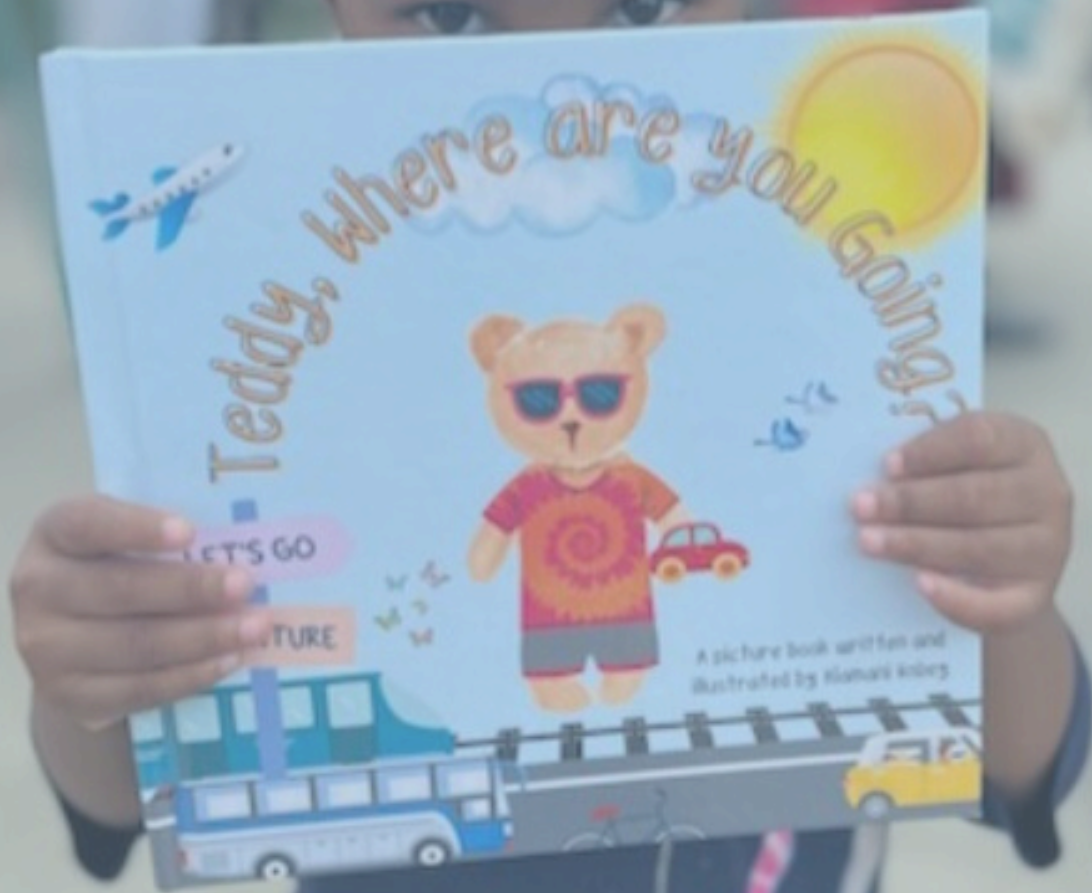


The Happy Black Parent
4th Annual
Children's Book Festival
July 19, 2025

SPONSORSHIP



THE
HAPPY
BLACK
PARENT
.COM

WWW.THEHAPPYBLACKPARENT.COM

ABOUT THE HAPPY BLACK PARENT



At The Happy Black Parent, we believe that happy children are children who consistently have the opportunity to play and creatively express themselves. We also believe that parenting is a much more enjoyable experience when children are happy. Strong relationships are built when quality time is spent together, truly enjoying one another's company. And, those strong relationships are essential to tackling some of the most difficult challenges families face. The Happy Black Parent provides fun, engaging and educational events for families to learn and bond.

WHY CHOOSE US?



BRAND AWARENESS

Increase your company's awareness by getting the attention of hundreds of local families through our email, social media and with 'day of' activations and giveaways.



COMMUNITY SUPPORT

Show your customers and stakeholders your commitment to the local community and important causes like early literacy and strengthening families.



CONNECTION WITH TARGET AUDIENCE

We have assembled a following of local families who are interested in products and services that enhances their lives from companies like yours. Take this opportunity to show them what you provide.

FESTIVAL BACKGROUND



THE HAPPY BLACK PARENT 4TH ANNUAL CHILDREN'S BOOK FESTIVAL



SATURDAY, JULY 19, 2025



BY THE NUMBERS

Since its beginning, The Happy Black Family Children's Book Festival has brought the community together to connect with local authors and participate in fun and engaging educational activities. In 2024, we were able to support over 25 local authors and engage with over 500 festival goers and free ticket holders. Pre and post event emails reached over 800 local households. Social media exposure for the event reached over 3k views and the event was mentioned in various media articles such as the Atlanta Parent Magazine and WABE, Atlanta's NPR station. With your help, the festival will be able to reach even more!

SPONSORSHIP OPTIONS

Browse the sponsorship options select the one that is best for your organization and goals. Don't hesitate to reach out to us if you have any questions.

info@thehappyblackparent.com

	\$2500	\$1000	\$300	\$75
Insert In Giveaway Bag	✓	✓	✓	✓
1 Instagram and Email Mention	✓	✓	✓	
Clickable Logo on Web site	✓	✓	✓	
Free Vendor Booth Space	✓	✓		
Logo on Festival Banner	✓	✓		
Main Tent Naming Rights	✓			

Pledged Amounts Due May 30, 2025

To make sponsorship pledge, email info@thehappyblackparent.com

Premier sponsorship option

- FESTIVAL NAMING
- COMPANY BRANDING IN ALL PRE AND POST FESTIVAL PROMOTION
- COMPANY BRANDING ON ALL SIGNAGE ON FESTIVAL DAY

\$8,000 Level

To make sponsorship pledge, email info@thehappyblackparent.com

THANK YOU



Thank you for your thoughtful consideration. This festival could not grow and create positive impact without supporters like you! Please contact us with any questions and your sponsorship option selection.

The Happy Black Parent
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