



Black History Live 2026: African Americans in the West Sponsorship Opportunities



Colorado Humanities' annual Black History Live tour is a dynamic educational and cultural event that honors the impactful contributions African Americans have made – and continue to make – in areas such as the arts, culture, economic development, education, human rights, medicine, public services, politics, and sports.

African Americans in the West

February 2026

In 2026, our statewide tour features York, the only Black member of the Lewis and Clark Expedition, and Mary Fields, the first Black woman mail carrier in the U.S. Their stories illuminate the critical roles of African Americans in the history of the American West and a deeper understanding of Colorado's place in that history.

The events will be free and accessible to audiences in both urban and rural Colorado, highlighting the resilience, contributions, and legacies of African Americans as central to the state's 150th and the nation's 250th commemorations. When you sponsor this event, your impact is multiplied because the tour brings free educational programming to our community partners, including local schools, retirement homes, public libraries, museums, and art centers.

Prospective locations: Aurora, Cañon City, Colorado Springs, Denver, Fort Collins, Glenwood Springs, Grand Junction, Greeley, Littleton, Parker, Pueblo.



MARVIN JEFFERSON AS YORK

Born into slavery in Virginia and owned by William Clark, York traveled thousands of miles across uncharted territory on the Lewis and Clark Expedition, contributing as a skilled hunter, caregiver, and diplomat with Native American nations.



BECKY STONE AS MARY FIELDS

Mary Fields, "Stagecoach Mary," was the first African American woman to be a star route carrier for the U.S. mail service. As a settler on the frontier, she lends a firsthand account of African Americans who lived in the Wild West.



ABOUT COLORADO HUMANITIES

Colorado Humanities, a 501(c)(3) nonprofit established in 1974, is our state's central hub for the public humanities. We create spaces where stories are shared, ideas take flight, and conversations spark connection and innovation. Our work strengthens and sustains the organizations, communities, and people who bring the humanities to life.

Benefits of Sponsorship

PRIME EXPOSURE

We invite sponsors to join us in ensuring this beloved tradition—and our statewide cultural and educational programs—continue to thrive. Sponsors will be included on all marketing materials, and introduced as sponsors at the beginning of each performance across the state.

Sponsors will enjoy prominent brand recognition before, during, and after the event—reaching over 1,500 people at in-person events and tens of thousands more through digital media.

CHAMPION THE HUMANITIES

Now is the time to stand with Colorado's storytellers, educators, and communities. As a sponsor of Black History Live, you'll demonstrate your commitment to the arts, history, literacy, and civic engagement—while gaining meaningful visibility among engaged, culturally minded audiences. Your support will help Colorado Humanities continue to inspire understanding, connection, and belonging across our state.

JENNIFER MACIAS

Program Coordinator

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BLACK HISTORY LIVE 2026

Sponsorship Opportunities

Help bring 16 free, live humanities performances to 11 communities.

Goal: \$20,000



History Maker Sponsor – \$5,000+

Impact: Funds 5 free performances reaching 750+ people statewide

- “Presented by” naming rights for one regional tour
- Option to give short remarks or video message + Verbal thanks at all events
- Logo on statewide posters, digital media, press releases
- Feature in e-newsletter and annual Impact Report



Storykeeper Sponsor – \$2,500

Impact: Supports 2–3 free performances in rural or underserved areas

- Verbal thanks at sponsored events
- Logo on promotional materials, postcards, website, and digital ads
- Inclusion in sponsor spotlight video
- Framed appreciation certificate & tour photo



Community Champion – \$1,000

Impact: Brings 1 free performance to a school, library, or museum

- Logo on statewide materials and website
- Verbal acknowledgment at sponsored event
- Recognition in e-newsletter



Friend of the Tour – \$500

Impact: Provides classroom or community access for up to 50 attendees

- Name listed on website and printed programs
- Thank-you post on social media



Educator Ally – \$250

Impact: Supports free educational packets for teachers and students

- Name listed on website and thank-you email to statewide network

WHY YOUR SUPPORT MATTERS

Your sponsorship brings living history to communities across Colorado—bridging past and present through performance, dialogue, and shared understanding.

Together, we ensure Black history is celebrated as Colorado history.

COLLATERAL SAMPLES

BLACK HISTORY LIVE

Honoring the struggles, triumphs, and contributions of pivotal unsung heroes, visionaries, and trailblazers who have shaped the intricate tapestry of Black heritage.

HARRIET TUBMAN
by Becky Stone

LOUIS ARMSTRONG
by Becky Stone

FEBRUARY 2025
AURORA • CAÑON CITY • COLORADO SPRINGS
DENVER • FORT COLLINS • GLENWOOD SPRINGS
GRAND JUNCTION • GREELEY • LITTLETON
PARKER • PUEBLO

COLORADO HUMANITIES

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Black History Live

Maya Angelou

Maya Angelou was born April 4, 1928 in St. Louis, Missouri. In her life of 86 years, Angelou published seven autobiographies, three books of essays, several books of poetry, and a list of plays, movies, and television shows spanning over 50 years. Her autobiography *I Know Why the Caged Bird Sings* tells of her life up to the age of 17 and brought her international recognition and acclaim and a National Book Award. When *I Know Why the Caged Bird Sings* was published in 1969, Angelou was hailed as a new kind of memoirist. She was one of the first African American women to publicly discuss her personal life.

A respected spokesperson for black people and women, Angelou's works are considered a defense of black culture and are widely used in schools and universities worldwide.

This living history portrayal gives insight into how and why she wrote, and her life philosophy that included a strong belief in the power of words.

February 18, 2023, 2 p.m.
Mesa County Public Library
443 N 6th St, Grand Junction, CO 81501

Becky Stone holds a B.A. in Drama from Vassar College and a M.A. from Villanova University in Elementary Educational Counseling. Born and raised in Philadelphia, PA, Stone became a storyteller upon moving South 37 years ago. Her acting credits include Lime Kiln Arts Theater, VA, Warehouse Theatre, Greenville, SC, Haywood Arts Regional Theatre, Southern Appalachian Repertory Theatre, Asheville Community Theatre, Highland Repertory Theatre, Asheville Contemporary Dance Theater in Asheville and Merida, Mexico, and Asheville on Broadway. Stone has presented at North Carolina and Colorado Chautauqua festivals as Harriet Tubman, Josephine Baker, Pauli Murray, and Rosa Parks.



Please register for the event using the QR code



For more information, contact Jennifer Macias at jennifer@coloradohumanities.org or 303.894.7951 x17.

COLORADO HUMANITIES PRESENTS

FEB | **BLACK HISTORY LIVE** | 2024

"MAKE A CAREER OF HUMANITY. COMMIT YOURSELF TO THE NOBLE STRUGGLE FOR EQUAL RIGHTS. YOU WILL MAKE A BETTER PERSON OF YOURSELF, A GREATER NATION OF YOUR COUNTRY, AND A FINER WORLD TO LIVE IN."

MARTIN LUTHER KING, JR.

COLORADO HUMANITIES PRESENTS

FEB | **BLACK HISTORY LIVE** | 2024

ROSA PARKS

"MEMORIES OF OUR LIVES, OF OUR WORKS AND OUR DEEDS WILL CONTINUE IN OTHERS."