



**19TH ANNUAL OAKLAND JUNETEENTH
CELEBRATION & STREET FESTIVAL,
FREEDOM DAY!**

“CLOSEOUT”

SATURDAY, JUNE 27, 2026

THIS YEAR’S THEME IS:

**“REMEMBERING WHERE WE COME FROM
TO RISE ABOVE THE ODDS”**



2026 VENDOR PACKAGE



B-H Brilliant Minds Project, Inc.
19th Annual Oakland Juneteenth Celebration
& Street Festival, Freedom Day!

THIS YEAR'S THEME IS:

"Remembering Where We Come From To Rise Above The Odds"

B-H Brilliant Minds Project, Inc. is honored to gather once again for the Oakland Juneteenth 19th Annual Celebration and Street Festival, Freedom Day. As our nation continues to navigate social division, attacks on equity efforts, economic uncertainty, and ongoing conversations about race, identity, and justice, this year's theme, Remembering Where We Come To Rise Above The Odds, calls us to ground ourselves in truth and rise in collective strength.

Please join us on Saturday, June 27, 2026, on Brockhurst Street in Oakland, California, between Market Street and San Pablo Avenue, for a day dedicated to affirmation, restoration, and celebration. Juneteenth, now recognized as a federal holiday, is more than a commemoration of delayed freedom. It is a declaration that our history cannot be erased, our contributions cannot be diminished, and our resilience cannot be broken.

For nearly two decades, the Oakland Juneteenth Celebration has closed out the Bay Area Juneteenth events by bringing together thousands from across Oakland and beyond. We gather to acknowledge the generational pain rooted in slavery and systemic oppression, while also honoring the brilliance, innovation, and faith that have sustained our people through every era. In a time when historical truths are being challenged and communities are feeling the weight of injustice, this celebration stands as both remembrance and resistance.

Juneteenth offers us space to educate, to engage in restorative dialogue, and to strengthen intergenerational bonds. It reminds us that understanding our past empowers us to transform our future. Healing requires tending to our mental health, nurturing our spirituality, and building environments where our stories are told fully and accurately.

Each year, more than 2,000 attendees experience a vibrant street festival featuring live music, free health screenings, oral history presentations, cultural exhibits, workshops, quilting displays, and symbolic tributes honoring our African American heritage. Through showcasing local artists, entrepreneurs, and community leaders, we foster economic empowerment and cultural pride. Through reflective workshops addressing systemic racism in its many forms, we promote awareness, accountability, and collective healing.

This year, as we remember where we come from, we boldly claim our resilience. We celebrate not only survival, but excellence, creativity, faith, and the unbreakable spirit that continues to shape our future.

Our event will feature:

- Live DJs (2 Stages)
- Entertainment Music/Dance
- Local Vendors, Community Resources
- MADE*MEN Bay Area's Finest Motorcycle Club
- Health Zone: Mental Wellness, Health Screenings, and Resources
- Exhibits, Gallery Walk
- Vendors Fashion Show
- Financial Literacy Workshops
- Little Brilliant Minds/Youth Empowerment Zones, HHREC, YAB, TAY
- Movie Screening
- Food

We continue to invite local organizations and vendors to participate in this community gathering of neighbors as we focus on the entire city, in bringing everyone together to partake in the positive vibration and celebration of a rich culture and our history of overcoming enormous opposition. Oakland is one of the most diverse cities in the Bay Area. Having our community members from all different heritages together in celebration fosters cultural understanding and keeps Oakland Resilient!



