



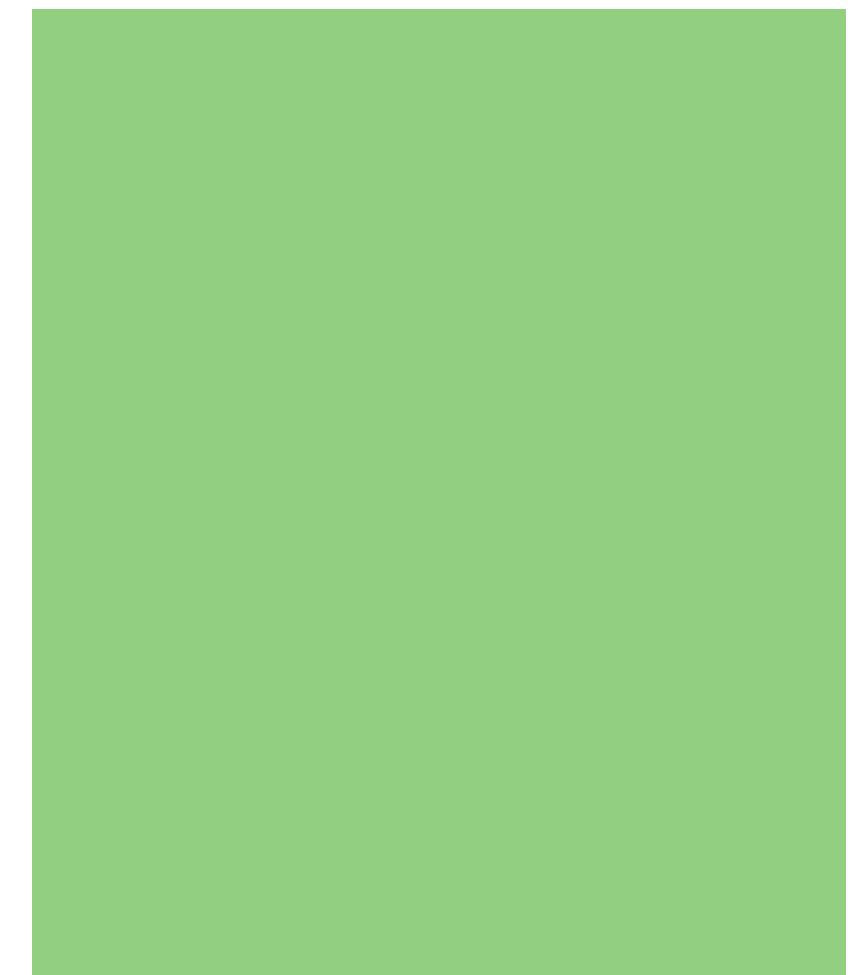
