

A unique opportunity to reach black men and boys through direct and digital marketing.



Location: Chicago, worldwide.

Event date: 3/13/15. Publishing: Spring 2015.



THE DREAM REPORT™: Event and E-Book Sponsorship Package

Executive Summary



Chicago author Richard Taylor, a member of Techbook Online's **Board of Leaders and Doers**, will give the keynote speech in front of **600 black male youth (13-18)** during the **Chicago Public School Black Male Summit on Friday, March 13th, 2015**. Techbook Online is seeking a title sponsor that will underwrite **600 copies of Mr. Taylor's newest book, Between the Dream**, and native advertise in The Dream Report E-Book, a compilation of **stories** submitted by CPS students which will be marketed worldwide.

Proof of Concept

Techbook Online –the **largest and most active publisher** associated with Comcast's Project Open Voice, a **national initiative to strengthen local content** – in 2014 produced several E-Book titles which are currently being marketed worldwide, two of which were compiled by **collecting stories**. Additionally, Techbook Online **secured a sponsor** for Minding Climate Change: A Call to Action™, an online compendium commemorating Philadelphia's **2014 Global Youth Service Day**.

THE DREAM REPORT™: Event and E-Book Sponsorship Package

Title Sponsor: \$10,000

Deliverables	Value
Insert your collateral (flyer, coupon) material in each copy of the book.	Ensures target audience will see and engage your message/offer.
Company's executive authors both the foreword and a story in the E-Book.	An opportunity to produce brand messages that's cohesive with the platform content and assimilated into the design in such a way that a reader wants to engage it.
Logo on E-Book cover	Worldwide exposure and recognition.
Company name mentioned in all online press and stories related to campaign.	Branded content related to this campaign will be distributed across Techbook Online's channels and platforms to ensure maximum exposure.
Product/Sample giveaway	Enhanced direct marketing opportunity.

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T-shirt Sponsor: \$2,000

Deliverables	Value
Logo on the back of each shirt, which will be handed out along with books.	Ensures target audience will see brand identity.
Honorable mention in press release/event review.	Press release will be distributed across Techbook Online's channels and platforms to ensure maximum exposure.
Pictures of youth in T-shirts will be published in E-Book and highlighted in video reel.	Worldwide exposure and recognition.

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Bookmark Sponsor: \$1,000

Deliverables	Value
Logo on bookmark, which will be inserted into each copy of the book.	Ensures target audience will see brand identity.
Honorable mention in press release/event review.	Press release will be distributed across Techbook Online's channels and platforms to ensure maximum exposure.

[CLICK HERE](#) to read a book review of *Between the Dream*.

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Native Advertiser: \$500

Deliverables	Value
Author a story in The Dream Report™ E-Book.	An opportunity to produce a brand message that's cohesive with the platform content and assimilated into the design in such a way that a reader wants to engage it.

[CLICK HERE](#) to view an example of a native advertisement.

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Contact & Company/Talent Information

If you have question regarding custom sponsorship opportunities or how to author effective native advertisements, please use the following contact information:

Mr. Christopher “Flood the Drummer®” Norris
CEO, Founder, Editor-in-Chief, Techbook Online
215.910.0269 – cnorris@techbookonline.com – [@floodthedrummer](https://www.instagram.com/floodthedrummer)

If you have questions regarding the CPS Black Male Summit please use the following contact information:

Mr. Richard Taylor –773.484.7496 –richard@unashamednation.com – [@trulytaylormade](https://www.instagram.com/trulytaylormade)

About Techbook Online:

Reaching up to 100 million people across channels and platforms, Techbook Online publishes socially relevant content that informs, engages, educates and empowers communities. For more information visit www.techbookonline.com.

About Richard Taylor:

A member of Techbook Online’s Board of Leaders and Doers, and a Chicago native, Richard Taylor is an acclaimed motivational speaker and self-published author of Unashamed and Between the Dream. [CLICK HERE](#) to purchase books.