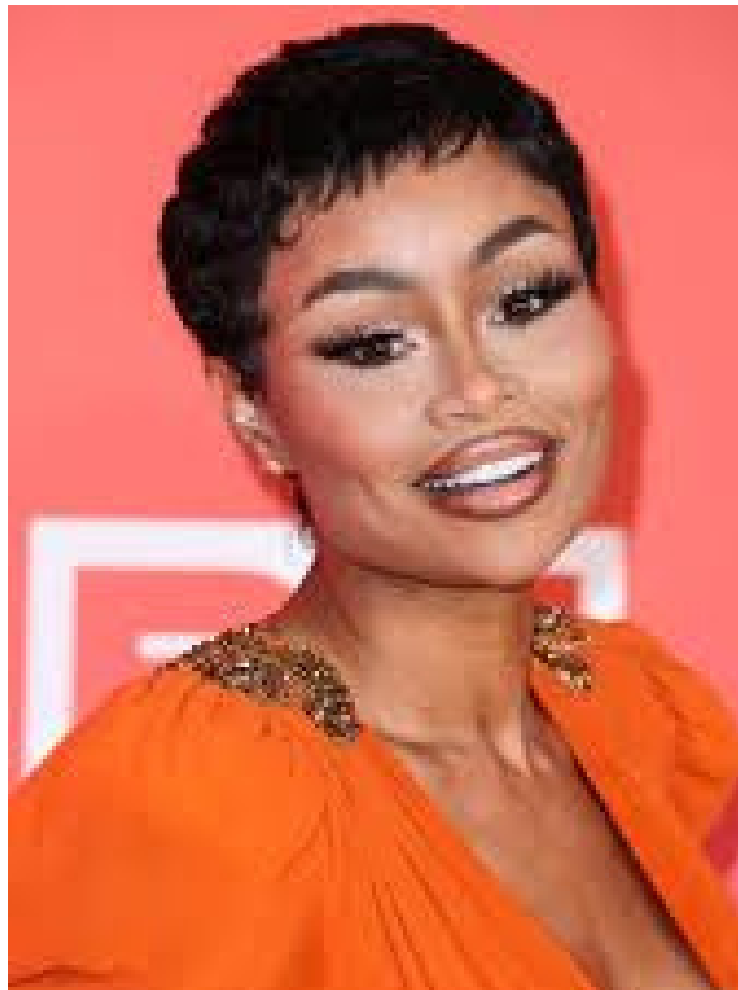




NYC Conversations

DECK

Fall 2024
HBCU Tour



AGENDA

Introduction & Mission

Target

Stats & Facts

Tour Stops

Population Stats

The Crew & Leaders

Sponsorship Opportunities

Thank You

INTRODUCTION & MISSION

The African American community has a long history of racial discrimination and oppression, which could lead to enduring psychological consequences. Historically Black Colleges and Universities (HBCUs), created to empower and educate Blacks, can handle these age-long scars effectively.

Issues like dealing with predominantly white institutions, financial constraints and academic pressure that students at HBCUs must go through may worsen the situation pertaining mental health conditions. An important factor in setting up a safe environment for conversations on mental health as well as providing mutual assistance is developing a strong sense of community among HBCU members.

Encouraging open dialogues about mental health problems within the HBCU community can propel students to seek help, eradicate shame, and enable them prioritize their own well-being. Institutions' emphasis on mental health among those in the HBCU community can create a more accommodative and inclusive climate for all their students thus promoting resilience, academic excellence and whole-person wellness.



INTRODUCTION & MISSION

Black Americans, including many HBCU founders and students, have a long history of being denied the right to vote through tactics like poll taxes, literacy tests, and intimidation. These conversations help to acknowledge and understand this painful past. Despite progress, voter suppression tactics continue to be employed, disproportionately affecting Black communities. Open dialogue about these issues can help students become aware of these challenges and develop strategies to combat them. HBCUs have a strong tradition of civic engagement and social justice. When it comes to vending events expect agendas 1-2 weeks ahead of time. Discussions about voter oppression can inspire students to become active participants in the democratic process and work towards creating a more equitable society. By understanding the historical and contemporary barriers to voting, HBCU students can feel empowered to take action and protect their voting rights. These conversations can foster critical thinking, problem-solving, and leadership skills among students, preparing them to become effective advocates for their communities.



