



Office for Institutional
Diversity and Inclusion
MICHIGAN STATE UNIVERSITY



March 15, 2024

To: Michigan State campus and community partners

From: Office for Institutional Diversity and Inclusion

Re: Juneteenth Sponsors Letter

The Michigan State University Juneteenth Planning Committee is in full swing coordinating the [MSU Juneteenth Commemorative Celebration](#). The Committee takes great pride in its ability to offer the fourth annual program to the MSU campus and surrounding communities. Most importantly, we recognize that the program's success depends on supporters like you. We appreciate everyone joining as co-sponsors and look forward to partnering with you each year.

This year's theme is *"Acknowledging the Journey: Liberation, Resilience and Empowerment."* The program will occur on Friday, June 14, 2024, from 5 to 8:30 p.m. at the Breslin Center at Michigan State University. We plan to live-stream portions of the event for those unable to attend, but we guarantee you won't want to miss attending, and here's why. There will be free food, a broad array of businesses, and musical performances, dancing, door prizes — all with the promise of you and your family having an exciting and fun-filled time.

Why does MSU believe Juneteenth is important to acknowledge? Because there was a significant time in American history when enslaved African Americans were told they were free. However, it wasn't until two years after President Lincoln issued the Emancipation Proclamation on January 1, 1863, that enslaved African Americans in Texas heard the news. A century-and-a-half later, Juneteenth is now a federal holiday.

How can you help support the event? We invite you to become a sponsor with a minimum donation of \$1,000. Your donation will list you as a sponsor on our website, at the event, and more. Together, we are helping MSU achieve its goal of creating a welcoming, safe and inclusive community. So, please join us and become a sponsor of the 2024 Juneteenth commemorative celebration at MSU!

Submit sponsorship information using the linked [Qualtrics form](#) by May 3, 2024.

[MSU Juneteenth Commemorative Celebration](#)



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Institutional
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