Celebration Under the Stars

SATURDAY, OCTOBER 19TH • 5 PM - 9 PM
WOLF CREEK AMPHITHEATER
About Us

The National Black Arts Festival (NBAF) is the oldest multidisciplinary arts organization in the US with a mission to expose, educate, engage and entertain audiences by presenting and supporting the art and artists of African descent.

We engage our mission via:

Free Public Art Programs
Youth Arts Education
Artistic Grants & Prof. Development
Special Fundraising Events
NBAF’s Celebration Under The Stars is an upscale, outdoor concert experience showcasing the art and artists that NBAF has supported throughout the year.

Taking place at Wolf Creek Amphitheater, attendees will enjoy engaging performances from our NBAF partner artists and headlining performances from nationally recognized stars lending their talents to support NBAF and the important work we do to support Black artists!

This new iteration of the NBAF Gala allows for greater access to our community with tiered ticket levels. From front-of-stage table seating that includes a finely catered meal, open bar and reserved VIP seating to general admission lawn seating, NBAF’s Celebration Under The Stars will bring all of our supporters together for an unforgettable night of exemplary Black art!
Dear Friends,

By supporting NBAF’s Fall Fundraiser, Celebration Under the Stars, you are making a powerful investment in an organization that champions equity, justice, and the transformative power of Black art.

Your partnership directly supports NBAF’s year-round programming that provides essential resources and platforms for African American artists, engages students in youth arts education, and brings the richness of Black art to audiences nationwide. Most importantly, it helps sustain a vibrant community where Black artists can thrive and inspire us all.

Together, we can ensure that art remains a dynamic force in our society, celebrating the diversity and resilience of the Black experience. We invite you to join us in this vital mission. Your financial commitment has a lasting positive impact on the cultural fabric of tomorrow.

We thank you in advance for your continued support!

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Stephanie Owens  
Executive Director  
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NBAF Celebration Under the Stars

VIP Pit & Reserved Seating Options

VIP Curated Dinner & Open Bar

Live Performances

Arts Awards Presentations

Media Red Carpet & Photo Moments

Fine Art & Merch Market

GA Lawn Seating & BYOB options

Food Vendors & Cash Bars
Run Of Show

5 PM - 9 PM

- Doors Open
- Private VIP Reception with Open Bar & Catered Meals
- Themed Photo & Video Booths
- Artist Vendor Village & Fine Art Market
- Food Vendors & Cash Bars
- Celebrity Host
- Live Music by noted ATL DJ
- Fulton County and F.A.C.E. highlight
- Welcome from South Fulton Mayor, khalid kamau
- Welcome from Atlanta Mayor, Andre Dickens
- Remarks from Fulton County Department of Art & Culture
- Trailblazer In The Art Award Presentation
- Horizon Award for Emerging Artist Presentation
- Live Performances by NBAF supported artists
- Headlining Performances

2023 NBAF Performer, R&B Singer Carl Thomas
NBAF celebrates influential individuals with special tributes throughout the evening, highlighting their contributions to the art & culture landscape. Honors include the Horizon Award for Emerging Artists and the Trailblazer In The Arts Award.

**Horizon Award for Emerging Artists:**
NBAF’s Horizon Awards for Emerging Artists helps artists of African descent scale their careers with a $10,000 award grant to fund their practice.

**Trailblazer In The Arts Award:**
The Trailblazer In The Arts Award recognizes an influential and iconic African American artist whose work has blazed trails and opened doors for future artists to continue in their footsteps. Past honorees include Filmmaker Will Packer, Music Producer Coach K, Costume Designer Ruth Carter, Visual Artist Radcliffe Bailey, and more.
Attendee Stats

Ethnicity

- African American: 85%
- Latino: 5%
- Other: 3%
- White: 7%

40% Male | 2% Non-binary | 58% Female

ATTENDEES
3500 - 5000

AGE
68% 25 - 55

EDUCATION
85% College Graduate

INCOME
60% 85K+ Annually

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2023 NBAF Attendees. Actress Moneytta Shaw & NBAF Special Events Coordinator, Judy Hanenkrat

