



NABS

**NATIONAL ASSOCIATION
OF BLACK STORYTELLERS**

"In The Tradition..."

44th FESTIVAL SPONSORSHIP DECK

UNBREAKABLE SPIRIT: TELLING OUR STORY 250 YEARS & BEYOND

Nov. 4-8 Crowne Plaza Hotel in Providence-Warwick, RI

THE POWER OF STORY

STORIES PRESERVE HISTORY. STORIES BUILD COMMUNITY.
STORIES INSPIRE CHANGE. STORIES SHAPE THE FUTURE.

Every culture is built upon its stories.

NABS stories preserve the unique historical and significance of the Black oral tradition when there are no written records. They pass wisdom from one generation to the next. They teach values, strengthen communities, inspire leaders, and remind us of who we are.

For centuries, Black Diaspora storytelling has been one of the most powerful traditions within Black communities; preserving our history, celebrating our resilience, and ensuring that our voices continue to be heard.

Today, that Black oral tradition remains just as important.

Through live performances, educational programming, youth engagement, and cultural experiences, the National Association of Black Storytellers (NABS) continues to preserve this living legacy while inspiring new generations to discover the power of their own voices.

When you partner with NABS, you do more than sponsor an event.

You help preserve history.

You help amplify diverse voices.

You help educate future generations.

You help strengthen communities through the timeless power of story.

Together, we ensure that the stories that shaped our past continue to inspire our future.





OUR FOUNDERS

Mother Mary Carter-Smith and Mama Linda Goss

They conceived the idea in 1982 to give more opportunities for African American storytellers to be heard and for more of the rich heritage of the African Oral Tradition to be shared and preserved.

The first "In The Tradition..." Festival of Black Storytelling was held in the McKeldin Center at Morgan State University (MSU) in Baltimore, Maryland, November 18-19, 1983. Festival sponsors were Alpha Zeta Chapter of Zeta Phi Beta Sorority, Inc. (Linda Jenkins Brown, Chapter Basileus), and Morgan's Social Science Department. The festival also received a grant from the Maryland Humanities Council, Inc.

In November 1984, the second Festival of Black Storytelling was held in Philadelphia. It was at this time that these two visionary storytellers saw and felt participants' desire and need to share, celebrate and preserve the African and African American Oral Tradition as a formal entity. Thus began the Association of Black Storytellers.

NABS IS SPONSORED IN PART BY...



THE NATIONAL
GREAT BLACKS IN WAX
MUSEUM INC.

