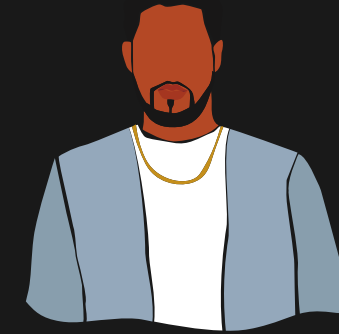


SIS, YOU DONT HAVE TO BE STRONG



Fall HBCU Tour focusing on Mental
Health Awareness



BRUH, YOU DON'T HAVE TO BE STRONG

Sponsorship Deck

Presented by The Divah Filez



Who are we!

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.



Meet the CEO/Founder

Jazmyne Courtanii Byrd 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 Central State University where she graduated in 2009 with a Bachelors of Arts in Psychology and Spanish . She is a freelance writer for several Magazines including Sister2Sister, Sheen Magazine, Hype Hair, and Hello Beautiful, in the fields of Entertainment Fashion. In 2014 she created and launched The Divah Filez, an innovative online magazine giving HBCU students and grads a voice to express positivity. In 2021 she was awarded a Proclamation to the City of Cincinnati for her hard work in the HBCU Community. She currently resides in Atlanta, GA.



DEMOGRAPHICS

Our Reach

- **Highest Number of Site Views per week- 282,481**
- **Average Number of Views per Month- 1.7 million**
- **76.2% Female**
- **23.8% Male**
- **68.5% Atlanta**
- **57.1% DMV**
- **42.7% Texas**
- **29.6% North Carolina**
- **17.3% Tennessee**
- **11.4% Mississippi**

MENTAL HEALTH CONCERNS

The term “depression” often characterizes feelings of being

sad, discouraged, hopeless, irritable, unmotivated, as well as a general lack of interest or pleasure in life. When these feelings last for a short period of time, it may be called a passing case of “the blues.” But it’s likely to be a depressive disorder when they last for more than two weeks and interfere with regular daily activities.



Intense, excessive, and persistent worry and fear about everyday situations. Fast heart rate, rapid breathing, sweating, and feeling tired may occur.

Depression

Suicide

Anxiety



Suicide means ending your own life. It is sometimes a way for people to escape pain or suffering. When someone ends their own life, we say that they "died by suicide." A "suicide attempt" means that someone tried to end their life, but did not die.





DROP PAUSE

THE DIVAH'S ARE HITTING HBCUS IN THE FALL OF 2022 TO RECLAIM OUR MINDS AND DROP OFF SOME BAGGAGE. THIS YEAR WE ARE FOCUSING ON VOTER REGISTRATION AND MENTAL HEALTH. WE WANT TO ENCOURAGE STUDENTS THAT YOU HAVE PEOPLE IN YOUR CORNER WHO ARE HERE TO SUPPORT YOU. WE DON'T WANT ANYONE ELSE TO BE SUBJECT TO SUICIDE OR MENTAL BREAKDOWNS. THIS EVENT IS A SLUMBER PARTY STYLE EVENT FOR HBCU STUDENTS TO COME OUT AND HAVE OPEN HONEST DISCUSSION ABOUT HAVING HEALTHY MENTAL HEALTH AND REGISTER TO VOTE AS A HBCU STUDENT. JOIN US AS WE UNPACK THESE BAGS AND HAVE SOME FUN!

HOW WE PLAN TO HELP

DIVAH VILLAGE

**THE DIVAH FILEZ IS CREATING
A VILLAGE OF RESOURCES FOR
HIGH SCHOOL STUDENTS AND
HBCU STUDENTS. THESE
RESOURCES WILL CONSIST OF:**

**MENTAL HEALTH
CONSULTANTS
THERAPISTS
PSYCHIATRISTS
INSURANCE AGENTS
BLACK OWNED BUSINESSES
WITH SELF-CARE AND HELP
PRODUCTS**

INSTAGRAM LIVE CONVERSATIONS

**WE WILL HOST LIVE
CONVERSATIONS WITH
MEDICAL
PROFESSIONALS,
PEERS AND
INFLUENTIAL LEADERS.**

**THESE
CONVERSATIONS WILL
BE RAW AND OPEN TO
CREATE A SAFE SPACE
FOR ALL WHO ARE
LISTENING. KICKS OFF
JUNE 15, 2022 AT 7PM.**

