

The Black His-Story Book: A Collection of Narratives from Black Male Mentors



Sponsorship & Inclusion Package



Summary

Techbook Online launches a two-month campaign that improves media coverage and public perceptions of African-American men and boys.

Company Overview

Techbook Online Corporation (TBO Inc) is an integrated-internet, multi-media publishing and sustainable marketing and news organization. Reaching up to 100 million readers a month across platforms, Techbook Online Corporation has a mission to publish socially relevant content that informs, engages, educates and empowers communities. ([CLICK HERE](#) to read more about the company)

*In **FQ1-14 (first financial quarter of 2014)** Techbook Online Corporation will execute a two-month storytelling campaign aimed at highlighting the important dimensions of black male lives, such as: mentoring, fatherhood and community leadership. Building upon our existing networks, media platforms, technologies and publishing capabilities, our goal will be to change the distorted perception of black men and boys by encouraging the production and dissemination of first-person narratives by black male mentors.*

Timeline

In February, Techbook Online will aggregate all the submitted stories into a special edition Techbook, outfitted with exclusive images and anecdotes.

Jan 6th – Jan 31st: **Men Who Mentor**: During national mentoring month, black male mentors will write first-person stories using the public narrative framework to share the impact of their mentoring programs. *(Note: All stories will be published on www.GoodMenProject.com, which averages 2.5 million unique weekly visits. Techbook Online Corporation will reserve all rights to redistribute and republish stories.)*

Feb 3rd: **Launch of The Black His-Story Book**: Techbook Online Corporation will make the public narratives available for public consumption on one content-rich platform by aggregating all published stories into an special edition **Techbook** entitled: ***“The Black His-Story Book: A Collection of Narratives from Black Male Mentors.”***

Demographics:

Target Age: 18-40

Target Gender: Male

Target Race: African-American

Median Income: \$45,000

Region: Global w/ strong focus in urban communities.

Interest & Activites: Social entrepreneurship, politics, community development, education and mentoring.



Opportunities	Value	Pledge
Presenting Sponsor (Be on the frontline with black men and those that love them)	Presenting sponsor credit. Hyperlinked-logo on book's front page. (2) full page ads in book. Mention in all marketing material & media appearances. Book intro written by company executive w/ byline.	\$,5000
Search Partner (Rally your network to share their stories)	Mention in Press Release. Logo & one sentence byline in book.	Resources/Network
Distributor (Leverage your media to share the stories of black male mentors)	Mention in Press Release. Logo & one sentence byline in book.	Media Platforms
Ally (Help us continue to tell the stories of black male mentors)	Logo, company name & two-sentence byline of your Inc/Org in book.	\$1,000 Pledge

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