TARGET

We are making it our mission to target certain HBCUs based on their demographical locations:

Alabama

Delaware

DMV

Georgia

North Carolina

South Carolina

Texas

These states endure the biggest voter suppression issues. These states also represent the largest number of HBCUs in the country.

STATS & FACTS MENTAL HEALTH

- **In 2020, suicide was the third leading cause of death, respectively, for blacks or African Americans, ages 15 to 24.1**
- **The death rate from suicide for black or African American men was four times greater than for African American women, in 2018.**
- **The overall suicide rate for black or African Americans was 60 percent lower than that of the non-Hispanic white population, in 2018.**
- **Black females, grades 9-12, were 60 percent more likely to attempt suicide in 2019, as compared to non-Hispanic white females of the same age.**
- **Poverty level affects mental health status. Black or African Americans living below the poverty level, as compared to those over twice the poverty level, are twice as likely to report serious psychological distress.**
- **A report from the U.S. Surgeon General found that from 1980 - 1995, the suicide rate among African Americans ages 10 to 14 increased 233 percentage, as compared to 120 percent of non-Hispanic whites.2**

STATS & FACTS

VOTER REGISTRATION

Black eligible voter population in the U.S. is projected to reach 34.4 million in 2024, up 7% from 2020

U.S. eligible voter (EV) population change, by race and ethnicity, 2020-24

	2024 EV pop	EV pop change, 2020-24	% change in EV pop., 2020-24
Hispanic	36,200,000	3,900,000	12%
Black	34,450,000	2,300,000	7%
Asian	15,000,000	2,000,000	15%
Total	246,050,000	7,750,000	3%

Note: Eligible voters are U.S. citizens ages 18 and older. Hispanics are of any race. Black eligible voters include those who say they are Black alone and non-Hispanic, Black and at least one other race and non-Hispanic, or Black and Hispanic. Asians likewise include those who say they are Asian alone and non-Hispanic, Asian and at least one other race and non-Hispanic, or Asian and Hispanic. Estimates are rounded to the nearest 50,000. Percentages and changes are calculated from unrounded numbers.

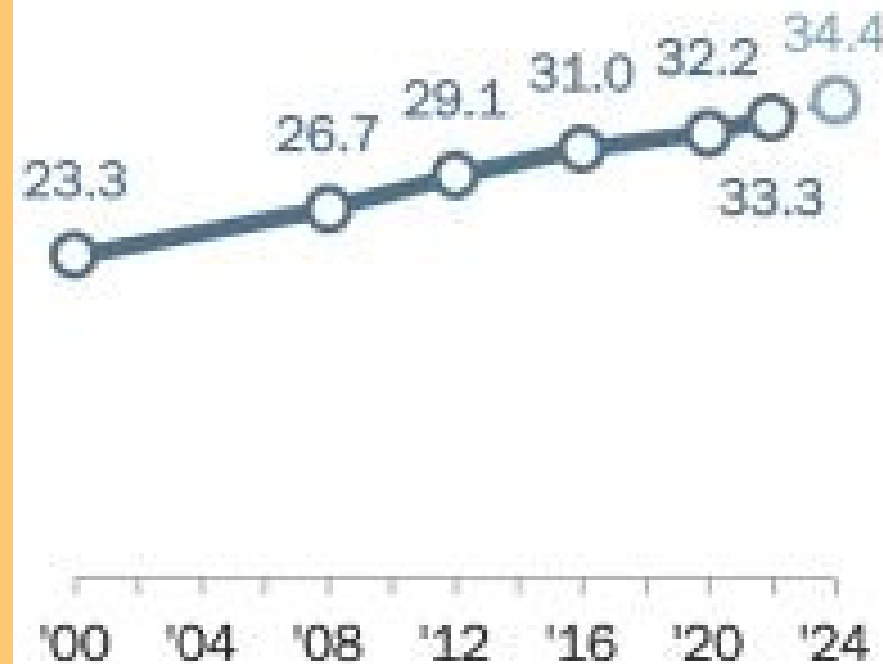
Source: Pew Research Center projection for Nov. 1, 2024; Pew Research Center analysis of 2020 American Community Survey (IPUMS).

