



NATIONAL BLACK PARENTING CONFERENCE 2025

Empowering Black Families: From Surviving to Thriving

SUCCESSFUL
BlackParenting

The National Black Parenting Conference brings together parents and experts to address critical topics that affect the Black family.

NBPC

The Black Parenting Conference brings together Black parents, caregivers, and experts to empower families and promote well-being. We offer a year of impactful, culturally-centered online and in-person experiences for families across the nation.

Who We Are & Why We Do What We Do

The National Black Parenting Conference is an initiative of Successful Black Parenting magazine and we are hosting our first conference in 2025 to help parents of Black children to thrive.

Black is not about skin color but is about culture. We took a look at what is trending in demographics, statistics, and research regarding the Black family and knew that we could make an impact. There are various tracks for the conference sessions from health care and social topics to educational challenges that affect the Black family.

We are here to help our sponsors to connect with our audience, your consumers. We provide leads and connections, while helping you to build brand recognition with Black parents.

BLACK BUYING POWER IS \$1.5 TRILLION

CONFERENCE OVERVIEW

- **Format:**
 - First three conferences online
 - Subsequent regional in-person events to engage diverse communities
- **Goals:** Empower Black families, connect communities, and provide vital resources.

Why Sponsor the Black Parenting Conference?



**Social
Impact**



**Reach &
Engage**



**Influence &
Exposure**

SOCIAL IMPACT

Demonstrate your commitment to supporting Black families, children, and communities by funding an event that provides education, resources, and community-building.

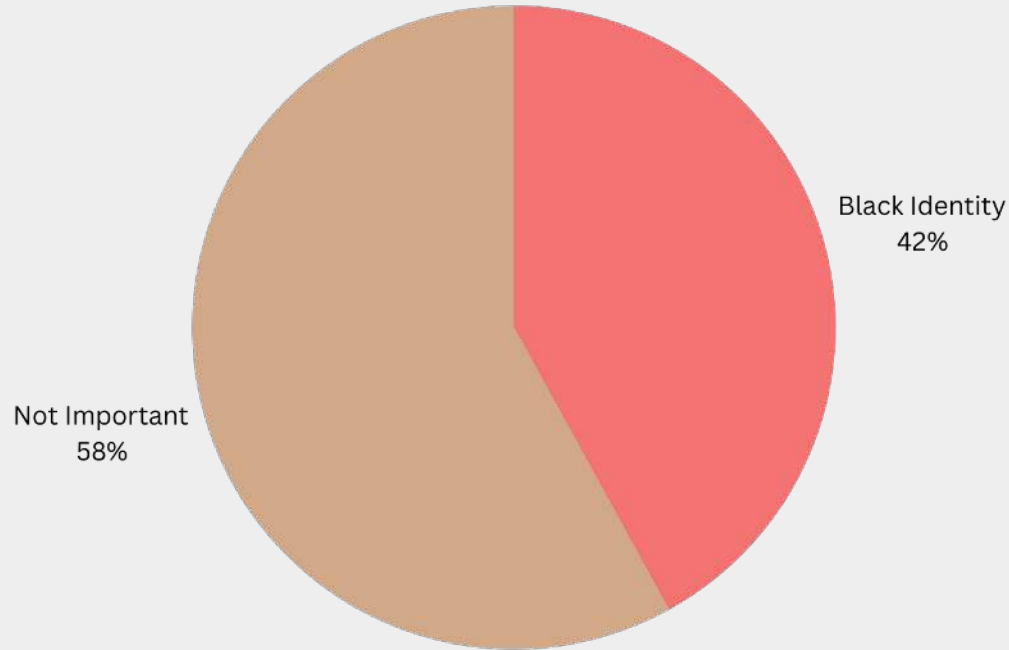
REACH & ENGAGE A VALUABLE AUDIENCE

Successful Black Parenting's readership is a unique demographic of highly engaged, culturally-conscious Black parents. Sponsoring the conference allows you to connect directly with this audience.