The Nora Roberts
Foundation



S O U
A R T S
H



ALPHA PHI ALPHA
FRATERNITY, INC.®



National
Endowment
for the Arts
arts.gov



5 DAY EXPERIENCE

9 YOUTH WORKSHOPS

**20 ADULT
WORKSHOPS**

CITY HISTORY BUS TOUR

175+ WOMEN

40+ MEN

15 VENDORS

**BLACK APPALACHIAN
STORYTELLER AWARDS**

**ZORA NEAL
HURSTON AWARD**

**ADOPT-A-TELLER
SCHOOL
WORKSHOPS**

AFFILIATE TRAINING

**FEATURED TELLERS
AND SPEAKERS**



ABOUT

AKWAABA! WELCOME

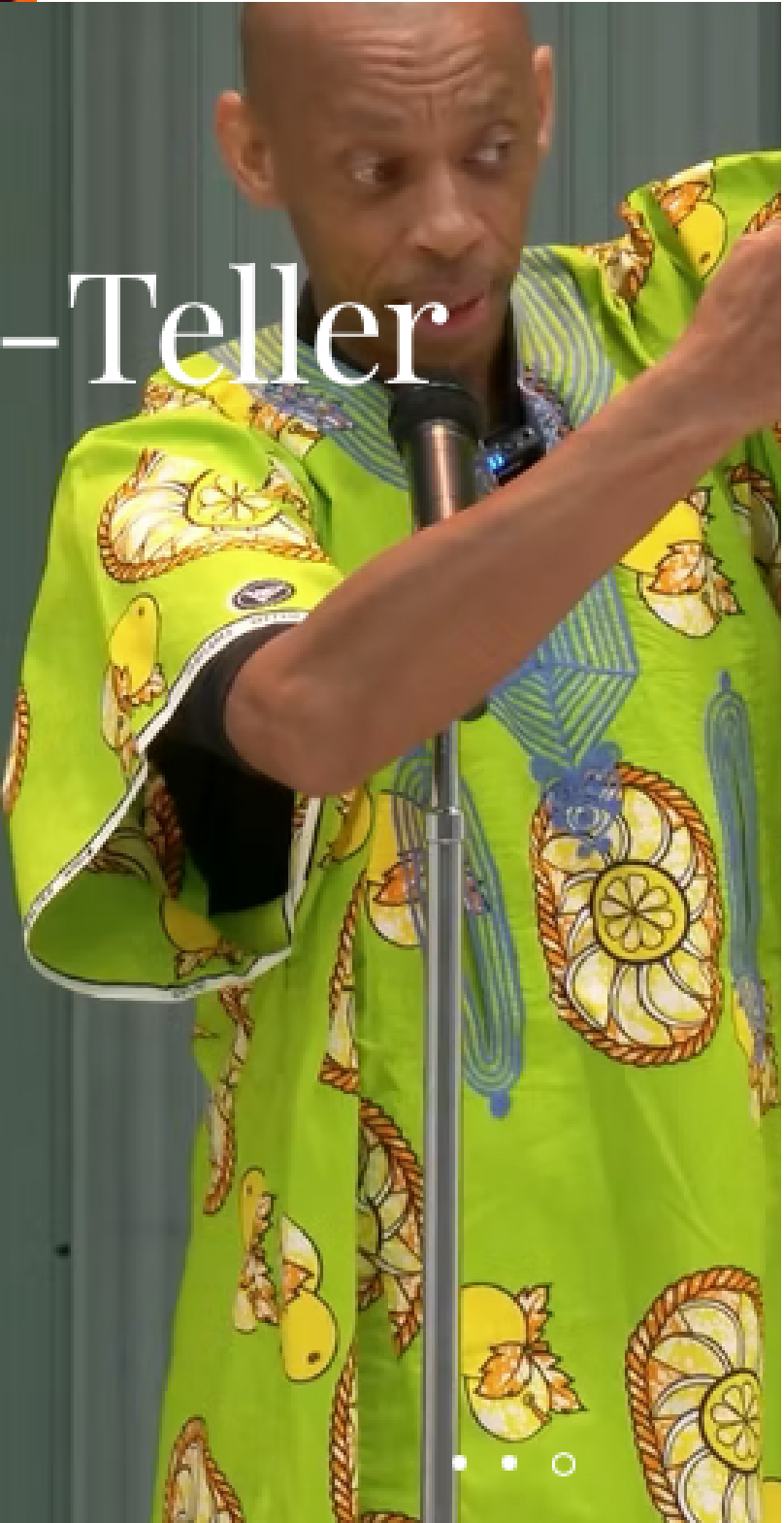
The National Association of Black Storytellers, Inc. (NABS) proudly presents the 44th Annual National Black Storytelling Festival & Conference, to be held in Warwick, Rhode Island. This year's theme, Unbreakable Spirit: Telling Our Story, 250 Years and Beyond, honors the enduring strength, cultural richness, and intergenerational legacy of Black storytelling in America.

WHY SPONSOR



Your support provides:

- ✓ National brand exposure
- ✓ Direct community engagement
- ✓ Cultural leadership visibility
- ✓ Corporate social responsibility impact
- ✓ Alignment with education, diversity, and cultural preservation

A man with short hair, wearing a bright green shirt with a yellow and white pattern, is speaking into a microphone. He is gesturing with his right hand. The background is a dark, textured wall.

Adopt-a-Teller

The Adopt-A-Teller Program (AATP), launched in 1991, has reached over 186,400 students and adults. Eligible venues can host a nationally renowned storyteller for free, without covering travel or lodging. AATP offers performances, workshops, and residencies that celebrate African-centered traditions and enhance learning.

[Read More](#)

WHY SPONSOR

For more than four decades, the National Association of Black Storytellers (NABS) has preserved, promoted, and perpetuated the rich oral traditions of the African diaspora. Each year, the National Black Storytelling Festival and Conference brings together artists, educators, cultural leaders, youth, families, and community advocates from across the nation for a transformative celebration of culture, history, and human connection.

Your sponsorship is more than a marketing investment—it is a commitment to preserving stories that educate, inspire, and strengthen communities.