2023 NBAF Attendee. Model & TV Personality Cynthia Bailey
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<tr>
<th>Sponsor Level</th>
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| PRESENTING:   | $50,000| Six 4 person tables/24 guests  
“Presented by” billing on all media  
Inclusion in event PR, Marketing & Social Promo  
Stage speaking moment  
Comp cocktail & food VIP hour  
Front of stage viewing  
Logo on stage screens & signage  
Private VIP entrance  
Valet parking  
Open bar  
2 available |
| SUPPORTING:   | $25,000| Five 4 person tables/20 guests  
Inclusion in event Social Promo  
Stage artist award presentation  
Comp cocktail & food VIP hour  
Front of stage viewing  
Logo on all marketing collateral  
Logo on stage screens  
Private VIP entrance  
Valet parking  
Open bar  
4 available |
| SUSTAINING:   | $10,000| Four 4 person table/16 guests  
Inclusion in event Social Promo  
Stage mentions  
Comp cocktail & food VIP hour  
Front of stage viewing  
Logo on all marketing collateral  
Logo on stage screens  
Private VIP entrance  
Valet parking  
Open bar  
6 available |
| UPSTANDER:    | $7,500 | Three 4 person table/12 guests  
Comp cocktail & food VIP hour  
Front of stage viewing  
Private VIP entrance  
Valet parking  
Open bar  
4 available |
| ALLY:         | $5,000 | Two 4 person table/8 guests  
Comp cocktail & food VIP hour  
Front of stage viewing  
Private VIP entrance  
Valet parking  
Open bar  
6 available |
| FRIEND:       | $2,500 | One 4 person table/4 guests  
Comp cocktail & food VIP hour  
Front of stage viewing  
Private VIP entrance  
Valet parking  
Open bar  
6 available |
Sponsorship Benefits

Cultural Impact: Your support plays a vital role in promoting cultural diversity, fostering inclusivity in divisive times, and celebrating the vibrant contributions of African Americans to the national and global art scene.

Community Engagement: NBAF programs draw a diverse audience from all walks of life, creating a unique platform for your organization to connect with a wide range of consumers and engage with your target audience in a meaningful way that demonstrates your commitment to social responsibility.

Youth Arts Education: NBAF is committed to identifying talent and encouraging creativity among young people of African descent. Your support funds NBAF’s school-based programs that present the rich history of the arts and provide artistic and professional development for public school students, improving their academic success and opening pathways to higher education.

Brand Visibility: As a valued partner, your organization will enjoy prominent visibility across various NBAF and partner platforms, including but not limited to onsite engagement, PR/marketing tie-ins, naming rights, promotional materials, and social and digital media.

Long-Term Partnership: NBAF is seeking multi-year partnerships that create a lasting legacy for both NBAF and the partner organization. A multi-year commitment allows us to plan strategically, deepen our collaboration, and amplify the positive impact we can make together!

2024 NBAF Attendees, NBAF Executive Director Stephanie Owens, and Philanthropist John Palmer

2024 NBAF Attendees, NBAF Supporter and Wife of Baseball Legend Hank Aaron, Billye Aaron, and Hiedoki Bespoke CEO, Dedrick Thomas.
NBAF is committed to continuing its 36 year legacy of providing stellar artistic and educational programs across the disciplines of music, dance, film, theatre, visual and literary arts.

2023 NBAF Impact Stats:

10M+ $55k 2744 2600 135

Program Impressions Grants Awarded APS Students Impacted NBAF Event Attendees Artists Employed
NBAF was recognized in 2008 by the United States Congress for its importance to the “cultural fabric of greater Atlanta and all of America.”

NBAF Social Stats:

60k Facebook Followers
32k Newsletter Subscribers
23k Bi-Weekly Newsletter Reach
18k Monthly Website Visits
11k Instagram Followers

2023 NBAF Attendee, Former Football Player Rodney Peete & Actress Holly Robinson Peete

2023 NBAF Honoree, Film Producer Will Packer & Wife Heather Hayslett
Celebration Under the Stars

For more information or to discuss sponsorship opportunities:
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www.nbaf.org