HBCU FALL TOUR

**WE ARE TRAVELING TO 8
HBCUS THIS FALL:
FISK UNIVERSITY 9/20
TENNESSEE STATE-9/21
CENTRAL STATE-10/18**

**AUC 11/18
PVAMU-10/19
BOWIE STATE 12
MORRIS BROWN 1/16
FISK 3/14/23
UVI 4/16**

SPONSORSHIP

DIVAH SPONSOR (ENTIRE TOUR) : \$3,000- BRAND ACTIVATION STATION, CELEBRITY PROMO VIDEO (60 SECS) PROMO WILL BE POSTED TO CELEB INSTAGRAM PAGE IN A POST, 20 MINUTE PRESENTATION ON STAGE TO STUDENTS, SWAG BAGS, MAGAZINE INTERVIEWS IN ONLINE OUTLETS, INSTAGRAM LIVE WITH THE DIVAH FILEZ AND LOGO ON PROMOTIONAL MATERIALS

FABULOUS SPONSOR (SINGLE LOCATIONS): \$500- BRAND ACTIVATION STATION, 5 MINUTE PRESENTATION ON STAGE TO STUDENTS, SWAG BAGS, MAGAZINE INTERVIEWS IN ONLINE OUTLETS, INSTAGRAM LIVE WITH THE DIVAH FILEZ AND LOGO ON PROMOTIONAL MATERIALS

PAYMENT METHOD-WWW.THEDIVAHFILEZ.COM, AND ZELLE JAZMYNECBYRD@GMAIL.COM

OTHER WAYS TO BE INVOLVED

VENDORS-

\$200 (EACH LOCATION)- TABLE AND 2 CHAIRS INCLUDED.

SWAG BAGS-

DIVAH BAGS (ENTIRE TOUR)- \$1,500- PARTICIPANTS SHALL SEND PROMOTIONAL ITEMS, SAMPLES OR GIFT CERTIFICATES. (BAGS ARE INCLUDED. NO BUSINESS OWNER SHALL SUPPLY BAGS)

FABULOUS BAGS (SINGLE EVENTS)- \$200 (READ ABOVE)

**PAYMENT METHOD- WWW.THEDIVAHFILEZ.COM, AND ZELLE JAZMYNECBYRD@GMAIL.COM
EVERY OPPORTUNITY IS FIRST COME FIRST SERVE. NO DEADLINES. NO HOLDING.**

WHAT'S YOUR ROLE

**WE WOULD LIKE YOU COMPANY INVOLVED TO ASSIST US IN CHANGING THE LIVES OF THESE
YOUNG PEOPLE DURING OUR HBCU FALL TOUR 2002.**

PAST EVENTS

DIVAH HONORS HBCU HEROES



APRIL 22
2022

Red Carpet 6pm-7:30pm | Showtime 8:30pm-10:30pm
Location: MannRobinson Studio, 1035 Donnelly Ave SW
Atlanta, GA 30310, United States

SPONSORED BY:



The Alpha Upsilon chapter of
Sigma Gamma Rho Sorority Inc. &
The Divah Filez Presents:

LET'S GET REAL WITH THE
POODLES AND DIVAH'S


OCTOBER 2, 2019
6PM-9PM
SPENCE HALL

FOOD SHOPPING CONVERSATION

Divah AY

THE DIVAH FILEZ
Presents

BLK AUTHORS ROW



written by Tenishia Bloodsaw
Illustrated by Jazmine Leoney

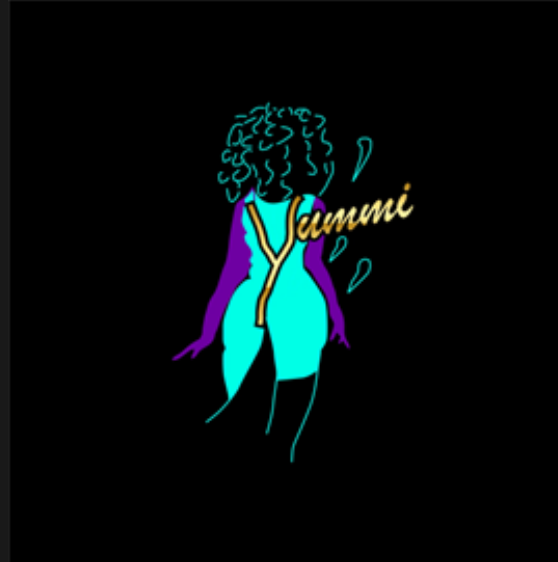
3/12/22

The Conquer Center
120 Ralph McGill BLVD NE, ATL, GA 30308

BOOK AND LITERATURE FAIR
10AM-10PM

www.thedivahfilez.com

OUR CURRENT AND PREVIOUS PARTNERS



VISIT OUR WEBSITE
WWW.THEDIVAFILEZ.COM

Thank you

**WE THANK YOU SO MUCH FOR REVIEWING THIS DECK AND WE LOOK FORWARD
HEARING FROM YOU SOON**