By partnering with NABS, your organization will:

- Demonstrate leadership in cultural preservation and education
- Align with a nationally respected organization dedicated to diversity, equity, and inclusion
- Engage directly with a multi-generational audience of educators, professionals, families, artists, and community leaders
- Increase brand visibility through national and regional promotion
- Support youth programming, cultural education, and intergenerational learning
- Help ensure that the stories, traditions, and voices of Black communities continue to be shared for generations to come

Together, we can celebrate heritage, elevate voices, and create lasting impact.

YOUR SUPPORT MAKES A DIFFERENCE



RHODE ISLAND
BLACK STORYTELLERS



Every sponsorship helps fund:

- Youth storytelling initiatives
- Educational workshops and professional development
 - Community outreach programs
 - Cultural preservation projects
 - Artist and presenter support
- Festival experiences that bring communities together

When you sponsor the National Black Storytelling Festival and Conference, you are investing in culture, education, community engagement, and legacy.

A PARTNERSHIP THAT MATTERS



The National Black Storytelling Festival and Conference offers sponsors a unique opportunity to connect with audiences who value culture, education, community engagement, and authentic storytelling.



As a sponsor, your organization will not only receive meaningful brand visibility but will also be recognized as a champion of cultural preservation, lifelong learning, and community empowerment.

By investing in NABS, partners help preserve a living cultural legacy and ensure the stories of the African Diaspora continue to educate, inspire, and strengthen communities for generations to come.

Together, we can create an experience that honors the past, celebrates the present, and inspires the future.



SOCIAL & DIGITAL REACH

Your support will help us grow as we work to reach a larger audience.