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VENDOR & RESOURCE CONTRACT APPLICATION

Event Policies and Procedures

1. The operating hours for the event are 11:00am to 6:00pm.
2. Set-up will begin at 7:30am and must be completed by 11:00am.
3. All vendors and community organizations are expected to be open for business during these hours; no breakdowns can occur prior to 6:00 pm. All areas must be cleaned and vacated by 7:30pm.
4. Space will be reserved on a first come, first served basis.
5. Occupants are responsible for bringing their own tables, canopy and chairs.
6. If Booth spaces are not cleaned and vacated by 8:00pm on the day of the event, we will have someone assist you and there will be a \$50.00 fee for their assistance.
7. Alcoholic beverages are not permitted to be sold or consumed on the streets or within the event area.
8. Electricity is not provided and no loud generators are permitted.
9. Vehicle traffic is not allowed within the event boundaries between 11:00am and 6:00pm – No Exceptions.
10. All Vendor water containers must be emptied into waste water containers on Market and San Pablo Street.
11. All merchandise must remain within vendor booth spaces.
12. The Oakland Juneteenth Annual Celebration and Festival is a family event. No merchandise featuring drugs, drug paraphernalia or explicit sexual connotations will be permitted. The Staff reserves the right to remove vendors offering such merchandise for sale.
13. There will be no guns, ammunition, pepper spray, or weapons or any kind sold or present on the grounds.
14. All City, County and State regulations will be obeyed.
13. Face Masks are recommended.
14. Please follow the CDC COVID-19 Guidelines.
15. If cooking, please note that you are responsible for removing and disposing of your own grease boxes or any disposable items.

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VENDOR PACKAGES & KEY DATES:

Nonprofit

Early Bird Pricing is **\$50** until **May 1st 2026**
Regular Pricing is **\$60** **May 1st- June 15th 2026**

Community Based Organization

Early Bird Pricing is **\$50** until **May 1st 2026**
Regular Pricing is **\$60** **May 1st- June 15th 2026**

Business/Retail (Arts & Crafts etc..)

Early Bird Pricing is **\$85** until **May 1st 2026**
Regular Pricing is **\$100** **May 1st- June 15th 2026**

IMPORTANT NOTICE: Seller's Permit Included (if applicable) – A copy of a seller's permit from the State Board of Equalization is required in order to secure a vendor space and must be displayed in your space. Insurance Waiver (Box must be checked) You are acknowledging that you are covered under your own Insurance and you releasing the Oakland 19th Annual Juneteenth Celebration & Street Festival Party and Partners of all Liability and I agree to all terms and conditions stated in "Terms and Conditions" within contract agreement:



Vendor Agreement Statement:

I have read and understand the above-listed event policies and procedures. I agree to follow the rules as stated above and hereby release the B-H Brilliant Minds Project, Inc., St Mary's Senior Center, Wendy's Cheesecake Bakery, Le'Royalty Ladies Catering Services, Fam 1st Foundation, HHREC, STU212 MUSIC THERAPY COPING & CREATIVITY, HIP HOP TV, Oakland International Film Festival, Believe Radio, MADE MEN Bay Area's Finest Motorcycle Club, Oakland Recycles, Alameda County, Commercial Bank of California, Oakland Roots & Oakland Soul, Oakland Fund for Public Innovation and the City of Oakland from all damages, costs, or expenses that may arise because of fire, theft, or breakage of property or personal injury received by reason of or in the course of the Oakland Juneteenth Celebration & Street Festival, Freedom Day, which may be occasioned by any willful or negligent act or omissions of myself, my employees, my volunteers or any liability from disorder or disturbance during this event. I warrant that I have the authority to bind this business to this agreement.

Check Here If Agree:

Print Name

Signature

Organization

Date:

Name of Organization/Business Contact:

Full Address: (City, State, Zip Code)

Phone Number:

Email:

Retail Vendors, please describe the items that you will be selling:

Signed: _____ Date: _____

Signature

Total Amount Enclosed \$ _____

Please Mail, eMail, or Scan the Application Forms and remittance no later than below to:
bhbrilliantminds@yahoo.com. For any returned checks an additional \$25 fee will apply.

June 15th, 2026

Payments by Cash App (\$BHBrightMinds) or Square, will be subject to additional processing charges

Make checks/electronic payments payable to:

B-H Brilliant Minds Project, Inc.

P. O. Box 23552

Oakland, CA. 94623

www.bhbrilliantminds.org

For more info., please contact Ms. Howard at (510) 435-1077 or bhbrilliantminds@yahoo.com

(Please return signed agreement with payment)