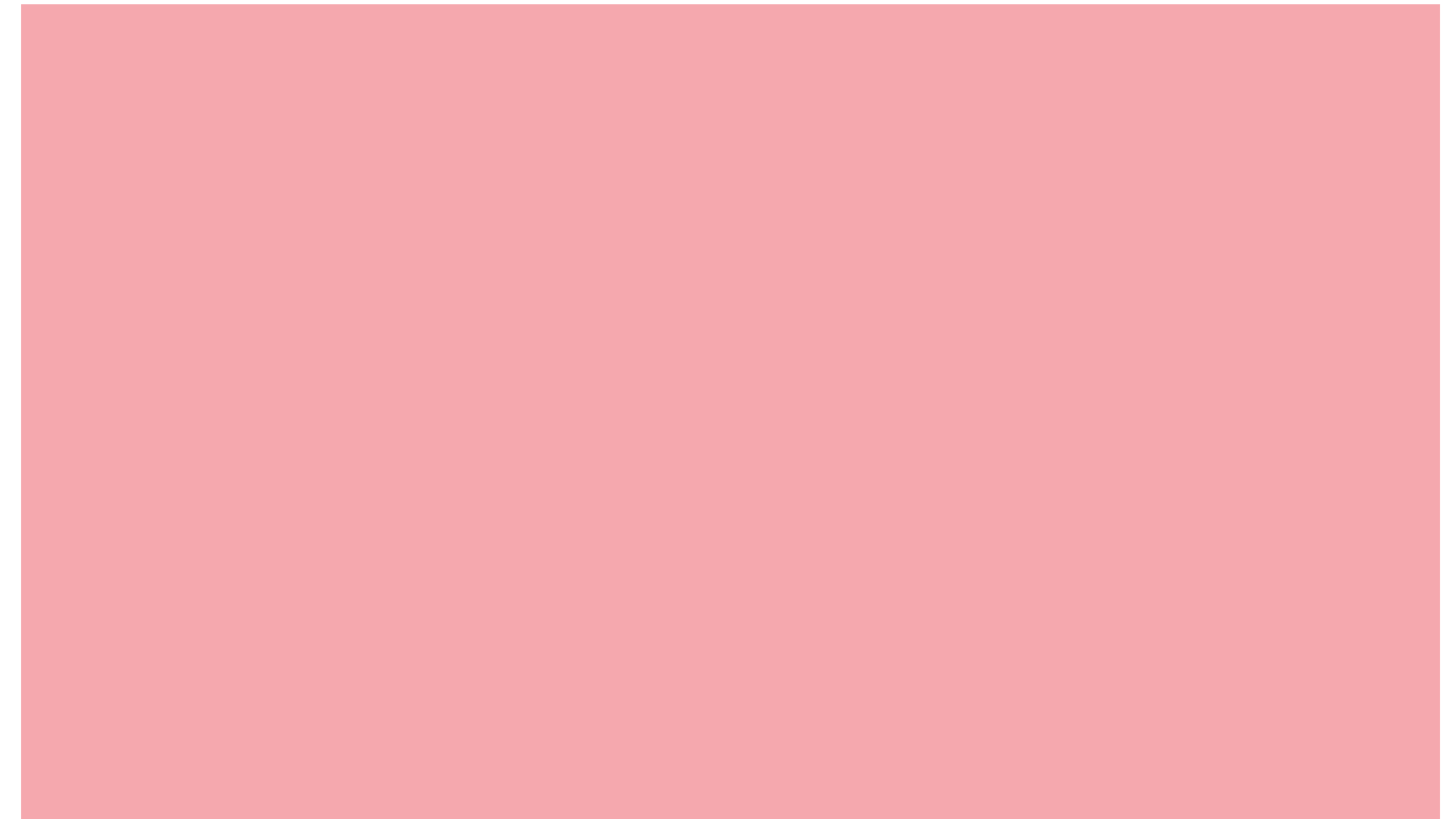
A Conversation w/ Tina