350+



Instagram
Followers

400+



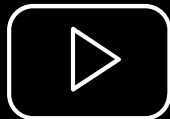
Newsletter
Subscribers

3,600+



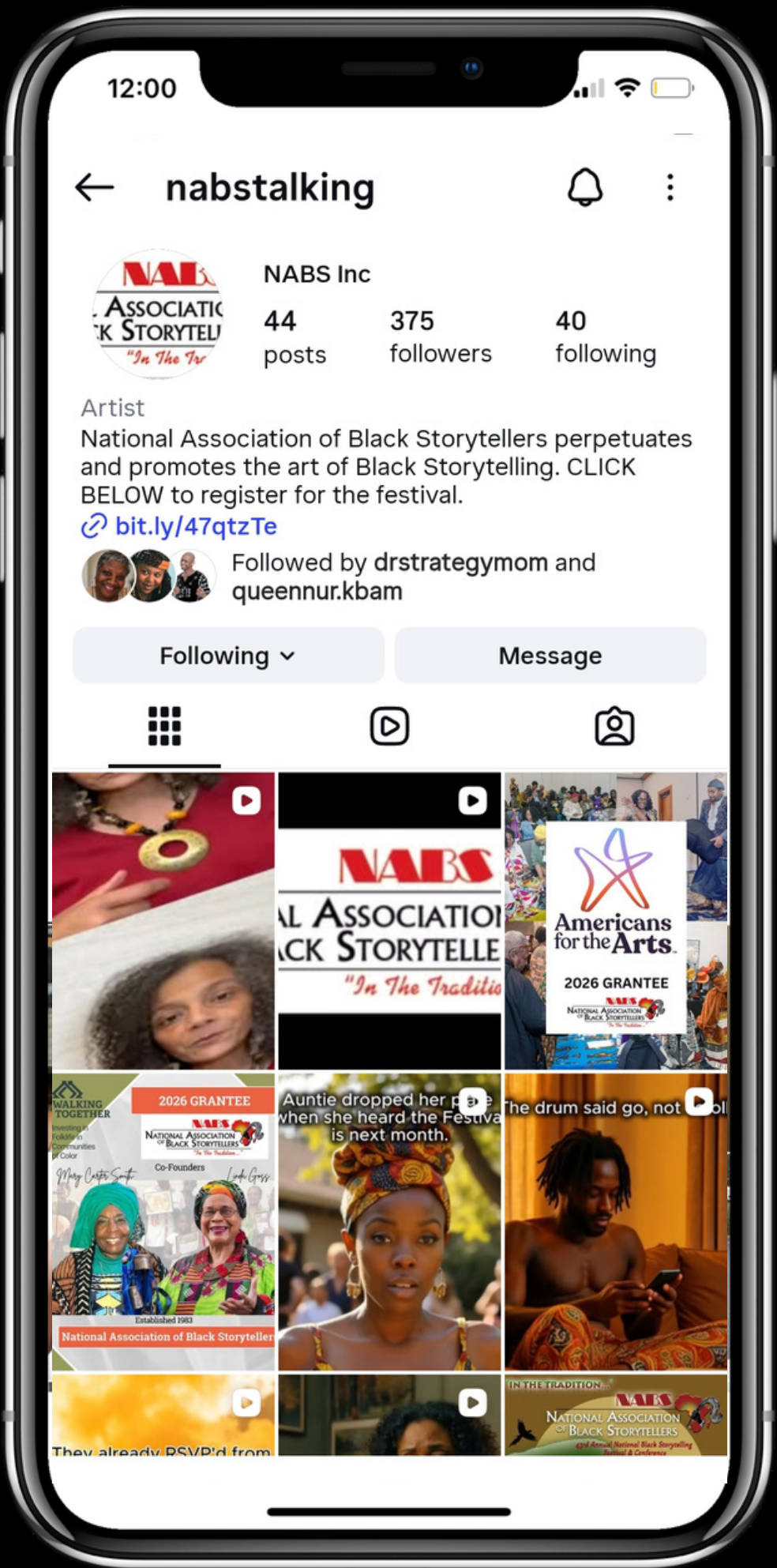
Facebook
Fans

100+



YouTube
Subscribers

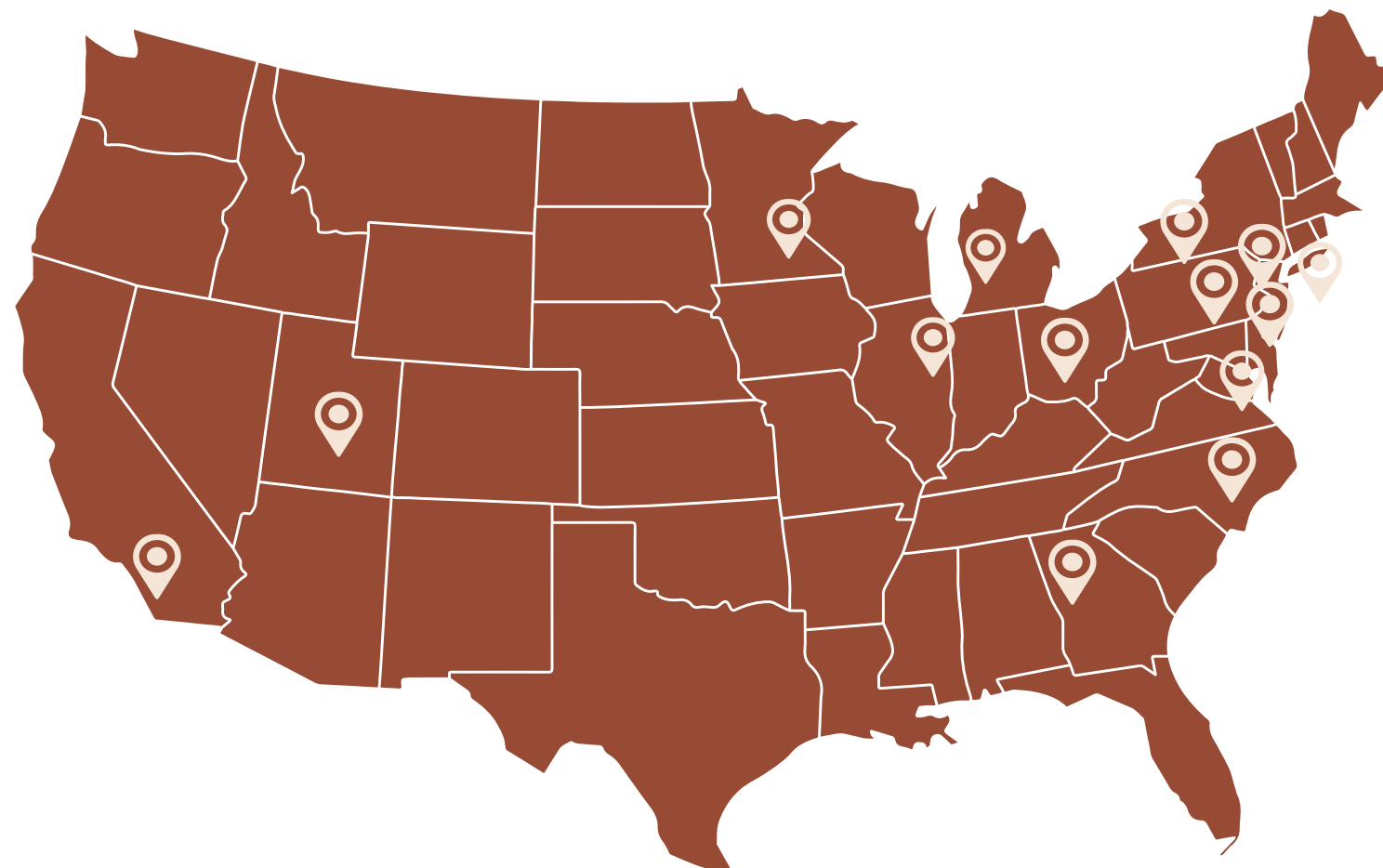
Your partnership extends far beyond the Festival.
Through our website, email communications, social media platforms, newsletters, and promotional campaigns, NABS engages audiences throughout the year, connecting storytellers, educators, libraries, schools, artists, and communities across the nation.



