

The Happy Black Parent
6th Annual
Children's Book Festival
July 2027

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 6TH ANNUAL CHILDREN'S BOOK FESTIVAL



JULY 2027

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 2025, we were able to support over 20 local authors and engage with over 1000 festival goers and free ticket holders. Pre and post event emails reached over 1200 local households. Social media exposure for the event reached over 3k views and the event was mentioned in various media sources 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

2027		The Happy Black Parent Children's Book Festival Sponsorship Levels			
		\$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 3, 2027

To make sponsorship pledge, email info@thehappyblackparent.com

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

2027

2027 Children's Book Festival
Premiere Sponsor Level

Premiere Sponsorship Level

- LEVERAGE THE EVENT'S CONSISTANT GROWTH
- EXEMPLIFY COMPANY'S COMMITMENT TO THE COMMUNITY'S YOUTH AND FAMILIES

Premiere Sponsorship benefits:

- FESTIVAL NAMING RIGHTS
- COMPANY BRANDING IN ALL PRE AND POST EVENT PROMOTION
- COMPANY BRANDING THROUGHOUT FESTIVAL

\$8,000 Level

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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
Info@thehappyblackparent.com
404.939.4753