EVENT DECK

Fall 2024
HBCU Book Tour

INTRODUCTION

Trina has been part of the music scene for over two decades. In the past five years, she has graced the television screens as a lead cast member on Love and Hip-Hop Miami. HBCU Homecoming season is one of the most anticipated times during the school year. Alumni and students flock to the yards to embrace the campus. With Trina releasing her new book, it would be a great time to reach thousands of people at one time and have a conversation about her journey to the book.





TOUR STOPS

**October 2, 2024-
Central State University
(Wilberforce, OH)**

**October 15, 2024-
Howard University
(Washington, DC)**

**October 17, 2024-
NCAT
(Greensboro, NC)**

**October 30, 2024-
Jackson State University
(Jackson, MS)**

POPULATION STATS

6,044 students-
Central State University
(Wilberforce, OH)

10,002 students-
Howard University
(Washington, DC)

13,487 students-
NCAT
(Greensboro, NC)

9,811 students-
Jackson State University
(Jackson, MS)

Founder/Creator Jazmyne Courtnee Byrd

The Boss



JAZMYNE COURTNIE BYRD IS AN AWARD-WINNING JOURNALIST WHO WAS BORN AND RAISED IN CINCINNATI, OHIO. SHE ATTENDED WOODWARD HIGH SCHOOL WHERE SHE GRADUATED IN 2004. SHE WENT ON TO FURTHER HER EDUCATION AT THE ONLY PUBLIC HBCU IN OHIO; CENTRAL STATE UNIVERSITY WHERE SHE ATTENDED FROM 2004- 2009 WITH A BACHELOR OF ARTS IN PSYCHOLOGY. SHE RELOCATED TO THE WASHINGTON, DC AREA WHERE SHE WORKED FOR THE DEPARTMENT OF SOCIAL SERVICES IN MARYLAND IN THE JOB READINESS PROGRAM. SHE FOUND HER CAREER CALLING IN JOURNALISM IN 2010. SHE BEGAN WRITING AS A CONTRIBUTING WRITER FOR SEVERAL MAGAZINES INCLUDING KINGDOM VOICES, BOSS-E MAG, EXUDE, BEAUTIFULLY SAID, AND QUEEN SIZE MAGAZINE IN ENTERTAINMENT AND PLUS SIZE FASHION. SHE IS THE CEO AND CREATOR OF THE DIVAH FILEZ, AN ONLINE MAGAZINE RUN BY HBCU STUDENTS. SHE IS A JOURNALIST AND HOST CORRESPONDENT FOR SHEEN MAGAZINE AND HELLO BEAUTIFUL MAGAZINE. IN 2014 SHE STARTED HER OWN HBCU MAGAZINE CALLED THE DIVAH FILEZ WHERE HBCU STUDENTS GAIN COLLEGE INTERNSHIPS AND REAL JOURNALIST EXPERIENCE. IN 2021 SHE WAS AWARDED A PROCLAMATION TO THE CITY OF CINCINNATI, OHIO FOR HER CONTRIBUTIONS TO HBCU CULTURE. SHE DECIDED TO TAKE A DETOUR AND ATTEND MORRIS BROWN COLLEGE IN THE FALL OF 2022 TO GET HER DEGREE IN BUSINESS ADMINISTRATION WITH A CONCENTRATION IN ORGANIZATIONAL MANAGEMENT AND LEADERSHIP.

The Author

Trina

Da Baddest



KATRINA "TRINA" TAYLOR IS A PLATINUM-SELLING HIP HOP ARTIST WITH OVER TWO DECADES OF SUCCESS IN THE INDUSTRY. WITH AN UNLIMITED DRIVE AND TALENT, SHE HAS CONQUERED THE ENTERTAINMENT WORLD AS AN ACTRESS AND TELEVISION PERSONALITY. WITH UNLIMITED DRIVE AND TALENT, SHE HAS CONQUERED THE ENTERTAINMENT WORLD AS AN ACTRESS AND TELEVISION PERSONALITY. ENTERING INTO MILLIONS OF HOUSEHOLDS ON MONDAYS ON VHI, SHE IS A LEAD CAST MEMBER ON LOVE AND HIP-HOP MIAMI, GIVING FANS A GLIMPSE INTO HER LIFE. SHE HAS RELEASED SIX STUDIO ALBUMS, FOUR EP'S, AND A MULTITUDE OF ADDITIONAL RELEASES IN HER MUSICAL CATALOGUE. IN ONE OF THE MOST PIVOTAL MOMENTS IN HER LIFE, TRINA WAS HONORED BY THE CITY OF MIAMI WITH TWO KEYS TO THE CITY AND OFFICIALLY PROCLAIMED MAY 14TH AS TRINA DAY. IN 2023, BET NETWORKS HONORED TRINA WITH THE I AM HIP HOP AWARD FOR HER LONGSTANDING AND CONSISTENT STAMP IN POP CULTURE AND MUSIC. OTHER RECOGNITIONS AND NOMINATIONS INCLUDE AMERICAN MUSIC AWARDS, BET AWARDS, BILLBOARD MUSIC AWARDS, MTV VIDEO MUSIC AWARDS AND MANY MORE.

AS A DOMINATING FEMALE HIP HOP ARTIST, TRINA IS ONE OF THE FIRST FEMALE ENTERTAINERS TO CREATE AND PRODUCE A FESTIVAL THAT WELCOMES AND CELEBRATES ALL GENRES OF MUSIC HOUSED IN MIAMI, FLORIDA CALLED THE ROCKSTARR MUSIC FESTIVAL.

TRINA IS A LEGENDARY FEMALE MUSIC ENTERTAINER WHO HAS PUT A STAMP ON POP CULTURE WHILE BRIDGING A GAP BETWEEN CURRENT AND RISING FEMALE ARTISTS TO EMBRACE THEIR FEMININE POWER AND UNIQUENESS, AND TO BE DA BADDEST THAT THEY CAN BE!

The Media Partner

The Divah Filez

The Execution



THE DIVAH FILEZ WAS CREATED TO PROVIDE HBCU STUDENTS WITH AN OPPORTUNITY TO CREATE, MANAGE AND RUN AN ONLINE MAGAZINE / MOBILE APPLICATION BASED ON THE TOPICS AND CONCERNS THAT THE HBCU AND AFRICAN-AMERICAN COMMUNITY WILL GRAVITATE TO, SUPPORT AND LOVE.

