

★ BOOKS. BLACK. LITERACY. NOVELS. STREET. ROMANCE. UNITY. POWER ★

**AAMBC**

AFRICAN AMERICANS on the MOVE BOOK CLUB AWARDS

*Literary Awards*

**WEEKEND**

★ ★ SPONSORSHIP PACKET ★ ★

# PURPOSE

To honor African American writers in an entertainment production that not only entertains but celebrates their literary works. Our goal is to create a author-reader interaction through a setting that is not developed or created anywhere else. Incorporating the entertainment and beauty industries to better highlight a forgotten industry of books and black writers.

## *by the* NUMBERS

- 2008 Created by Tamika Newhouse.
- 2009 AAMBC Literary Awards was launched
- 2009 Launched the AAMBC Radio show.
- 2013 Radio Show went off the air.
- 2015 Inaugural Red Carpet Ceremony *with 150 Guests*
- 2016 Attracted 250 guests at Ceremony

# HISTORY OF AAMBC:

AAMBC which stands for African Americans on the Move Book Club was created in February 2008 by a then twenty year old, Tamika Newhouse. What started as an Online book club grew into a national Phenomenon.

The sole purpose was to expose the unknown writer and to give them the opportunity to win accolades. A tradition still highly expressed to this very date, AAMBC still caters to the unknown writer. They have single handedly worked with well over six hundred writers' new, seasoned, and considered celebrity status. From first time writers to nationally known they have consistently set the tone to support and promote black writers.

In 2008 Tamika Newhouse launched the AAMBC Radio show a weekly based broadcast that lasted for over four years. During this time it had guest host and it interviewed new writers as well as popular writers such as Zane, Mary B. Morrison, Francis Ray and Carl Weber. In the year of 2011 it hosted many controversial and highly sought out panel discussions that helped garner many writers careers. It went off the air in 2013.

The annual AAMBC Literary Awards was launched in 2009 in San Antonio, Texas by the founder. Smaller ceremonies were then hosted in the years following in Chicago as well as in Baltimore in adjacent to various literary events. In 2015 was the first inaugural red carpet ceremony that marked the first time ever the awards received its own limelight with 150 guest. In 2016 the awards attracted over 250 guests.

## DEMOGRAPHICS:

The core market of the AAMBC Literary Awards weekend are book lovers who enjoy arts and music. We expect attendees of mostly African American women ranging from ages 21-50 years old. We are strategically featuring famous authors who's books cater to young and old to bring out a wide range of attendees.

- ★ Awards are to be held in an Atlanta based theatre with a blend of TV, Film, and Musical celebrities. We will cater to **3500 guests at the show.**
- ★ We will hosts events around the awards that are brunches, socials, and panels that will cater to **at least 125 guests per event** to be on that Friday, Saturday, & Sunday of the awards.
- ★ Upon confirmation of the hosts and presenters press releases will be sent out to blogs and entertainment media outlets
- ★ Red carpet interviews and photo opportunities will take place at the awards and as well as each event that weekend.



