

Salem United – Black Picnic Day

2020

Community and Business Partner Engagement



Salem United - Black Picnic Day *formerly Negro Election Day*

Bringing Organizations & Businesses Together

**SU reaches a diverse community audience
through an annual historical event**

From Slave To Freeman



Honoring The First Black Voting System – Negro
Election Day

Theme: Bringing Positive Images To Our Community

Salem United - Black Picnic Day *formerly* Negro Election Day

ABOUT US

Salem United, Inc. is a non-profit organization which began June 1, 2015. Salem United, Inc. fosters maturity in spirituality, economics, politics, culture, arts and academics; through its diverse programs and services to communities, encouraging them to work together as one. Salem United Board came together, to maintain the historic importance of the Salem Willows Black (Picnic) Festival and join individuals, organizations and companies in bettering and empowering our communities.

What We Do?

Black Picnic Day formerly Negro Election Day Festival is a family event held annually on the 3rd Saturday in July at Salem Willows Park. Its present location from its historical and fundamental significant beginnings in 1740 has created the legacy of Negro Election Day aka Salem Willows Black Picnic in the City of Salem. Its activities which have ranged from church choirs, amusement rides, food, basketball tournaments and more which Salem United will try to preserve and restore to its origin



MISSION AND GOAL



PRESERVE

PROTECT

BUILD

Salem United fosters a commitment to Preserve and Protect the historical significance and annual tradition of Black Picnic Day formerly, Negro Election Day with an emphasis on self-identity and family values by putting forth our history in an effort to Build lasting unity amongst our communities, elderly, and youth.

Purpose Statement: Salem United is a non-profit organization and shall operate exclusively for educational and charitable purposes within the meaning of 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future Federal tax code. Salem United's purpose is to Preserve and Protect Black Picnic Day formerly, Negro Election Day while unifying individuals, organizations, and companies in bettering our communities.

In our efforts to preserve this sacred day we set out to accomplish the following:

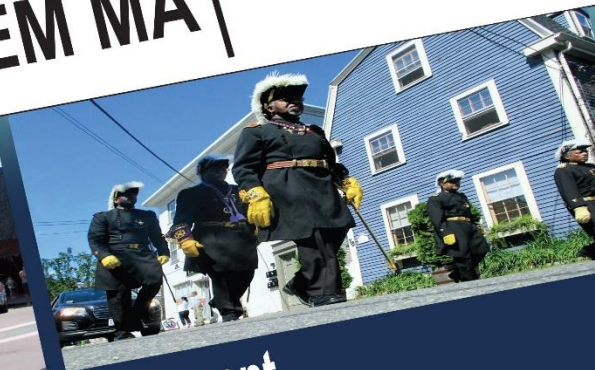
- ☐ Increase participation in Voter Registration
- ☐ Unite businesses and community members in exploring and embracing the historical significance our community fosters as the origin of "The First Black Voting System"
- ☐ Provide a current and positive image of Black America.

HOW DO I GET INVOLVED?

Leave a lasting impression on attendees and get involved today! Please contact us via phone, 617-249-5315 or email, salemunitedinc@gmail.com for more information.

279th ANNUAL BLACK PICNIC DAY formerly NEGRO ELECTION DAY Presented by Salem United Celebrating 5th Year Anniversary

SATURDAY JULY 18, 2020 | 8:00 A.M - 7:00 P.M
SALEM WILLOWS PARK, SALEM MA | **FREE !**



- Vendors
- Speeches and Awards
- Live Entertainment
- Negro Election Day Parade
- Give-aways
- Free Bouncy House For Kids
- First Respondent Corner
- Speeches and Awards
- Voter Registration
- Sports Tournament
- Kids Corner
- And More

For More Information contact:
salemunitiedinc@gmail.com

Salem United - Black Picnic Day ***formerly* Negro Election Day**

165 Fort Avenue
Salem Willows Park, Salem, MA 01790
July 18, 2020

Event: "Negro Election Day 2020

Theme: Preserving and Protecting Black History

Location: Salem Willows Park, Fort Avenue, Salem, MA 01904

Dates: Saturday July 18, 2020 – 8:00 a.m. – 7:00 p.m.

