



A Conversation w/ Amara La Negra

EVENT DECK

Fall 2024
HBCU Book Tour

INTRODUCTION

When Love and Hip-Hop Miami hit the scene, fans worldwide fell in love with the firey Afro-Latina, Amara La Negra. She brought a different vibe to the show and unapologetically showed her love for her culture and skin color. We are pleased to host this tour and open up an important discussion about colorism in the community. We will have mental health experts onsite to help students and attendees.





TOUR STOPS

**September 18, 2024-
Texas Southern University
(Houston, TX)**

**September 25, 2024-
Fort Valley State University
(Fort Valley, GA)**

**November 6, 2024-
Florida Memorial University
(Miami, FL)**

**November 13, 2024-
South Carolina State University
(Orangeburg, SC)**

POPULATION STATS

10,510 students

Texas Southern University

(Houston, TX)

2,354 students-

Fort Valley State University

(Fort Valley, GA)

1,339 students-

Florida Memorial University

(Miami, FL)

8,820 students-

South Carolina State University

(Orangeburg, SC)

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 Advocate

Amara La Negra

Afro-Latina Star



AMARA'S MUSICAL INSPIRATION HAIL FROM THE AMBIANCE OF BEYONCÉ, THE BOLD DIRECTION STEMMED FROM RIHANNA, AND THE SOFT INVITING PRESENCE OF BRUNO MARS. AMARA IS THE EMBODIMENT OF THE WOMAN OF TODAY WHO WAS CREATED WITH A HINT OF THE PAST AND A TWIST OF TOMORROW. WITH A SPANISH AND CARIBBEAN BACKGROUND, THE SONGSTRESS DESCRIBES HERSELF AS ECCENTRIC, VIBRANT, AND AMBITIOUS. AMARA LA NEGRA, BORN DIANA DANIELYS DE LOS SANTOS, IS AN INTERNATIONAL ENTERTAINER, SINGER/SONGWRITER, ACTRESS, MODEL, AND ESTEEMED PHILANTHROPIST. SHE IS A WOMAN OF DIMENSIONS WHO FEEDS HER SOUL WITH THE LOVE AND PASSION SHE INHALES FROM PERFORMING ACROSS THE WORLD.

THE INTERNATIONAL ENTERTAINER AND REALITY TV PERSONALITY DOMINATES HER TRANSITION INTO THE AMERICAN MAINSTREAM SPOTLIGHT WITH HER TRANSPARENT AND MULTI-FACETED CHARISMA. UNDENIABLY IDENTIFIED AS THE "BREAK OUT STAR" OF LOVE & HIP HOP MIAMI SEASON 1, INTRODUCED ANOTHER SIDE OF HER TALENT AS THE LEADING LADY IN THE NEW FILM ENTITLED "FALL GIRLS" ALONGSIDE ACTRESS/PERSONALITY TAMI ROMAN AND ERICA PEEPLES. THE FILM WAS PRODUCED AND DIRECTED BY CHRIS STOKES, AS WELL AS, MARQUES HOUSTON, JUANITA STOKES, JARELL HOUSTON, AND JEROME JONES. THE COMEDIC FILM PREMIERED ON BET NETWORK ON JANUARY 2019.

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

- 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

P2P STAGE SPEAKER WITHOUT PRODUCT

Join the stage to speak about the topic
Be able to introduce your business and give a brief overview
Meet and Greet with social media post and tag
Article inside media partner outlet

\$1,000

P2P STAGE SPEAKER WITH PRODUCT

Sell Product at table
Join the stage to speak about the topic
Be able to introduce your business and give a brief overview
Meet and Greet with social media post and tag
Article inside media partner outlet

\$500

VENDOR

GENERAL VENDOR

10X 10 VENDING SPACE

Table

2 chairs

Outlets

WiFi

\$300.00

PAYMENT

Payment method Square.