INFLUENCE & EXPOSURE

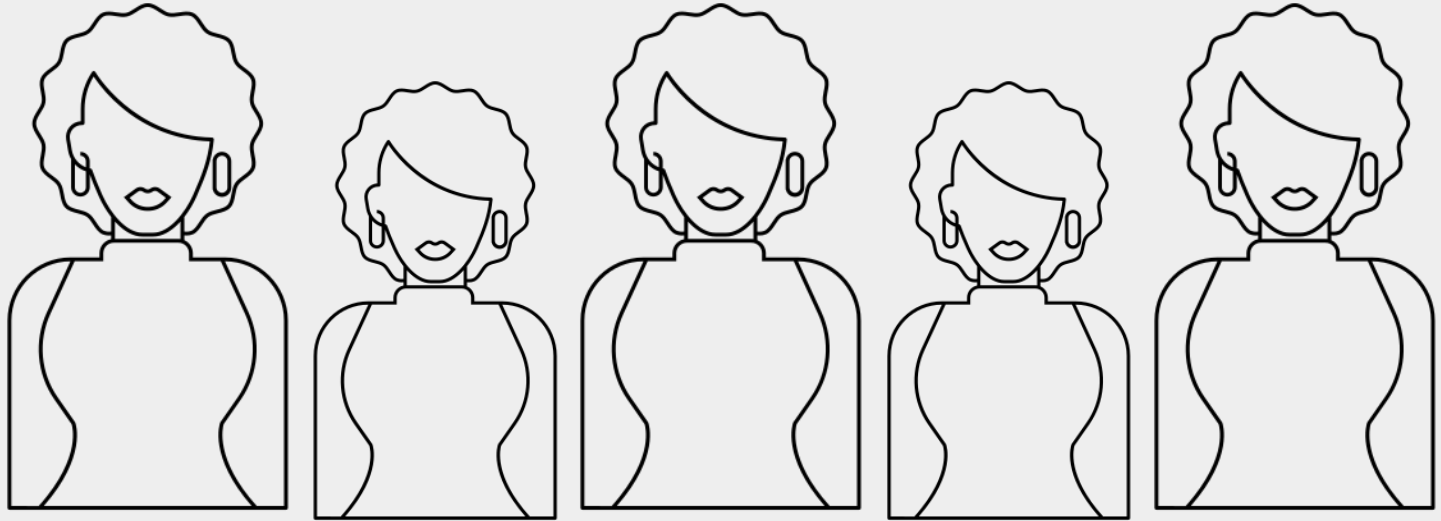
Align your brand with a trusted platform that reaches 11K+ unique visitors daily, and gains attention from leading media outlets.

AUDIENCE DEMOGRAPHICS



Strong emphasis on parenting as a core part of identity (42% of Black parents)

AUDIENCE DEMOGRAPHICS



Predominantly Black women aged 18-35

AUDIENCE DEMOGRAPHICS



High spending power: Black consumer market is \$1.8 trillion in 2024

SPONSORSHIP BENEFITS



Brand Visibility

Extensive exposure across Successful Black Parenting's channels, including banner ads, social media shout-outs, and event materials.

Direct Engagement

Opportunity for interviews, speaking engagements, and ads that connect your brand with an active, loyal audience.

Community Support

Strengthen your brand image by supporting the growth and well-being of Black families across the country.

Reach and Engagement



Digital
Reach



Social
Media
Presence



Podcast &
Video
Exposure

11K+ DAILY UNIQUE VISITORS

DIGITAL REACH

Over 11K unique website visitors per day on
SuccessfulBlackParenting.com, primarily
mobile users



SOCIAL MEDIA PRESENCE

Highly active social channels, including,
Instagram, SnapChat, YouTube, and Facebook

A large, faint, light pink watermark of the Instagram logo is centered in the background of the slide. It consists of a rounded square frame with a camera lens and flash icon in the center.

PODCAST & VIDEO EXPOSURE

Option to sponsor segments of the BackTalk Podcast, which is syndicated across platforms like Spotify, Apple Podcasts, and more.

MEDIA & PRESS RECOGNITION



[Washington Post](https://www.washingtonpost.com)



[Oprah.com](https://www.oprah.com)

Successful Black Parenting has been [featured](#) in prominent outlets like *The Washington Post* and *Oprah Magazine*.

MEDIA & PRESS RECOGNITION



The magazine has been awarded for its community engagement and recognized as the Best Black Family Podcast by FeedSpot, a Forbes property.

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