Retailer – all who have recognized our work in recent years.

Highlighting the values of your company culture for all employees, while simultaneously helping Outdoor Afro educate all Americans about the history and true meaning of Juneteenth.

Improving company morale through creative team building and nature-driven activities during the commemoration.

Encouraging staff to experience nature as a daily reminder of how simple connecting with the outdoors can be year-round.



SEE YOU IN NATURE ON JUNETEENTH

Contact Outdoor Afro COO Joseph Mouzon at
cpo@outdoorafro.org for more information.

*Illustrations by Outdoor Afro volunteer leader Leandra Taylor

