



The Divah Filez
presents:

Us 2 The Movement
FEATURING TASHA PAGE-LOCKHART
FROM BROKEN TO UNAPOLOGETIC AND VICTORIOUS
HBCU TOUR

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Purpose

Stellar Award Winning gospel singer; Latasha Page-Lockhart is ready to tell HERSTORY! From Drugs to addiction, she has experienced it all and is ready for her truth to help change lives. Page-Lockhart won fans over when she hit the scene as a contestant for BET hit show; Sunday's Best. Emerging as the winner, she quickly became a household name and began topping the gospel music charts. With her incredible voice and talent, she has graced the stage of music plays and recently went viral for her breathtaking performance during the opening weekend for Tyler Perry Studios in Atlanta, GA.

About The Divah Filez

CEO of Divah Filez, and Entrepreneur Jazmyne Byrd, is on a mission to create and foster content for HBCU students by HBCU students. Jazmyne or "Divah J" has been using her pen in the writing world for quite some time. Contributing writer for various magazines like Sister 2 Sister, Sheen Magazine, and The Hype. The Divah Filez as one of the top three Mobile HBCU site provide internships and experience for HBCU student hone their skills and become competitive contributors in their industry.



BIOGRAPHIES



TASHA Page-Lockhart

Detroit-based contemporary gospel artist Tasha Page-Lockhart, the daughter of Lisa Page Brooks and a member of her long-running group Witness, was the season six winner of BET gospel singing competition Sunday Best. As a result, the singer was awarded a recording contract with program judge Kirk Franklin's RCA-affiliated Fo Yo Soul label. Franklin also produced Page-Lockhart's debut album, *Here Right Now*, in its entirety. The set, which featured two songs co-written by the singer with her husband, Clifton Lockhart, was released in 2014 and peaked at number three on Billboard's Gospel chart. During the year, she also appeared on-stage in productions of *The Wiz* and *Deranged*. After winning the 2015 Stellar Award for Best New Artist, Page-Lockhart recorded *The Beautiful Project*, released in 2017. In 2019 at the 34th Stellar awards she won Contemporary Female vocalist of the year. She won female vocalist of the year at the 2019 Steeple awards. Previously she won female vocalist of the year in the UK for the Gospel Touch Music awards.

THE DIVAH FILEZ

CEO & OWNER



Jazmyne Courtnei Byrd

Jazmyne Courtnei Byrd- is an awarding 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 graduated in 2009 with a Bachelor of Arts in Psychology. She relocated to the Washington, DC area in 2009 postgraduation 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 and began writing as contributing writer for several Magazines including Kingdom Voices, Boss-E Mag, Exude, Beautifully Said and Queen Size Magazine in the fields of Entertainment and Plus Size Fashion.

2012 was major turning point in her life in addition to writing she joined the team of CurvesRockWeekend who put on the first "Plus Size Fashion Show" in the DMV she served as the Marketing Coordinator. She also starred in CRW stage presentation in "Vagina Monologues" in February 2012. Also, in 2012 she became the Associate Editor of Ice Media Network where she oversees the contributing writing staff and works closely with the creative team to acquire talent for the magazine. A strong believer in giving back she has volunteered with Capital Cause literacy campaign and Study Sparks as a volunteer Tutor. She became the Reigning Miss Baltimore National Beauty 2013. She joined the "Ntuned Show" radio show on BlogTalkRadio as the "Entertainment and Sports Guru". She had two of her own segments entitled "Divah's got the J" and "The Locker Room with Divah J and Altitude".

In 2013 she was awarded Blackstreet Journalism Award and New York Fashion Award "Journalist of the Year 2013". She has been nominated for Maryland Fashion Award "Emerging Media Member 2013", Runway Inc "Blogger of the Year 2014" and Posed Fashion Awards "Blogger of the year" 2014. On January 27, 2014 she stepped out and created "The Divah Filez" an internship program for HBCU Students. The Divah Filez is ran and operated by HBCU students that provides the student's experience in their fields for a variety of majors. It is currently one of the top 3 HBCU social organizations and the only one owned and operated by a female. Ms. Byrd began conducting speaking engagements at HBCU's in 2016 and to date has spoken at over 50+ speaking opportunities since.

She is currently a writer for Sheen and Upscale Magazine. She is an Active Member of NCNW in Atlanta. She may be reached on twitter @shemeher_jazz , Facebook and LinkedIn @ Jazmyne Courtnei Byrd.