STATS & FACTS

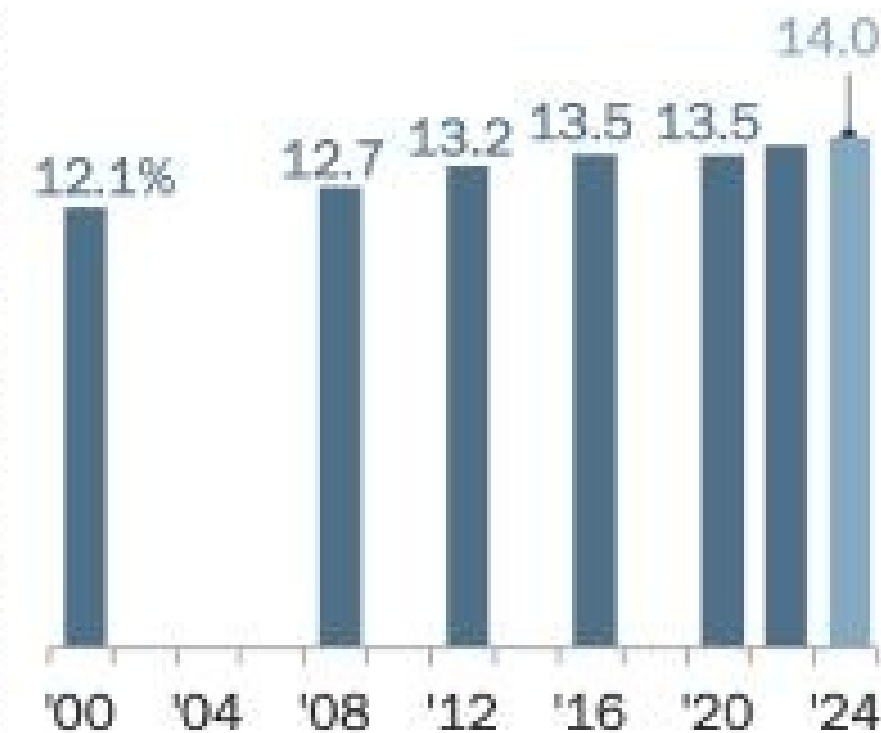
VOTER REGISTRATION

Black Americans are projected to comprise 14% of U.S. eligible voters in 2024, similar to past years

U.S. eligible voters who are Black, in millions



% of U.S. eligible voters who are Black



Note: Eligible voters are U.S. citizens ages 18 and older. The Black population includes those who say they are Black alone and non-Hispanic, Black and at least one other race and non-Hispanic, or Black and Hispanic.