UTHE DIVAH FILEZ WAS CREATED IN THE JANUARY 27, 2014 DURING SPRING SEMESTER OF 2014. WE LAUNCHED OUR WEBSITE WWW.THEDIVAHFILEZ.COM

UTHE DIVAH FILEZ TOUCHES ON TOPICS SUCH AS :

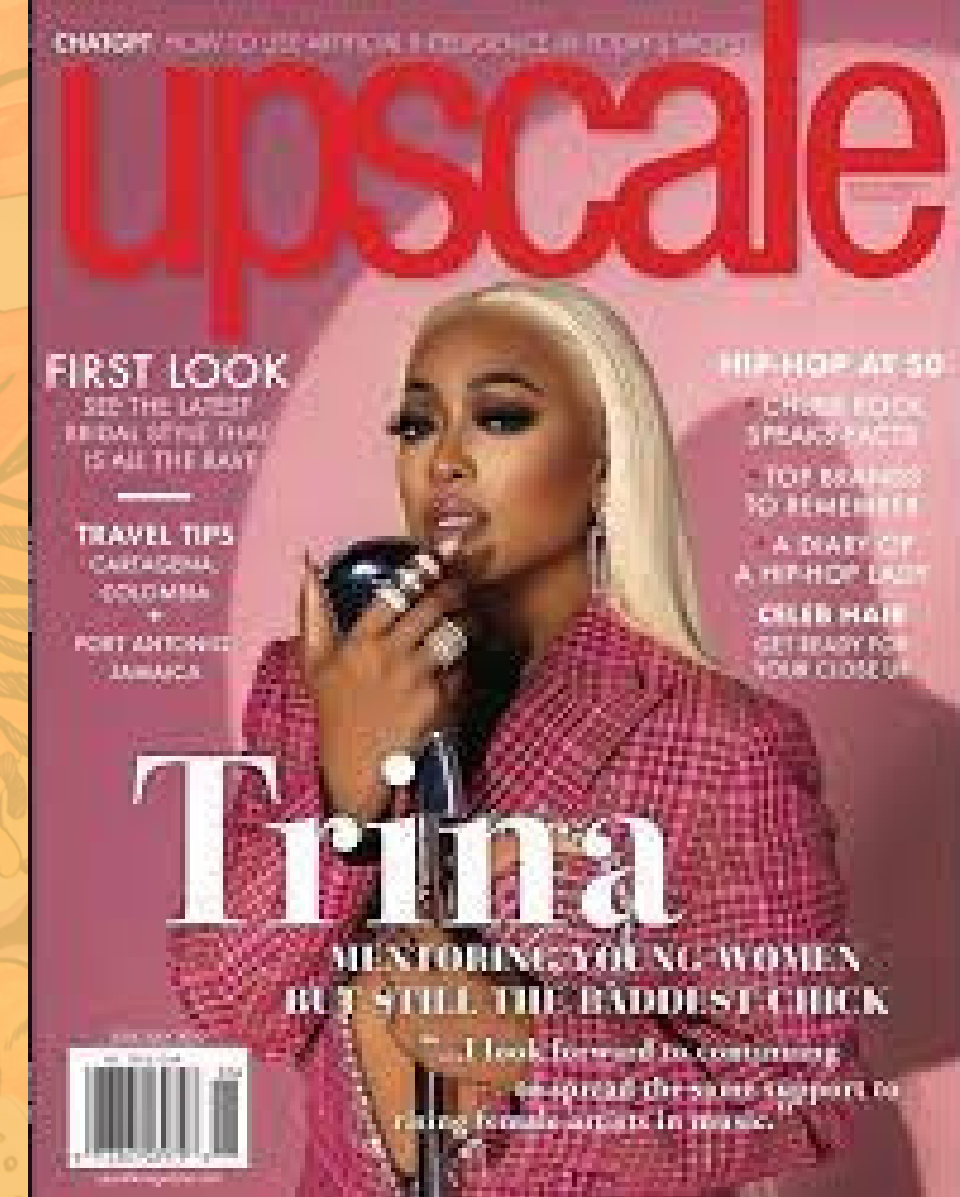
- **POLITICS- PROVIDING IMPORTANT UP TO THE MINUTE UPDATES ON IMPORTANT NEWS AND POLITICS**
 - **MUSIC- GIVING YOU ONE ON ONE INTERVIEWS, EXPOSURE TO INDIE ARTISTS AND THE NEWEST HOT TRAX OF TODAY IN EVERY GENRE.**
 - **FASHION- COVERING THE HOTTEST LOOKS FROM THE RUNWAY TO THE RED CARPET OF YOUR FAVORITE CELEBS AND EVERYDAY PEOPLE TRENDING.**
 - **ENTERTAINMENT AND CELEB NEWS- DISHING THE GOSSIP ON CELEBS AND THOSE MAKING A SPLASH IN THE INDUSTRY WHICH ONE ON ONE INTERVIEWS AND HBCU CAMPUS NEWS.**
 - **SPORTS- COVERING SPORTS NEWS AND SCORES FROM HBCU'S AND MAJOR SPORTS**
 - **BEAUTY AND WELLNESS- FOCUSING ON THE MIND BODY AND SPIRIT**
- UTHE STUDENTS HAVE LEARNED THE BASIC WORKFORCE PRINCIPLES:**