MEDIA RELATIONS



Bria Perkins

A creative, a personality, and a public relations professional. Bria has managed social platforms for various companies and clients, designed graphics to modernize branding and aesthetics, designed logos and branding consultations. Bria found her niche for entertainment and communications during her time at Fayetteville State University where she served as a commentator, speaker, on-air personality and outward spokesperson. Bria had the opportunity to spearhead many institutional and departmental initiatives, where she drove outcomes through utilization of social platforms.

Bria obtained a B.S. in Communications from Fayetteville State University and M.S. in Public Relations and Corporate Communications from New York University. During her graduate career in New York City, she worked on various communications teams and projects. Bria worked with Dress for Success Worldwide, New York University Residence Life in Housing, and J Worthy Fitness. Bria specializes in social brand developments.

Maya Angelou defined success as, "success is liking yourself, liking what you do, and liking how you do it." Bria lives by this philosophy, leaving no stone unturned by leveraging all opportunities given to achieve growth and true success.

DJ



DJ SPACE JAM

“You make my soul a burning fire/you’re getting to be my one desire/You’re getting to be all that matters to me”- My love song to music from the legendary Stevie Wonder.

Better known socially as “DJ Space Jam” to his supporters, James LaFourche is the true definition of a “Music Lover”. For him, music is “An escape from the real world”. Since his childhood, music has been the one constant that has remained solid, true and unchangeable. California born and raised by way of the City of Carson, DJ Space Jam received his music inspiration from old school music, loving artists like Stevie Wonder, Mary J. Blige, Michael Jackson, J.Cole and Kendrick Lamar.

In 2004, LaFourche graduated from Carson High School and set his eyes towards Wilberforce, Ohio to attend THEE Central State University, the only public HBCU in Ohio. While attending CSU, James participated in an array of social activities including SGA and joined a Christian fraternity. He successfully completed his studies and graduated in 2008 with a bachelor’s degree in English. Even while pursuing his degree, his love of music never left. Drawing inspiration from legendary DJ’s like; DJ Jazzy Jeff and Kid Capri sparked a flame in LaFourche to pursue what would become a 10-year career of entertaining people through music.

In 2008 he began taking the art of DJ’ing seriously and began his career apprenticing under one of LA’s most distinguished DJ’s and has since become a fan favorite for the likes of many. James is no stranger to the art of DJing. Always ready to take the crowd on a journey, he is known for creating memorable experiences on any dance floor. DJ Space Jam brings an infectious and enthusiastic approach to his style of DJing. His keen ear for mixing today’s songs with classic throwback hits is sure to bring a level of great nostalgia. He is guaranteed to bring an enhanced level of professionalism, passion and fun to your next event.

“I have always loved music. I appreciated the art form of DJ’ing before I ever owned any equipment. I could never see myself without music, Life without music, is like a body with no soul”. - James “DJ Space Jam” LaFourche. DJ Space Jam is the Father of Jaxon D. LaFourche and a Lifetime member of Omega Psi Phi Fraternity Inc.

SPONSORSHIP OPPORTUNITIES

Divah Sponsor \$4,000

- Premium seating for 4 guests {1 table}
- Vending table All Locations
- Access to designated VIP area during 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}
- A total of 3 dedicated posts on The Divah Filez social media platforms

Diamond Sponsor \$2,000

- Seating for 2 guests {1 table}
- Vending Table All 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}
- One dedicated post on a The Divah Filez social media platform

Emerald Sponsor \$1,000

- Seating for 2 guests {1 table}
- Vending table 3 locations
- Onscreen company name recognition during the event program
- Company name listed on event materials {event journal and website}

Sponsorships \$1,000 and above all include Empower Melanin Advertising with The Divah Filez.

For Sponsors and Branding Opportunity Participants We need the PNG file (only) of business logos for backdrop and marketing materials.