# SOCIAL MEDIA REACH



TWITTER  
.....  
**3K**



INSTAGRAM  
.....  
**8K**



NEWSLETTER  
.....  
**9K**



FACEBOOK  
.....  
**3K**

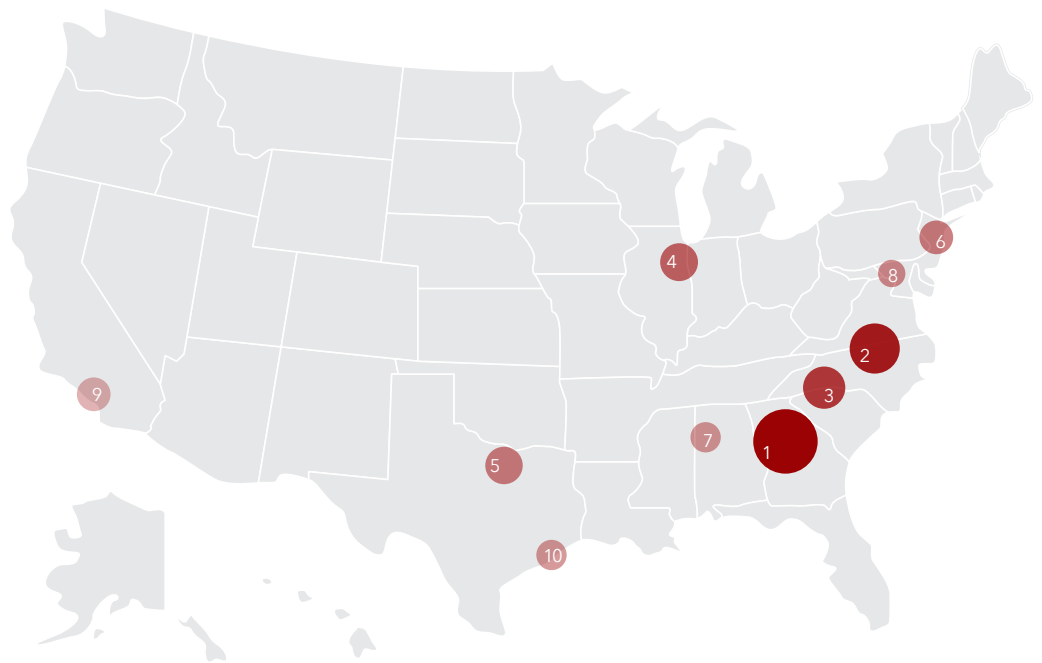


SNAPCHAT  
.....  
**1K**

# AAMBC AWARDS SATURATION

## TOP TEN AAMBC CITIES

- ATLANTA
- ① DURHAM-RALEIGH
- ② CHARLOTTE
- ③ CHICAGO
- ④ DALLAS
- ⑤ NEW YORK CITY
- ⑥ BIRMINGHAM
- ⑦ WASHINGTON D.C.
- ⑧ LOS ANGELES
- ⑨ HOUSTON
- ⑩



# OVERVIEW

We have created a weekend full of experiences for our attendees. The weekend will start that Friday at 5pm & end that Sunday at 6pm.

FRIDAY 5PM

## URBAN BOOK BASH

Features over a dozen authors who will host a mass book signing. Food, music, and drinks are the primary entertainment as we host a panel featuring a upcoming film or show with the actors and creators.

SATURDAY 12PM

## LIT ISH PANEL

Will feature African American male writers who write urban or romance fiction and are approachable and attractive. A panel will commence discussing common topics in front of an audience, a book signing, and finally photo opportunities on the red carpet.

SATURDAY 5PM

## RED CARPET VIP RECEPTION

This is the arrival time for celebs, nominees, presenters, and guest to take pictures on the red carpet, be interviewed by media, eat, drink, and socialize.

SATURDAY 7PM

## AWARDS CEREMONY

The award show and program featuring our celebrity hosts, presenters, and honorees.

SUNDAY 3PM

## COCKTAILS & CONVERSATIONS

Featuring a national best-selling author. A red carpet social featuring a drink will start off the three-hour event. The second hour will go into a Q&A with the featured author and end with a book signing and photo opportunities with the guest.



## WHY SPONSOR?

You ask why should your business sponsor the AAMBC Literary Awards Weekend. The answer is simple;

*“To help drive consumers to your brand and/or products in a format that isn’t being done by anyone else.”*

Your sponsorship with the AAMBC Literary Awards is more than just an investment in advertisement but it is helping to ensure that literature is celebrated in pushed to various communities and the people in an effort to promote reading. Your sponsorship also allows us to expose talented writers who otherwise would have been overlooked. Readers, bloggers, and book lovers will get a chance to celebrate reading in a full out red carpet celebrity status gathering. We treat our writers like they are stars.



*To expose the love for reading to bring music lovers, actors, film makers, entertainment & lifestyle outlets to the awards to expose our efforts.*



## BENEFITS

The AAMBC Literary Awards is the only entertainment award show catering to book lovers and mainstream media. Our idea of incorporating entertainment and beauty industries with books heightens the visibility of the awards altogether.