- **RESPONSIBILITY**
- **ACCOUNTABILITY**
- **WORK ETHICS**
- **TEAMWORK**

The Media Partner

Upscale

The Voice



BRONNER BROS AND UPSCALE MAGAZINE. IS A PRIVATELY HELD, FAMILY-OWNED COMPANY. IT WAS FOUNDED IN 1947 BY DR. NATHANIEL H. BRONNER, SR., AND HIS BROTHER ARTHUR E. BRONNER, SR. (SEE HISTORY). TODAY, THE SECOND GENERATION HEADS BRONNER BROS. JAMES BRONNER LEADS THE COMPANY AS PRESIDENT AND CEO.

THE BRONNER BROS. ENTERPRISE CONSISTS OF BRONNER BROS. BEAUTY PRODUCTS, WHICH INCLUDE BB AFRICAN ROYALE, TROPICAL ROOTS AND BRONNER BROS PROFESSIONAL PRODUCT LINES, UPSCALE MAGAZINE, BRONNER BROS. INTERNATIONAL BEAUTY SHOWS, WORD OF FAITH FAMILY WORSHIP CATHEDRAL, AND THE ARK OF SALVATION. BRONNER BROS. EMPLOYS OVER 300 FULL-TIME AND PART-TIME STAFF MEMBERS, OPERATES ONE MANUFACTURING AND SHIPPING FACILITY, AND CORPORATE HEADQUARTERS IN ATLANTA, GA. THE SECOND GENERATION HEADS BRONNER BROS.

SPONSORSHIP

DIVAH SPONSOR

-Vending table All Locations -
Access to designated VIP area during the reception -
Onscreen logo recognition during the event program -
One full-page black and white ad with prominent placement in event journal -
Company logo placement on event materials{evite, journal, media outreach and website}
Social Mention on Media Partner social media platform
A total of 3 dedicated posts on The Divah Filez social media platforms

\$5,000

CLASSY SPONSOR

Vending Table 2 locations -
Onscreen company name recognition during the event program -
One half page black and white ad in event journal -
Company name listed on event materials{evite, event journal and website} -
Social Mention on Media Partner social media platform
One dedicated post on a The Divah Filez social media platform

\$2,500

SPONSORSHIP

GENERAL SPONSOR

- Vending table 1 location -
Onscreen company name recognition during the event program -
One Quarter-Page One half page black and white ad in event journal -
Social Mention on Media Partner social media platform
Company name listed on event materials{event journal and website}

\$1,000

SWAG BAG SPONSOR

Supply gift cards/certificates and samples for swag bags to be given in the VIP Suite of the event.
Upto 250 Bag items

\$1,500

SPONSORSHIP

GENERAL SPONSOR

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Onscreen company name recognition during the event program -
One Quarter-Page One half page black and white ad in event journal -
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Company name listed on event materials{event journal and website}

\$1,000

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\$1,500

VENDOR

GENERAL VENDOR

10X 10 VENDING SPACE

Table

2 chairs

Outlets

WiFi

\$300.00

PAYMENT

Sponsors have to put down a 50% deposit due upfront to reserve spot, with balances due one month before the event. Payment method Square.