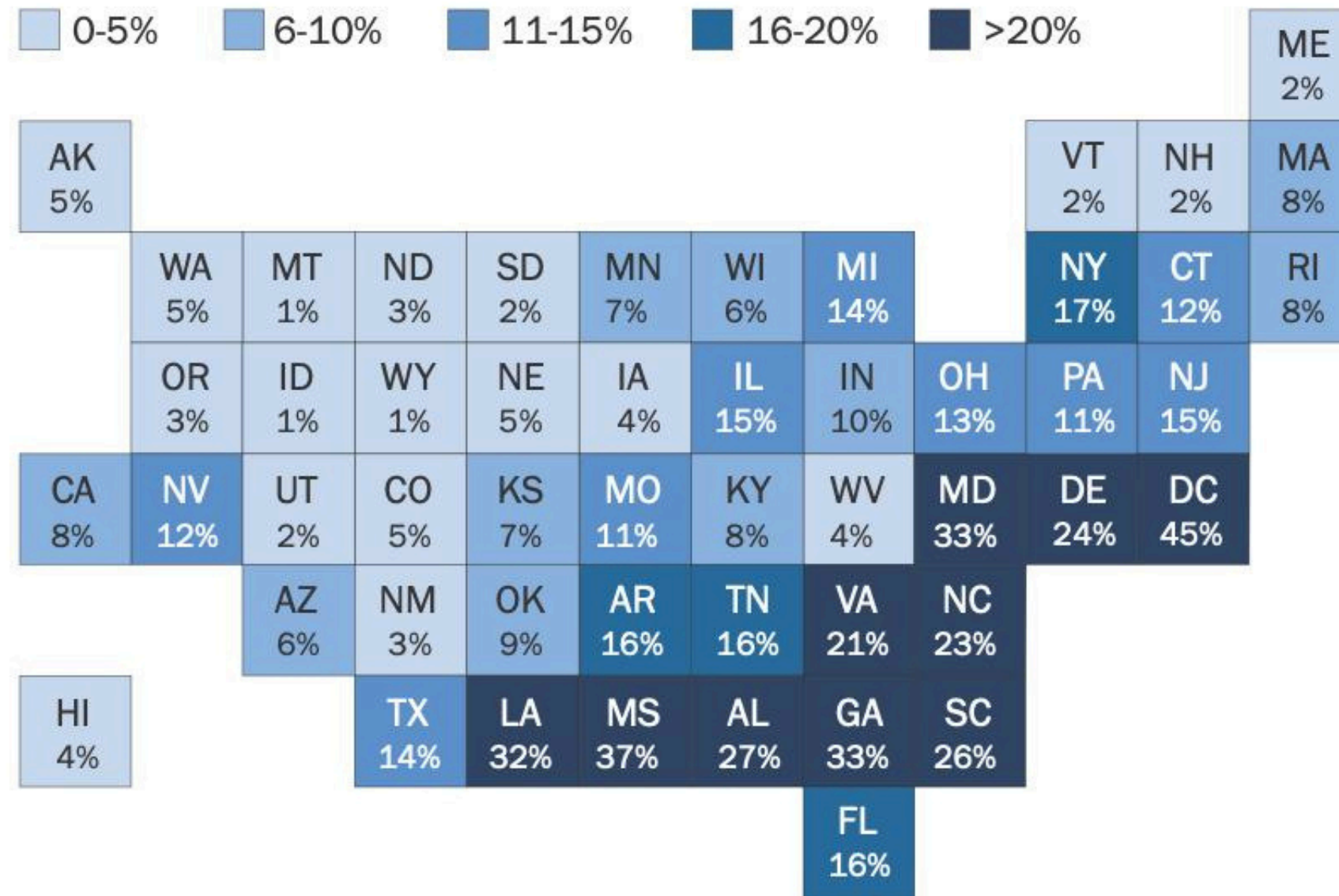
Source: Pew Research Center analysis of 2022, 2020, 2018, 2016, 2012 and 2008 American Community Surveys, and 2000 decennial census (IPUMS). Pew Research Center projection for Nov. 1, 2024.

PEW RESEARCH CENTER

STATS & FACTS VOTER REGISTRATION

District of Columbia and Southern states have the highest shares of eligible voters who are Black

% of eligible voters who are Black by state, 2022



Note: Eligible voters are U.S. citizens ages 18 and older. The Black population includes those who say they are Black alone and non-Hispanic, Black and at least one other race and non-Hispanic, or Black and Hispanic.

TOUR STOPS

September 25, 2024-

Fort Valley State University

(Fort Valley, GA)

September 30, 2024-

PVAMU

(Houston, TX)

October 8, 2024*

Elizabeth City State University

(Elizabeth City, NC)

TOUR STOPS

October 10, 2024*

**Tuskegee University
(Tuskegee, AL)**

October 22, 2024-*

**Delaware State University
(Dover, DE)**

October 29, 2024

**University of DC
(Washington, DC)**

October 31, 2024-

**Virginia State University
(Petersburg, SC)**

November 4, 2024-

**Morgan State University
(Baltimore, MD)**

POPULATION STATS

2,354 students-
Fort Valley State University
(Fort Valley, GA)

9,506 students
PVAMU
(Houston, TX)

5,667-
University of DC
(Washington, DC)

5,414
Virginia State University
(Petersburg, VA)

7,747
Morgan State University
(Baltimore, MD)

POPULATION STATS

6,451 students

Delaware State University

(Dover, DE)

3,117 students

Tuskegee University

(Tuskegee, AL)

501

Voorhees University

(Denmark, SC)