With this unique idea being rare its popularity is destined to grow into something so much more. In its first year we garnered the media support of Aspire TV. In its second year we gained support from Centric TV and BRAVO.

### Marketing & Media Campaign:

- 1 **Direct connections** with mainstream & indie publishers to bring in the best names as features.
- 2 Street team **promotions**
- 3 **Online** campaigns & awareness on social media platforms.
- 4 **Email Marketing.**
- 5 **Book Club** Outreach.
- 6 Partnership with **celeb PRs** in entertainment and beauty



*It's not about one person.  
It's not about one genre.  
It's about us as a unit.*

**-TAMIKA NEWHOUSE**  
AAMBC FOUNDER



# SPONSORSHIP PACKAGES



## TITLE SPONSORSHIP

- **Logo placement** on all promotional material - Flyers, website (*link to company's website*), event program, promotional video, red carpet
- **Table placement** at Mass Book Signing, Lit Ish, and Cocktails and Conversations
- **Whole page ad** in event program
- **Company products** in event gift bags (giveaways)
- **Feature on AAMBC Awards Site**
- **Presenter** at award show
- **Six tickets** to award show



## PREMIERE SPONSORSHIP

- **Logo placement** on all promotional material - Flyers, website (*link to company's website*), event program, promotional video, red carpet
- **Half page ad** in event program
- **Company products** in event gift bags (giveaways)
- **Inclusion in the bloggers brunch** mixer & mass book signing.
- **Presenter** at award show
- **Four tickets** to award show



## PARTNER SPONSORSHIP

- **Logo placement** on all promotional material - Flyers, website (*link to company's website*), event program, promotional video, red carpet
- **Inclusion in the bloggers brunch** mixer & mass book signing.
- **A Rep Presenter** at award show
- **Two tickets** to award show



# CELEBRITY GIFTING SUITES

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## OBJECTIVE

A **AAMBC LITERARY AWARDS GIFT LOUNGE** gives you the opportunity to get your product in the hands of today's leading trend-setters. Our renowned gift lounges are known for the quality of top products acquired, high profile celebrities and sought-after national press that attend each and every celebrity gifting suite.

## THE VIP RED CARPET RECEPTION

**STARS | READERS | THE ULTIMATE LITERARY EXPERIENCE**

The red-carpet experience precedes the awards ceremony with nearly 200 guests. Media takes action on the red carpet as our celebrity guests and VIP ticket holders indulge in horsd'erves, enjoy music, and interact with press on the red carpet.

## GIFT BAGS

Leveraging its longstanding strategic partnerships with many of today's biggest brands, AAMBC has the ability to provide fun, trend-forward gift bags at an extremely low cost (typically about 10-20% of the value of the bag).

Luxury gift bags are a great way to:

- Thank donors, sponsors, clients and celebrity supporters
- Create a luxury environment on location
- Increase interest and/or loyalty to your special event or project

## BOOK YOUR SUITE

Suite \$400

Swag Bag/  
Product Placement- \$300

Program Book- \$90





# BENEFITS

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- **Media credentials and passes** for all the awards program and affiliated events that weekend
- **Exclusive interviews** with our stars & featured authors
- **Media mentions**
- Opportunities to report & release information first
- **Social Media Mentions**
- **Press release mentions** & inclusion

## VENDOR PACKAGES

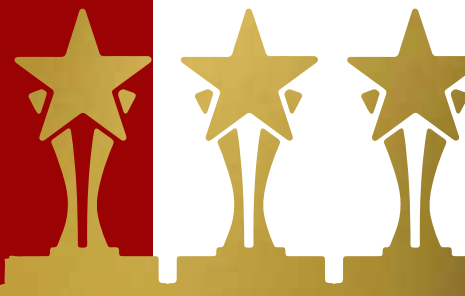
**\$300** *(per event)*

Vendor space provided at the venue and a verbal recognition.

## THE BAG

**\$350**

Include the items from your company [300 items]



# CONTACT US

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