OUR NETWORK

The NABS Affiliate Network is a powerful collective of storytelling organizations dedicated to preserving, sharing, and elevating the art of Black storytelling. Spanning across the nation and beyond, our Affiliates bring together storytellers, educators, and cultural advocates who are committed to keeping this rich tradition alive.

Through collaboration, shared resources, and dynamic programming, our network strengthens the storytelling community, amplifies diverse voices, and ensures that the legacy of Black storytelling continues to inspire generations.

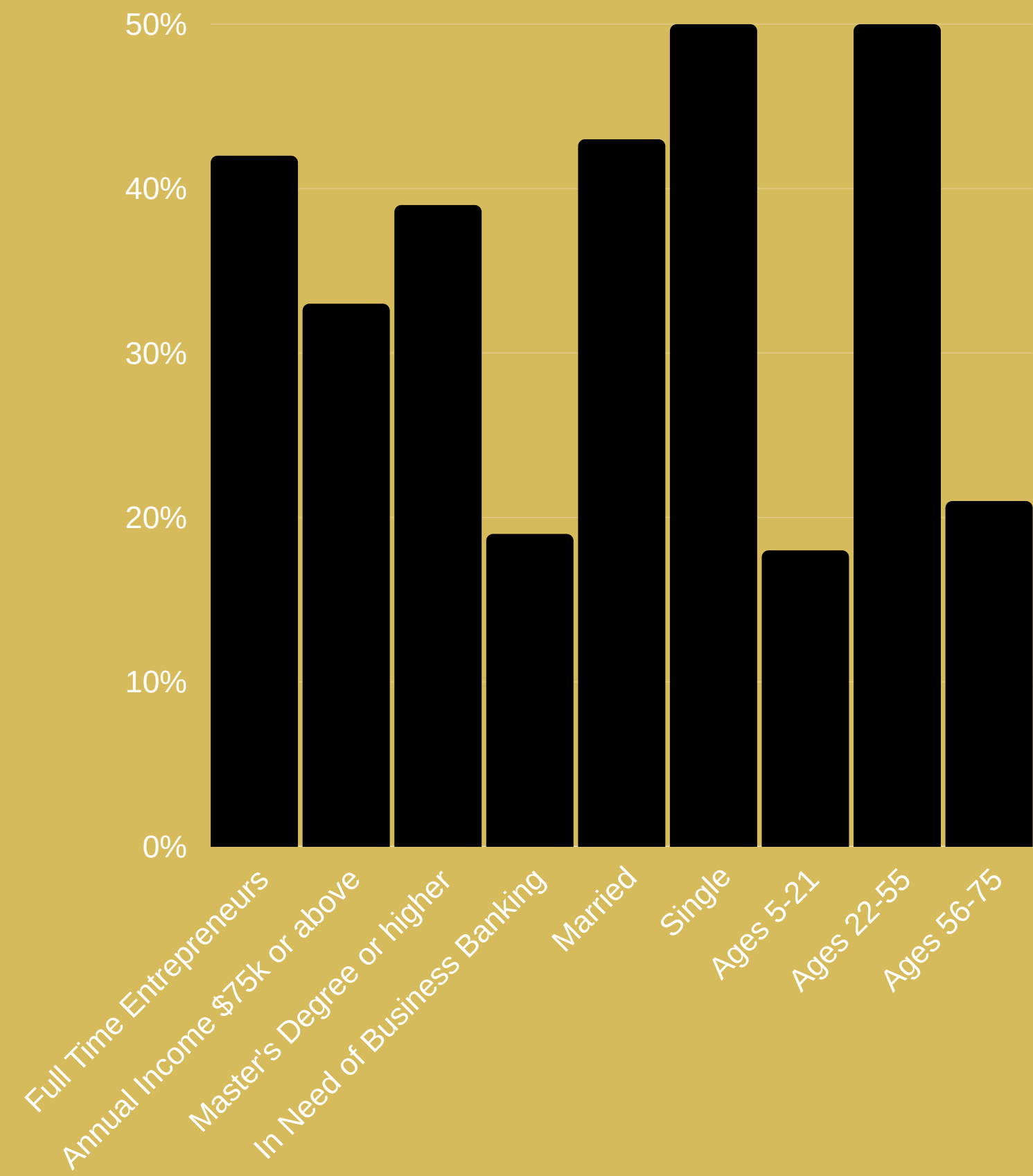


Current Chapter Locations:

- New York, NY
- Chicago, IL
- Minneapolis, MN
- San Diego, CA
- Rochester, NY
- Cleveland, OH
- Detroit, MI
- Baltimore, MD
- Philadelphia, PA
- Atlanta, GA
- Raleigh, NC
- Taylorsville, UT
- Providence, RI
- Buffalo, NY

ABOUT OUR ATTENDEES

83% FEMALE
17% MEN
**97% AFRICAN
DIASPORA**



PRESERVE

Preserve the rich storytelling traditions, histories, and cultural heritage of Black communities throughout the African Diaspora.

CONNECT

Connect storytellers, educators, artists, libraries, schools, families, and communities through meaningful cultural experiences.

INSPIRE

Inspire the next generation by empowering youth to discover their voices, celebrate their heritage, and share their own stories.

EMPOWER

Through national programming, educational workshops, performances, youth initiatives, and community partnerships, NABS preserves living history while building stronger, more connected communities through the timeless power of storytelling.



PURPOSE OF PARTNERSHIP

Every story carries a legacy. Every storyteller preserves history.

Every child who discovers their voice helps shape the future.

Your partnership helps ensure that the stories, traditions, and wisdom of Black communities continue to educate, **inspire**, and **connect** generations for years to come. Together, we don't simply sponsor a festival; we **preserve** and **empower** a living legacy.



DIGITAL SPONSOR SPOTLIGHT

Your organization will be recognized before, during, and after the Festival through coordinated digital promotions across NABS' website, email communications, and social media platforms.

Opportunities may include:

- Sponsor spotlights
- Social media recognition
- Digital advertising
- Website features
- Email newsletter acknowledgments
- Customized promotional campaigns (based on sponsorship level)

PARTNERSHIP IN ACTION

Your partnership is more than a sponsorship.

It is an investment in preserving culture, amplifying voices, supporting education, and ensuring that the storytelling traditions of Black communities continue to inspire future generations. Together, we create a legacy that lives beyond the Festival.



SIGNATURE SPONSOR ACTIVATION

Legacy and Presenting Partners may receive exclusive opportunities to engage Festival attendees through experiences such as:

- Presenting a keynote or featured event
 - Hosting a networking reception
 - Sponsoring the Youth Program
 - Supporting cultural performances
 - VIP Hospitality
 - Branded experiences
 - On-stage recognition
 - Speaking opportunities
 - Customized activation tailored to your organization's goals
- Together, we create meaningful experiences that leave a lasting impression on attendees while demonstrating your commitment to culture, education, and community.



COMMUNITY ENGAGEMENT

Connect your organization directly with storytellers, educators, artists, librarians, youth leaders, and cultural advocates from across the nation.