Sponsors have to put down at \$250.00 deposit with balances due on January 30, 2020
Payment method Vcita located on The Divah Filez website www.thedivahfilez.com



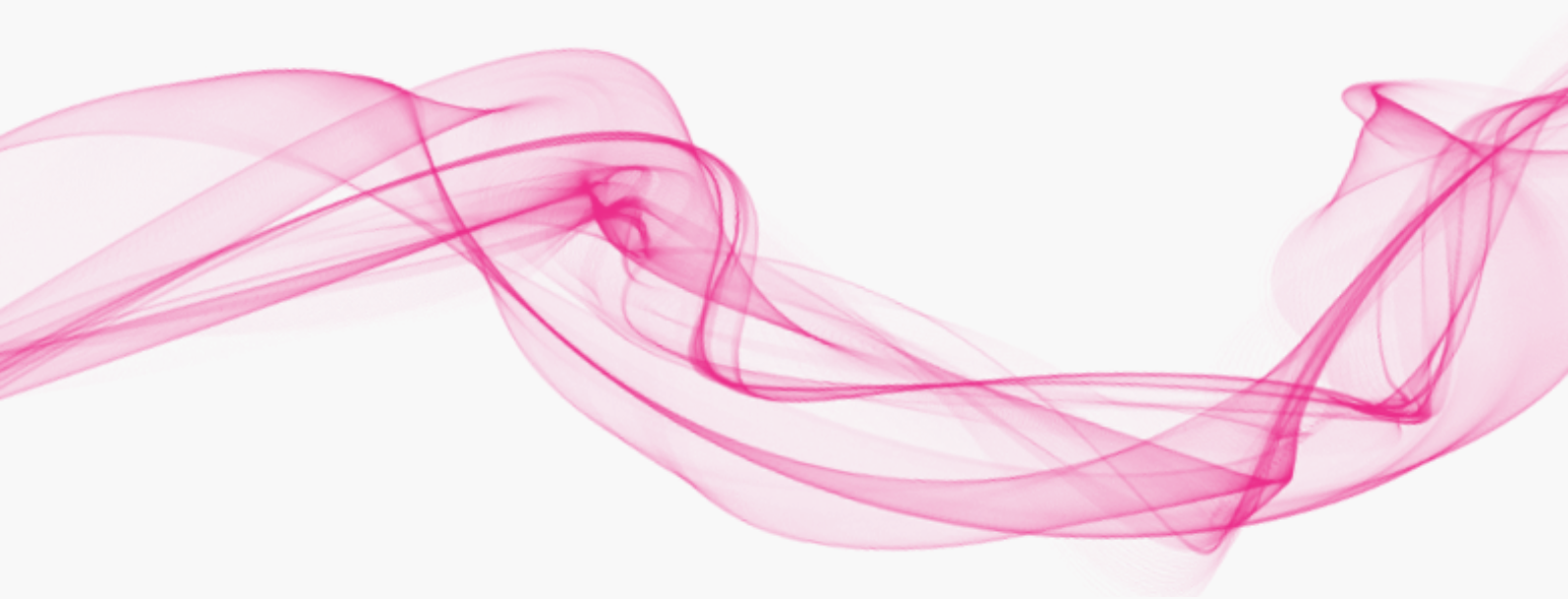
BRANDING OPPORTUNITIES

Logo Placement \$150.00 (Per Site): Flyer and Back drop

Swag Bags \$75.00 (Per Site) or All inclusive \$350.00- swag bags are filled with marketing materials from business owners that will go inside of bags at each event. Businesses may provide up to 500-1,000 business cards, flyers, brochures and samples.

Vendor Tables- \$250.00 (per site) or all inclusive for \$1,000.00- Vendors tables include 10 x 10, table and 2 chairs. Vendor tables are first come first serve only (25 vendors per school).

For Sponsors and Branding Opportunity ParticipantsWe need the PNG file (only) of business logos for backdrop and marketing materials.



Sponsors have to put down at \$250.00 deposit with balances due on January 30, 2020
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TOUR DATES

Clark Atlanta University (Atlanta, GA)- February 12, 2020

Alabama State University (Montgomery, AL) February 26, 2020

Tougaloo College (Jacksonville, MS) March 3, 2020

North Carolina Agricultural and Technical University (Greensboro, NC) March 25, 2020

Central State University (Wilberforce, OH) April 1, 2020

Virginia Union University (Richmond, VA) April 8, 2020

EVENT LAYOUT

Vendor Setup- 5pm-6pm (DJ Space Jam begins to play)

Red Carpet and Press- 6pm-7:15pm (Talent, Host and Celebs Only)

Event Start Time (Panel Discussion)- 7:30pm-8:15pm

Intermission 8:15pm-8:45pm

Tasha Page Lockhart Concert- 9pm-9:30pm

Event End and Vendor Breakdown- 10pm-11pm



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FOR SPONSORSHIP OPPORTUNITIES PLEASE CONTACT:
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