



San Francisco

Juneteenth Parade

2026

Pathways to Freedom



**LIVABLE
CITY**
NON-PROFIT

**SAN FRANCISCO
HUMAN RIGHTS
COMMISSION**



The San Francisco Juneteenth Parade honors the resilience and achievements of African Americans.

The highly anticipated event brings a vibrant celebration of freedom, unity, and community resilience, commemorating the historical significance of emancipation and continuing the journey toward equity and justice for all.

The parade will traverse Market Street, showcasing community organizations, schools, and corporate partners. A jubilant celebration along the Embarcadero will follow featuring live performances, vendors and delicious Food and beverages.



4th Annual San Francisco Juneteenth Parade

Sunday, June 20, 2026

PARADE starts at 11 am

Start on Market & 2nd

End at the Embarcadero

CELEBRATE at the Embarcadero until 4pm



**LIVABLE
CITY**
NON-PROFIT

**SAN FRANCISCO
HUMAN RIGHTS
COMMISSION**



CONTACT BURGESLLC@GMAIL.COM



San Francisco is a premier global destination for Juneteenth celebrations



LIVABLE CITY
NON-PROFIT

SAN FRANCISCO HUMAN RIGHTS COMMISSION



CONTACT BURGESLLC@GMAIL.COM



Audience & Reach

- ◆ 20,000+ attendees
- ◆ 100,000+ regional reach
- ◆ 200 exhibitors & vendors
- ◆ 300 volunteers
- ◆ 100,000 impressions facebook, X, Instagram
- ◆ Diverse multi-generational audience including families, youth, and professionals



LIVABLE
CITY
NON-PROFIT

SAN FRANCISCO
HUMAN RIGHTS
COMMISSION



CONTACT BURGESLLC@GMAIL.COM

The observance of Juneteenth

is about the voyage and achievement of African Americans - from a horrendous period of sanctioned enslavement to the pinnacle of human endeavors. June 19, 1865, was the day word reached the enslaved in Galveston, Texas, that their emancipation was made formal, although it had been so since January 1, 1863.



**LIVABLE
CITY**
NON-PROFIT

**SAN FRANCISCO
HUMAN RIGHTS
COMMISSION**



CONTACT BURGESLLC@GMAIL.COM

Sponsorship

EVENT SPONSORSHIP PACKAGES

Platinum Sponsor - \$50,000

- ◆ Title Sponsor Recognition
- ◆ Custom-branded parade float
- ◆ Naming rights to a major activation block
- ◆ Premium logo placement
- ◆ Speaking opportunity on the main stage
- ◆ **Watchparty** block with activation
 - *See next page for more information*

Silver Sponsor - \$10,000

- ◆ Parade float participation
- ◆ Logo placement
- ◆ On-Site branding

Gold Sponsor - \$25,000

- ◆ Parade Float
- ◆ Activation Booth
- ◆ Logo on all marketing materials
- ◆ Social media features
- ◆ One - 10x10 booth at the celebrations

Community Sponsor - \$5,000

- ◆ Booth presence
- ◆ Logo inclusion
- ◆ Community recognition



Watchparty



What's a Watchparty?

Qualifying groups are allocated a block on Market to enjoy a Watchparty Experience with music, party host, photo backdrop, giveaways, and vendors inclusive.



Can I theme my Watchparty Experience?

Yes! Please choose one of these themes:

- ◆ Legacy Block
 - Storytelling History Exhibits, Photo Gallery, & Photo Opportunities
- ◆ Culture Block
 - DJ's, Dance Battles, Live Performances
- ◆ Family Block
 - Double Dutch, Face Painting, STEM Games
- ◆ Black Business Block
 - Vendor Marketplace, Demos, Passport Activity
- ◆ Wellness Block
 - Health Screenings, Mental Health Support
- ◆ Father's Day Block
 - Awards, Lounge Seating, Giveaways

Watchparty

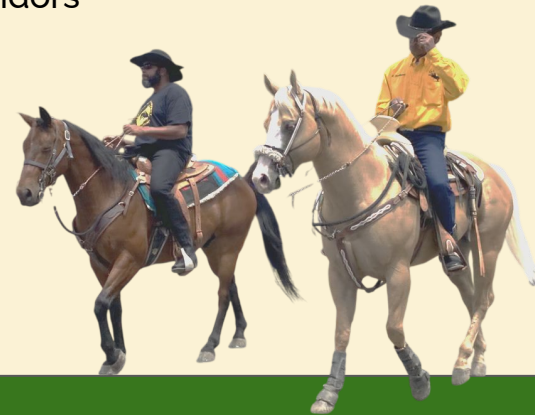


Who gets to have a Watchparty?

- ◆ Platinum Sponsors can have a watchparty with all Watchparty Elements inclusive.
- ◆ Gold, Silver, and Community Impact Sponsors can “add-on” a Watchparty with an additional donation:
 - Community Impact / \$1,000
 - Silver / \$2,000
 - Gold / \$3,000

What are the Watchparty Elements?

- ◆ Music (DJ or Playlist)
- ◆ Host/MC
- ◆ Photo Backdrop
- ◆ Giveaways
- ◆ Vendors





JUNETEENTH PLANNING COMMITTEE

Building on decades of neighborhood-based planning and open streets activation, Tamara Walker, founder of Burge LLC has led event production of Fillmore and Bayview-based organizers to bring the procession to the city streets since 2022.

CONTACT BURGESLLC@GMAIL.COM

San Francisco
Juneteenth Parade
2026



[CLICK HERE FOR MORE INFORMATION](#)



[TO SPONSOR OR SIGN UP FOR A WATCH PARTY](#)
Contact: BURGESLLC@GMAIL.COM

The San Francisco Juneteenth Parade is a collaborative project of



**LIVABLE
CITY**
NON-PROFIT

**SAN FRANCISCO
HUMAN RIGHTS
COMMISSION**