Sponsor opportunities may include:

- Welcome Reception
- Youth Programming
- Workshops
- Networking Events
- Cultural Experiences
- Volunteer Engagement
- Community Outreach Initiatives

SPONSORSHIP LEVELS

IN-KIND CONTRIBUTIONS WELCOME
CUSTOMIZED PACKAGES AVAILABLE

BENEFITS

EXAMPLES INCLUDE:

- Printing Services
- Media Production
- Photography & Videography
- Event Supplies
- Transportation
- Hotel Accommodations
- Marketing Support
- Technology Services



SPONSORSHIP LEVELS

\$2.5K

COMMUNITY SUPPORTER
BENEFITS

- Name recognition in Festival Program Journal
- Website listing
- 1 VIP Festival Pass
- Newsletter recognition

\$5K

STORYTELLER ADVOCATE
BENEFITS

- Logo placement on select materials
- Website recognition
- Business-card journal ad
- 2 VIP Festival Passes
- Newsletter recognition

\$10K

CULTURE KEEPER
BENEFITS

- Festival-wide recognition
- Website listing
- Quarter-page journal ad
- 4 VIP Festival Passes
- On-stage acknowledgment
- Newsletter and social media recognition



SPONSORSHIP LEVELS

\$15K

HERITAGE CHAMPION BENEFITS

- Prominent recognition across festival materials
- Logo placement on website
- Half-page journal ad
- Featured event acknowledgment
- 6 VIP Festival Passes
- Reserved seating
- Post-event press recognition
- Dedicated social media spotlight



\$25K+

EXCLUSIVE PRESENTING BENEFITS

- Exclusive Presenting Sponsor recognition
- Premium logo placement on all festival materials
- Homepage feature on NABS website
- Full-page premium journal ad
- Opening Ceremony speaking opportunity
- On-stage recognition
- 10 VIP Festival Passes
- Reserved seating
- Featured event sponsorship
- Customized social media campaign
- Legacy Commemorative Award

\$50K+ LEGACY VISIONARY BENEFITS

- Exclusive Festival Naming Opportunity**
"The 44th In the Tradition... National Black Storytelling Festival and Conference, presented by [Sponsor]"
- Exclusive Category Sponsorship**
Your organization will be recognized as the sole sponsor within your industry sector.
- Premier Recognition**
Highest-level logo placement on all marketing materials, signage, and website.
- Welcome Address**
Executive representative invited to deliver remarks during the Opening Ceremony.
- VIP Hospitality Experience**
12 VIP Festival Passes, reserved premium seating, and VIP reception access.
- Signature Event Sponsorship**
Presenting sponsorship of a keynote, awards ceremony, or featured Festival event.
- National Digital Campaign**
Customized, multi-platform social media campaign recognizing your organization's partnership before, during, and after the Festival.
- Featured Story**
Dedicated sponsor spotlight on the NABS website and e-newsletter.
- Premium Program Recognition**
Inside front cover, inside back cover, or back cover premium advertisement.
- Media Recognition**
Recognition in press releases, media interviews, and post-event communications.
- Legacy Recognition**
Presentation of the NABS Legacy Visionary Award during the Festival.
- Executive Networking**
Private networking opportunities with Festival leadership, featured storytellers, presenters, and invited dignitaries.
- Post-Event Impact Report**
A customized report highlighting audience reach, engagement metrics, media exposure, and sponsorship impact.



LET'S PARTNER!

THE INVITATION

For more than four decades, the National Association of Black Storytellers has preserved the stories, traditions, and cultural heritage that connect generations.

Today, we invite your organization to become a partner in that legacy. Whether through financial sponsorship, in-kind support, or a customized partnership, your investment will help make the 44th In the Tradition... National Black Storytelling Festival and Conference an unforgettable experience for storytellers, educators, artists, youth, and communities from across the nation.

THE IMPACT

Your partnership helps us:

- Preserve the storytelling traditions of Black communities
- Support youth storytelling and literacy initiatives
- Provide educational workshops and cultural programming
- Expand community outreach and engagement
- Celebrate storytellers whose voices continue to inspire generations
- Increase access to arts and cultural experiences

TOGETHER, WE CAN WRITE THE NEXT CHAPTER

*Stories connect generations.
Stories preserve culture. Stories inspire change.*

Your partnership helps ensure that the voices, traditions, and wisdom of our communities continue to thrive.

Join us in making the 44th In the Tradition... National Black Storytelling Festival and Conference an unforgettable celebration of heritage, education, and community.

Together, we can preserve the past, empower the present, and inspire the future.

▶ BECOME A SPONSOR.
BUILD A LEGACY.

TAHIRA
2026 Festival Director
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