

# 2026 SPONSORSHIP OPPORTUNITIES



**BLACK**  
A FESTIVAL OF JOY

## WHY WE EXIST

# WE ARE JOY.

In 2022, we set out on a mission is to champion the collective advancement of all Black people in Indianapolis by championing a movement centered on the joy and resilience that unites us.

Amidst the vibrant beats, line dances, and radiant smiles, we unite to unapologetically celebrate our blackness. **Regardless of your background, all are welcomed with open arms and invited to honor the joy and resilience that defines us.**





**WHO WE ARE**

## **WE'RE RECLAIMING THE NARRATIVE.**

Driven by the desire to name the essence of Black joy, a collective of volunteers from Black-led organizations in Indianapolis unite to present BLACK: A Festival of Joy.

With unwavering determination, they are assembling their talents, resources, and creativity to meticulously curate and present BLACK: A Festival of Joy, an event designed to celebrate the vibrancy, resilience, and collective spirit of the Black community.



# OUR CORE PRINCIPLES

## JOY AS RESISTANCE

We reclaim joy as a revolutionary act, a powerful force that fuels our community's resilience.

## CENTERING BLACK NARRATIVES

We amplify Black voices, celebrate the richness of Black diversity, and honor the shared experiences shaping Black identity.

## COLLECTIVE ADVANCEMENT

We drive economic development through the support of Black-owned businesses, foster civic engagement, and invest in initiatives that create Black sustainability.

## UNITY

We celebrate the rich tapestry of Black identity, fostering connections across generations, cultures, and socio-economic lines. All who support Black joy are welcome here.

## UNAPOLOGETICALLY BLACK

We empower Black people to be their full, authentic selves by honoring their voices, stories, and traditions in inclusive spaces that respect individual truths and experiences.

## 2025 FESTIVAL IMPACT

8,000+

REGISTERED ATTENDEES

65

BLACK-OWNED VENDORS

30+

ARTISTS AND DJS

5.5

HOURS OF LIVE PROGRAMMING  
& ACTIVATIONS

1,012

YEAR ROUND COMMITTEE  
VOLUNTEER HOURS

16,213+

FOLLOWERS ON SOCIAL  
MEDIA (@BLACKJOYINDY)



In 2025, **BLACK: A Festival of Joy** invested **\$88,402** directly into cultural programming, infrastructure, and community-based economic activity.

Of that, **\$76,033 (86%)** was paid directly to Black-owned businesses, artists, and contractors.

**STILL FREE AND OPEN TO THE PUBLIC.**

**\$430,000+**

ECONOMIC IMPACT  
FROM 2022-2025

# BLACK

A FESTIVAL OF JOY

YOU'RE INVITED TO GROW WITH US.  
THIS FESTIVAL IS FREE & OPEN TO THE COMMUNITY TO ENJOY.



VENDORS

KID ZONES

RESOURCES

LIVE MUSIC

POP-UP ACTIVATIONS

CREATIVE PERFORMANCES



# IN THE MEDIA 2025



INDIANA NEWS

## 'BLACK: A Festival of Joy' sets 2025 date

by: Deja Studdard  
Posted: May 2, 2025 / 09:37 AM EDT  
Updated: Aug 21, 2025 / 02:24 PM EDT

SHARE

**(UPDATE): Black Joy was postponed until September 13, 2025 due to severe weather.**

INDIANAPOLIS — The premiere event for black happiness in Indianapolis is taking place on Saturday, July 12.

Black: A Festival of Joy, will celebrate its fourth year. In a [Facebook post](#) the organization said, "We're still centering joy, reclaiming our narrative, and defining ourselves on our own terms..."

FOX59

GOVERNMENT EDUCATION HEALTH NEIGHBORHOODS ARTS & CULTURE RESOURCES DOCUMENTERS SEND NEWS TIPS & IDEAS

## BLACK: A Festival of Joy returns to Riverside Park

See photos of the community festival Sept. 13, featuring live performances, food and vendors at Taggart Memorial Amphitheater.

By Jenna Wilson  
September 15, 2025

MIRROR INDY

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## BLACK: A Festival of Joy returns this Saturday, Sept. 13 to Taggart Memorial Amphitheater

By SPECIAL TO THE RECORDER - September 11, 2025

1074

INDIANAPOLIS RECORDER

NEWS AND HEADLINES > INDIANAPOLIS LOCAL NEWS

## 3rd annual festival celebrates Black joy in Indianapolis

"We created a day that's by us and it's also for us."

WRTV

## BLACK: A Festival of Joy returns to Riverside Park in Indianapolis

WTHR

AXIOS Indianapolis News Things to Do Food and Drink Politics Real Estate Sports Election

AXIOS

...AND MORE!