Website: www.salemunitedinc.org

Admission: Free

Attendance: 2,500 – 5000

Demographics: Black/African American: 84% Caucasian: 20% Hispanic: 30%
White: 60% Ages: from 5 to 92

Description: Featuring music by local and Massachusetts bands, Voter Registration, Vendors, Kids Corner, First Respondent Corner, Parade, Sports Tournament, More

Performances: Performances displaying music, live theatre groups, parades

Sponsorship Range: \$1,000 - \$10,000

Vendors: Non-Profit, educational materials, community information, voter registration, health and more.

Salem United - Black Picnic Day *formerly* **Negro Election Day**

Sponsorship Opportunities

**Black Picnic
Day formerly
Negro
Election Day**

Increase your Brand Exposure with Additional Sponsorship Opportunities:

Diamond level \$10,000

- Company name mentioned in social media posts (Facebook, Twitter, etc.)
- Corporate logo featured in online Ads on Salem United website at salemunitedinc.org
- Corporate logo on the media material
- Corporate signage at the event (sponsor provided)
- Corporate name & logo included in “Thank You” salemunitedinc.org website
- Listing on the website page

Gem level \$5,000

- Corporate logo featured in online on Salem United website at salemunitedinc.org
- Corporate signage at the event (sponsor provided)
- Corporate name included in “Thank You” salemunitedinc.org website
- Listing on the sponsor page

Stone level \$2,500

- Corporate logo featured in online Ads on N.E. Informer newsmagazine
- Listing on the sponsor page

Metal level \$1,000

- Corporate logo featured online in salemunitedinc.org website
- Listing on the sponsor page

Salem United - Black Picnic Day *formerly* Negro Election Day

Donation Agreement

Company or Organization _____ Date _____

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____

Email _____

Yes, please accept our pledge for support of

\$ _____

- ☐ Please reserve the donation level indicated above and send us an invoice. We pledge to fulfill our commitment with a check, money order.

Please make checks payable to: Salem United

Salem United
P.O. Box 390341
Cambridge, MA 02139

Salem United - Black Picnic Day *formerly* Negro Election Day

Donor Agreement

Company or Organization	Date	
Contact Person	Title	
Address		
City	State	Zip
Telephone	Fax	
Email		

Yes, please accept our pledge to support the

Corporations & Businesses

- ☐ Diamond level \$10,000
- ☐ Gem level \$5,000
- ☐ Stone level \$2,500
- ☐ Metal level \$1,000

Payment Options

Please select a method below and Mail or email this form to: salemunitedin@gmail.com

- ☐ Please reserve the sponsorship level indicated above and send us an invoice. We pledge to fulfill our commitment with a check, money order.

Please make checks payable to: Salem United

- ☐ Unfortunately, we are unable to participate however, we would like to advance the cause of Salem United with a donation of _____.

For additional information, please contact:

P.O.. Box 390341
Cambridge, MA 02139
617-249-5315
salemunitedin@gmail.com

Salem United - Black Picnic Day *formerly* Negro Election Day

Salem United Community Awards

Recognizing
Community
Excellence

Sponsorship of the Awards we thank the City of Salem, Mayor Kim Driscoll's:

Previous Salem United Winners

2019 – Salem Police *Chief, Mary Butler*
2019 – Salem Police *Department Honor Guard*
2019 - Essex County Sheriff *Honor Guard*
2018 - Christopher Joyce, Community Member

2018 - Purpose, *Musical Group*,
2017- Ben Arlander, *Community Member*
2017 - Rosario Ubiera-Minaya, Community Member

2020 Salem United Nominees

Prince Hall Grand Lodge, Roxbury MA
Cornell West
National Parks Service – Salem MA

Previous Sponsors Include

