



FATHERS MATTER

CHANGING THE NARRATIVE
ON BLACK FATHERS

Press Kit + Sponsorship Guide

Book Launch + Prayer Walk + Men's Summit

Saturday, November 14, 2026 • Fort Washington Park, Maryland



17 stories. 3 voices from the book, live.

One day of connection, reflection, prayer and practical conversation.

About Fathers Matter

A book, a walk and a gathering built from real stories.

*“What do fathers carry
that no one ever asks
them about?”*

Fathers Matter began with men telling the truth about fatherhood and manhood as they have actually lived it. Through 17 stories, the book explores presence and responsibility, faith and family, grief and healing, mentorship, second chances and legacy.

On November 14, those conversations come off the page. The Book Launch + Prayer Walk + Men's Summit creates a place for men, families and supporters to connect, reflect, pray, learn something useful and spend the day in community.



What happens on November 14

- 01 Book launch + featured voices from the book
- 02 Guided prayer walk at Fort Washington Park
- 03 Reflection Zones with hands-on experiences
- 04 Community fellowship, vendors and partner activations



The larger mission is to place Fathers Matter
and its message into the hands of 1,000 fathers.



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Meet the Featured Voices

Three voices from the book. Live on November 14.

These are three of the men whose stories will help carry the day.



Anthony J. McAllister

His 18-year-old daughter was killed by a stray bullet. In the grief that followed, Anthony found himself facing a question we do not ask often enough: where does a father put his pain?



Michael Parker

His father served more than 21 years in the U.S. Air Force and retired as a Staff Sergeant. To Mike, he was more than 'Sarg.' He was his hero. His discipline, sacrifice and presence became the model Mike carried into the man and father he would become.



Stanford Robinson

His chapter helped inspire the Prayer Walk. In 'Fathers Who Cover Their Children in Prayer,' Stanford reflects on the example fathers live in front of their children and the lessons they carry simply by watching how we pray, show up and live.

There is more to each story. Read Fathers Matter.



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Sponsorship Opportunities

Support the walk. Support the message. Help bring Fathers Matter into the community.

Overall Walk Sponsor

\$2,500

1 AVAILABLE

Top billing across event materials, prominent logo placement, on-site recognition, sponsor remarks opportunity, social media recognition, and activation space.

Reflection Zone Sponsors

\$500 each

6 AVAILABLE

Recognition tied to one featured zone, on-site signage, inclusion in promotional materials, social recognition, and activation space at the zone.

Hydration Sponsor

\$1,000 or in-kind

1 AVAILABLE

Recognition at hydration stations, sponsor signage, event-day mentions, and alignment with participant care and wellness.

Transportation Sponsor

\$800

1 AVAILABLE

Recognition for helping make the walk more accessible, sponsor visibility in event communications, signage, and event-day acknowledgment.

Custom partnership packages are also available.

Sponsorship support helps extend the Fathers Matter mission and improve the event experience for participants.



STRONGER MEN. BRIGHTER FUTURES.

Sponsorship Areas at a Glance

Support one zone, multiple activations, or the full day. Cash and in-kind partners welcome.



Wellness Zone

Movement, breath and practical wellness conversations that help men reset, refocus and keep showing up well in every part of life.

Ideal partners: Wellness, fitness, healthcare, nutrition



Refinement Zone

Grooming, presentation, style, floral selection and practical life skills that shape how a man carries himself.

Ideal partners: Barbers, stylists, florists, etiquette professionals



Matters of the Heart Zone

A thoughtful space for honest conversation around relationships, communication, grief, forgiveness and the things men do not always say out loud.

Ideal partners: Counselors, family services, therapists, community partners



What's in Your Toolkit? Zone

Resources for real life, from home and car basics to coping strategies, support systems and mental health support.

Ideal partners: Tools, home improvement, auto care, mental health, resource providers



Prayer & Reflection Zone

A quieter place for guided prayer, personal reflection and moments that help men pause, process and be encouraged.

Ideal partners: Faith partners, journals, seating, hydration, devotional resources



Legacy, Wealth & Business Zone

Conversations around financial literacy, entrepreneurship, career growth and building something meaningful to pass forward.

Ideal partners: Banks, credit unions, business services, entrepreneurs, financial coaches

In-kind support is welcome. Examples include hydration, transportation, journals, books, floral materials, grooming kits, wellness supplies, seating and tents.



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Press + Partnership Contact

Bring Fathers Matter into the room.
Bring it into the community.



Media opportunities

Author interviews • event coverage • book features •
story angles around fatherhood, prayer, healing,
community and legacy.



Ways to partner

Sponsor the November 14 experience • support the
1,000 fathers mission • host a city conversation •
invite Fathers Matter into your market.



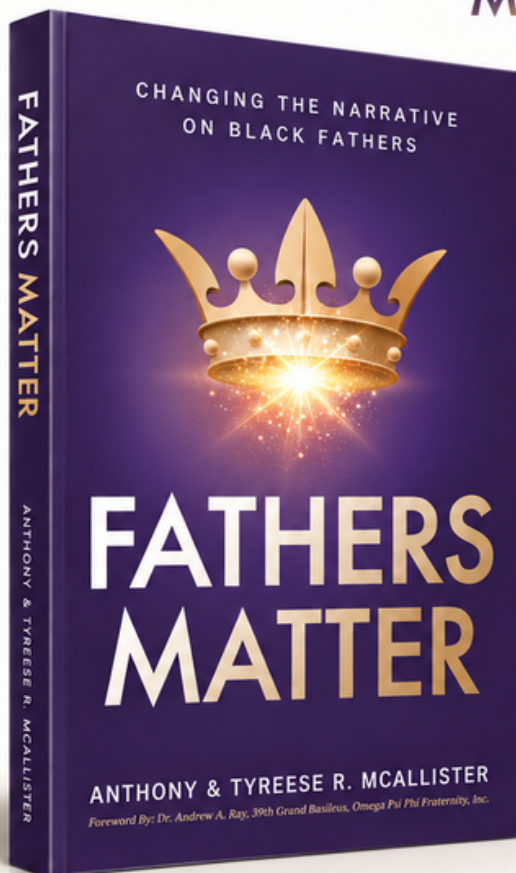
Learn more, inquire about sponsorships,
or follow the event.

thetalentshowcase.com/prayer-walk

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PRODUCED BY THE TALENT SHOWCASE

Book Launch + Prayer Walk + Men's Summit



THE BOOK THAT STARTED THE CONVERSATION

17 stories. 3 voices from
the book, live.

One day of connection,
reflection, prayer and
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BOOK LAUNCH + PRAYER WALK + MEN'S SUMMIT

NOVEMBER 14, 2026



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