# PAST SPONSORS 2025



**Supporting BLACK with a financial gift is not an avenue to merely push your brand with logo-soup style benefits.**

This is an opportunity to align with a cultural shift toward cultivating black joy in our community. An investment in BLACK is an investment in a healthier, more culturally sound Indianapolis.

# SPONSORSHIP OPPORTUNITIES

## **PRESENTING SPONSOR | \$50,000**

- INCLUSION IN EARNED MEDIA
- INCLUSION ON THE BLACKJOYINDY WEBSITE
- ACCESS TO THE SPONSOR OASIS FOR 20 GUESTS
- BRAND SWAG BAGS FOR 20 GUESTS
- SOCIAL MEDIA HIGHLIGHT VIDEO + GRAPHIC POST
- INCLUSION ON SPONSOR SIGNAGE DAY OF
- PREMIERE VENDOR SPOT
- INDIVIDUAL NEWSLETTER FEATURE
- VERBAL ACKNOWLEDGEMENT FROM THE STAGE

## **LEGACY SPONSOR | \$25,000**

- INCLUSION ON THE BLACKJOYINDY WEBSITE
- INCLUSION ON SPONSOR SIGNAGE DAY OF
- ACCESS TO THE SPONSOR OASIS FOR 14 GUESTS
- BRAND SWAG BAGS FOR 14 GUESTS
- SOCIAL MEDIA HIGHLIGHT VIDEO + GRAPHIC POST
- PREMIERE VENDOR SPOT
- NEWSLETTER MENTION
- VERBAL ACKNOWLEDGEMENT FROM THE STAGE

*All sponsorships and donations are tax-deductible.*

# SPONSORSHIP OPPORTUNITIES

## IMPACT SPONSOR | \$10,000

- INCLUSION ON SPONSOR SIGNAGE DAY OF
- ACCESS TO THE SPONSOR OASIS FOR 8 GUESTS
- PREMIERE VENDOR SPOT
- SOCIAL MEDIA GRAPHIC POST
- NEWSLETTER MENTION

## JOY SPONSOR | \$5,000

- SOCIAL MEDIA GRAPHIC POST
- ACCESS TO THE SPONSOR OASIS FOR 4 GUESTS
- PREMIERE VENDOR SPOT
- INCLUSION ON SPONSOR SIGNAGE DAY OF
- NEWSLETTER MENTION

## COMMUNITY SPONSOR | \$3,000

- INCLUSION IN GROUP SPONSOR SOCIAL HIGHLIGHT
- ACCESS TO THE SPONSOR OASIS FOR 2 GUESTS
- PREMIERE VENDOR SPOT
- INCLUSION ON SPONSOR SIGNAGE DAY OF
- NEWSLETTER MENTION

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# BRICK BY BRICK FUND

BRICK BY BRICK IS BLACK JOY'S COMMUNITY-DRIVEN GIVING INITIATIVE, ALLOWING SUPPORTERS TO DIRECTLY INVEST IN THE LONG-TERM SUSTAINABILITY AND GROWTH OF BLACK: A FESTIVAL OF JOY.

## IT TAKES A VILLAGE!

THANK YOU TO THOSE WHO HAVE PURCHASED  
A BRICK IN LAST YEAR (\$500-\$1500)

ASHLEY NORMAN • BLACK WORLD SCHOOLERS MOBILE  
BOOKSTORE • BROWNING DAY • BRIAN PAYNE •  
IN MEMORY OF CALVIN EVANS • CATHERINE ESSELMAN •  
CENTRAL INDIANA COMMUNITY FOUNDATION •  
CHRIS GAHL • FIRST MERCHANTS BANK •  
INDIANAPOLIS FOUNDATION • INDIANAPOLIS  
FOUNDATION EMPLOYEE FUND • INDYGO •  
LARRY & JENICE DUNLAP • MARIAN UNIVERSITY •  
RECLAIM INDIANA AVENUE •  
THE KIRSCHNER FAMILY • THE LONG FAMILY •  
TREMAYNE & BRITTANY HORNE •  
WITHERSPOON PRESBYTERIAN CHURCH •  
WOMEN'S FUND OF CENTRAL INDIANA



## BENEFITS OF SUPPORTING

# BLACK

A FESTIVAL OF JOY

- **Targeted Brand Awareness:** Gain significant exposure to a large and engaged audience of 10,000+ anticipated Black attendees.
- **Community Connection:** Showcase your support for a vibrant community event.
- **Custom Content Creation:** We'll develop content specifically tailored to highlight your brand alongside the event.
- **Prominent Brand Presence:** Depending on your sponsorship tier, your branding will be displayed prominently throughout our digital promotion.
- **Product Promotion or Activation Opportunities** (if applicable): Showcase your products directly to the target audience.

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A FESTIVAL OF JOY



## FOR MORE INFORMATION:

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