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 Advocate

Angela White aka Blacchyna

Mega Star



BLAC CHYNA (NÉE ANGELA RENÉE WHITE) IS AN AMERICAN MODEL AND TV PERSONALITY. SHE ROSE TO FAME AFTER APPEARING IN THE MUSIC VIDEO FOR RAPPER KANYE WEST'S 2010 SONG "MONSTER" AND ON THE REALITY TV SHOW KEEPING UP WITH THE KARDASHIANS FROM 2014 TO 2018. CHYNA ALSO STARRED ON THE REALITY TV SHOWS ROB & CHYNA IN 2016 AND THE REAL BLAC CHYNA IN 2019. IN MARCH 2023, BLAC CHYNA REVEALED THAT SHE HAD BEEN BAPTIZED A YEAR EARLIER FOLLOWING HER CONVERSION TO CHRISTIANITY. SHE ALSO STATED THAT SHE HAD DELETED HER ONLYFANS ACCOUNT, WHILE ALSO REVERSING SOME OF HER PLASTIC SURGERY AND REMOVING HER TATTOO OF BAPHOMET IN LIGHT OF HER NEWFOUND FAITH.

The All-American Kareem J. Grimes

The Super Star



KAREEM J. GRIMES IS A LOS ANGELES NATIVE AND SEASONED ACTOR WITH A CAREER SPANNING OVER THREE DECADES. HIS JOURNEY BEGAN IN THE 90S ON THE SET OF BOYZ N THE HOOD, AND HE'S SINCE BUILT A STRONG RESUME, INCLUDING ROLES IN SWAT, ALL AMERICAN, AND THE VINCE STAPLES SHOW. GRIMES HAS PROVEN TO BE A VERSATILE ACTOR WITH ROLES RANGING FROM DRAMATIC TO COMEDY. HE HAS BEEN MENTORED BY THE BEST INDUSTRY LEADERS SUCH AS JOHN SINGLETON WHO GAVE HIM HIS FIRST SHOT. BEYOND HIS ON-SCREEN WORK, HE'S COMMITTED TO INSPIRING OTHERS AND GIVING BACK TO HIS COMMUNITY.

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}

\$1,500

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

\$400

SPONSORSHIP

P2P WITH PRODUCT

- Vending table 1 location -
Onscreen company name recognition during the event program -
On stage participant
Red Carpet Logo
Full-Page ad-black and white ad in event journal -
1 page article in Upscale Magazine
Social Mention on Media Partner Social Media Platforms
Company name listed on event materials

\$1,500

P2P WITHOUT PRODUCT

Onscreen company name recognition during the event program -
On stage participant
Red Carpet Logo
Full-Page ad-black and white ad in event journal -
1 page article in Upscale Magazine
Social Mention on Media Partner Social Media Platforms
Company name listed on event materials

\$1,000

VENDOR

GENERAL & VIP VENDOR

10X 10 VENDING SPACE/ Trucks

Table

2 chairs

Outlets

WiFi

\$250.00

10X 10 VENDING SPACE/ Trucks

Marketing Promo (Flyer, Celebrity guest post on social media and logo on red carpet back drop)

Table

2 chairs

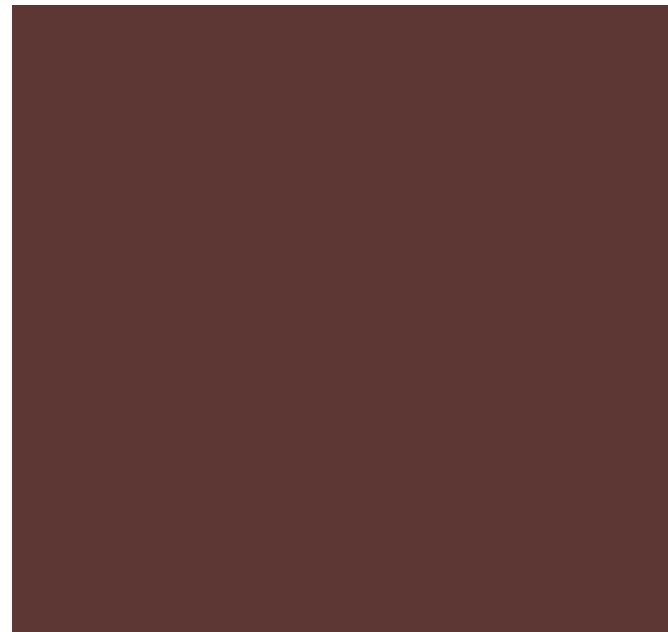
Outlets

WiFi

\$400.00

PAYMENT

Payment method Square.





We hope that you love what we want to bring to the yard and we hope that you will join us. We look forward to hearing from you soon.



Thank You!