



2026

Joy & Justice

TOUR Sponsorship Opportunities





2026 **JOY & JUSTICE** TOUR

Southern Black Girls and Women's Consortium is taking joy on the road. The Joy and Justice Tour will touch down in nine cities across six Southern states, bringing free, festival-style experiences directly to Black girls, women, and families who deserve to be celebrated.

At each stop, participants step into a vibrant atmosphere featuring S.T.E.A.M. activities, financial literacy, wellness tools, and connections to mentors and resources that help them imagine bold futures. Every stop is free, open to the community, and designed to affirm Black girls and women as leaders, innovators, and dreamers.

We are inviting corporate partners to travel with us. Your sponsorship puts your brand in front of thousands of participants across six states while directly fueling a movement that is changing lives across the South.

Join us! The journey starts now!



Chanceé Lundy Executive Director
Southern Black Girls and Women's Consortium



About Southern Black Girls and Women's Consortium

Southern Black Girls is a collective led by Black women funders and activists committed to investing in the dreams of Black girls and women across the South. Since 2017, Southern Black Girls has awarded more than \$11.4 million to over 250 organizations and over \$600k in Black Girl Joy Challenge grants to 1,000 girls in 13 states, fueling leadership, wellness, creativity, and community change. Through grantmaking, youth programs, and signature events like the Dream Conference and the Joy Tour, Southern Black Girls is shifting narratives and creating spaces where Black girls and women can thrive.

Past Joy Tour Impact

2,227+

girls and women engaged across 9 stops

86%

experienced joy

83%

experienced fun

100%

reported feeling safe to be themselves for the day

88%

left with a more positive image of Black girls and women

4,000

participants projected for the 2026 Tour



FROM OUR GIRLS

"Self-care means taking time to do things for yourself that your body yearns and always putting yourself first before stress piles up."

– Youth Attendee, Houston Stop

FROM OUR PARENTS

"My daughter came home inspired. She saw young women who look like her leading, creating, and dreaming big. That matters."

– Parent Participant



Join us!

Sponsoring the Joy & Justice Tour is about more than visibility. It is about joining a movement that is rewriting the story for Black girls and women in the South. When we engage in community, it brings more than music and celebration. It brings hope, healing, and the belief that every dream is possible. Your partnership makes that possible.

As a sponsor, your brand will travel with us across to nine stops across six states, featured event signage, SWAG bags, and media platforms reaching tens of thousands. You will also have opportunities to engage directly by speaking at tour stops, co-creating experiences, and connecting your brand to joy, wellness, and innovation.

Most importantly, sponsorship is a statement. It aligns you with a nationally recognized movement that invests in Black girls, uplifts Black women, and sparks intergenerational change. The impact continues long after through photos, videos, and stories you can share, and through your visible role in our campaign to raise \$100 million.

The Joy & Justice Tour is more than an event. It is a celebration, a movement, and an invitation. We would be honored to have you join us.



June 19th **JACKSON, MS**

June 20th **NEW ORLEANS, LA**

July 10th **FORT LAUDERDALE, FL**

July 11th **EATONVILLE, FL**

August 8th **LOUISVILLE, KY**

August 21st **RICHMOND, VA**

August 22nd **CHARLESTON, WV**

September 26th **COLUMBIA, SC**

September 27th **CHARLOTTE, NC**

JOY & JUSTICE TOUR:

Benefits At a Glance

Benefits	Joy & Justice \$250,000 (1)	Black Girl Brilliance \$150,000 (2)	Dream Chaser \$50,000 (3)	You GLOW Girl \$25,000 (6)
Premium branding at all dream experiences	✓			
Logo placement on all Joy Tour signage that will travel across six states	✓	✓		
Speaking opportunity at Joy & Justice Tour stops	✓ (3 minutes at all stops)	✓ (2 minutes at three stops)		
One programming integration - interactive experience at stops	✓ (all stops)	✓ (three stops)	✓ (one stop)	
Brand mention in pre and post tour media such as press releases, interviews, podcasts, and TV appearances	✓	✓	✓	✓
Brand included in at least two social media posts prior to and after event	✓	✓	✓ (one post)	✓ (one post)
Brand included in newsletters and website for this calendar year	✓	✓	✓	✓
Featured sponsor listing on organization's home page and tour landing page	✓	✓	✓	✓
Brand logo on event step and repeat	✓	✓	✓	✓
Opportunity to place promotional items in tour SWAG bags	✓	✓	✓	✓
Brand included in post tour recap videos and reels	✓	✓	✓	✓



JOY & JUSTICE TOUR:

June - September 2026

Tour Locations: New Orleans, LA; Jackson, MS; Fort Lauderdale, FL; Eatonville, FL; Charleston, VA; Richmond, VA, Columbia, SC; Louisville, KY; Charlotte, NC

JOY & JUSTICE \$250,000

**Exclusive Title Sponsorship
1 sponsorship available**

As the lead sponsor, your brand will be with Southern Black Girls every step of the way! Your logo will be featured prominently on event signage, and all communications, making your partnership highly visible across six states and thousands of participants. You will have the opportunity to speak at every stop, co-create interactive experiences, and be celebrated as the presenting sponsor in media coverage, newsletters, and social channels. Most importantly, you will be recognized as the partner that makes the Joy & Justice Tour possible for nearly 4,000 girls, families, and community members.

Sponsorship Benefits

Logo placement on all Joy & Justice Tour signage
Premium branding at all dream experiences
Brand mention in pre and post tour media such as press releases, interviews, podcasts, and TV appearances
Three minute speaking opportunity at all nine stops
Brand included in at least two social media posts prior to and after event
Brand included in newsletters and website for this calendar year
One programming integration - interactive experience at all stops
Featured sponsor listing on organization's home page and tour landing page
Brand logo on event step and repeat
Opportunity to place promotional items in tour SWAG bags
Brand included in post tour recap videos and reels



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BLACK GIRL BRILLIANCE: \$150,000

2 sponsorship available

This level positions your brand as a champion of brilliance and innovation. You will receive premium branding at three tour stops, a speaking opportunity at select events, and the chance to showcase your products or services in interactive programming. Your support helps us deliver hands-on learning in wellness, STEAM, and leadership while amplifying your company's commitment to equity and opportunity.

Sponsorship Benefits

Logo placement on all Joy and Justice Tour signage across six states

Brand mention in pre and post tour media such as press releases, interviews, podcasts, and TV appearances

Two minute speaking opportunity at three stops

Brand included in at least two social media posts prior to and after event

Brand included in newsletters and website for this calendar year

Brand included in newsletters and website for one year

One programming integration - interactive experience at three stops

Featured sponsor listing on organization's home page and tour landing page

Opportunity to place promotional items in tour SWAG bags

Brand included in post tour recap videos and reels



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DREAM CHASER: \$50,000

3 sponsorship available

As a Dream Chaser, you are helping thousands of girls imagine and pursue bold futures. Your sponsorship will include branding at one tour stop, recognition in press and social media, and the opportunity to provide items for participant SWAG bags. Your investment directly fuels the interactive experience that gives girls access to tools, mentors, and resources to bring their dreams to life.

Sponsorship Benefits

Brand mention in pre and post tour press releases
Brand included in at least one social media posts prior to and after event
Brand included in newsletters and website for this calendar year
One programming integration - interactive experience at one stop
Featured sponsor listing on organization's home page and tour landing page
Brand logo on event step and repeat
Opportunity to place promotional items in tour SWAG bags
Brand included in post tour recap videos and reels



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You GLOW Girl: \$25,000

6 sponsorship available

This entry level of sponsorship is all about joy and visibility. Your brand will be featured on signage and in social media highlights, and you will have the chance to share branded items in SWAG bags. Most importantly, you will be part of creating safe, affirming spaces where girls shine brightly, knowing their voices and visions matter.

Sponsorship Benefits

Brand mention in pre and post tour press releases

Brand included in at least one social media posts prior to and after event

Brand included in newsletters and website for this calendar year

Featured sponsor listing on tour landing page

Brand logo on event step and repeat

Opportunity to place promotional items in tour SWAG bags

Brand included in post tour recap videos and reels



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Sponsorship Benefits

Engagement Sponsor
\$10,000

Brand included in one social media posts prior to OR after event

Sponsor listing on tour landing page

Opportunity to place promotional items in tour SWAG bags

Brand included in post tour recap videos and reels

Community Sponsor
\$5,000

Sponsor listing on tour landing page

Opportunity to place promotional items in tour SWAG bags

Brand included in post tour recap videos and reels

Friend of the Tour
\$2,500

Sponsor listing on tour landing page

Opportunity to place promotional items in tour SWAG bags

Ready to Join the Journey?

The **Joy & Justice Tour** is fueled by partners who believe in joy, equity, and possibility for Black girls and women across the South. Sponsorship is a chance to align your brand with a nationally recognized movement.

We would love to connect with you to explore how your sponsorship can:

- Amplify your brand across six states and thousands of participants
- Create authentic engagement opportunities with youth and families
- Demonstrate your leadership in equity, inclusion, and community impact

Let's Start the Conversation

To learn more about sponsorship opportunities and design a package that aligns with your goals, please contact:



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