

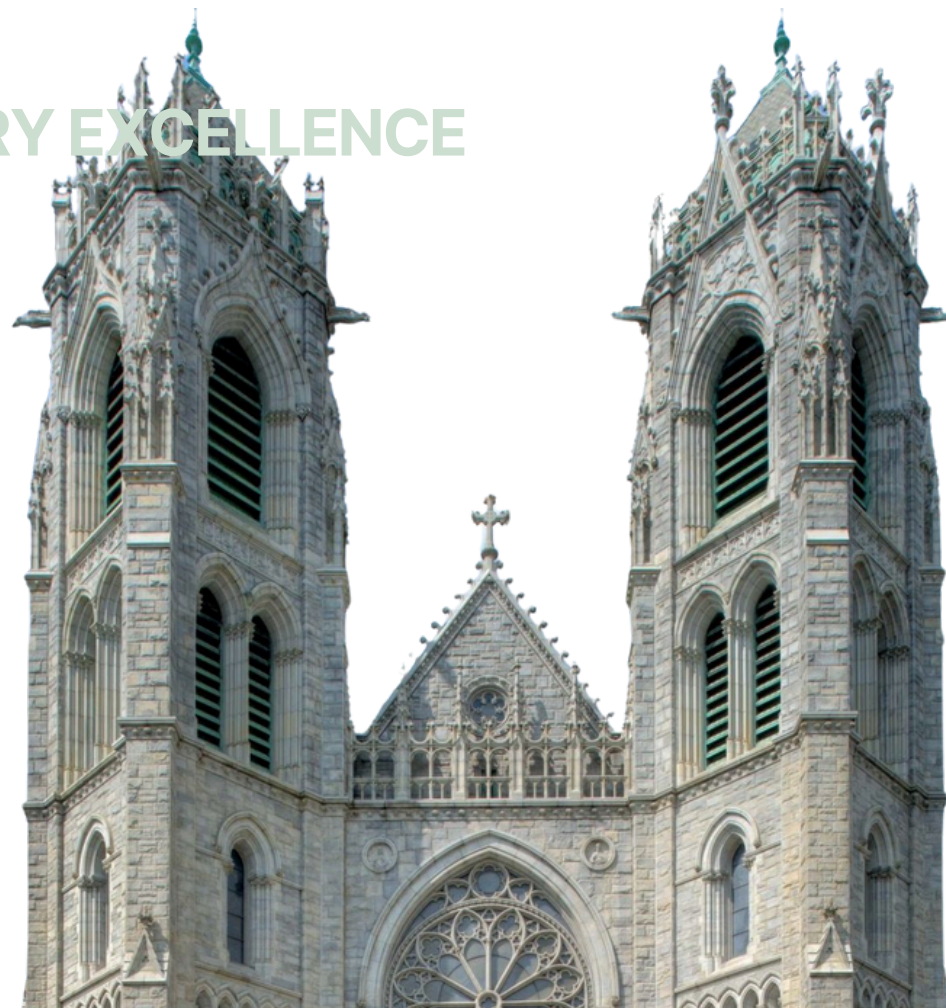
# BLACKLIT WEEKEND

A CELEBRATION OF BLACK LITERARY EXCELLENCE

AUGUST 14<sup>TH</sup> - 17<sup>TH</sup> 2025

SPONSORSHIP DECK

NEWARK, NJ





# NEWARK BLACK LIT WEEKEND

## DEAR FUTURE SPONSOR

We hope this message finds you well. We are excited to invite you to join us as a sponsor for Black Lit Weekend 2025.

This year, Black Lit Weekend takes place in Newark, New Jersey, from August 14th to 17<sup>th</sup>. The premier gathering of Black-owned bookstores, Black Lit Weekend is a celebration of literary excellence, bringing together booksellers, publishers, authors, and readers for a weekend filled with connection, learning, and meaningful engagement.

Black Lit Weekend offers a unique opportunity to support an event that champions Black booksellers, fosters collaboration across the literary industry, and contributes to the cultural and economic vitality of small business. As a sponsor, you will play an integral role in the success of this convening.

As we continue to build this incredible weekend, we recognize that it takes a strong community of partners like you to make it happen. Your support will help us amplify the voices of Black booksellers, promote diverse literature, and contribute to the growing future of bookselling. We would love for you to join us as a sponsor and partner, working alongside us to create a meaningful, impactful event for all involved.

**WARM REGARDS,  
ONIKAH ASAMOÁ-CAESAR**





# WHO WE ARE

Black Lit Weekend is an annual convening that brings together booksellers, publishers, authors, and readers to celebrate Black literary excellence and create lasting connections within the literary community. Through our work, we aim to uplift marginalized voices, promote diverse literature, and engage literary communities in meaningful conversations that empower, educate, and inspire. At the heart of our work is a deep commitment to cultivating a vibrant and inclusive literary culture, and we are thrilled to partner with mission aligned individuals and organizations to help make Black Lit Weekend a transformative experience for all involved.

BLW 2025

(01)



**Community Building:** At the heart of our work is the belief that true change happens when people come together. We focus on fostering meaningful connections among booksellers, literary orgs, publishers, and industry experts, creating supportive networks that empower people to engage in collective action and shared experiences.

**Education and growth:** We are committed to learning and development. Whether through PD Sessions, workshops, or discussions, we prioritize opportunities that ensure participants leave with the resources, knowledge, and connections to thrive as booksellers and business owners.

**Cultural & historical Integration :** We believe in the power of place to shape identity and culture. Our work is rooted in the belief that physical spaces, like local bookstores and community hubs, are essential for fostering a sense of belonging and for creating meaningful cultural exchange. By deeply connecting with our community's history and geography, we bring local relevance into all our initiatives.

# ATTENDANCE INSIGHTS

**Summary:** Over the past three years, Black Lit Weekend has consistently attracted between **25 to 30 bookstores** per year, representing a diverse range of experiences and business models. Participants vary from those who have been in operation for less than three years to well-established businesses with over 15 years of history. Our bookstore attendees span across brick-and-mortar stores, online retailers, and mobile or pop-up businesses, showcasing the dynamic and evolving landscape of the independent bookstore community.

This year, our goal is to have **60 bookstores represented** at Black Lit Weekend, marking a significant expansion from previous years. The move to Newark enhances accessibility, allowing us to reach a broader audience and provide greater opportunities for engagement. This year, as we expand our programming, we are also increasing the conference's capacity to accommodate more participants, ensuring that Black Lit Weekend continues to be a dynamic, inclusive, and impactful event for bookstores and literary professionals alike.

60

**2026 ATTENDANCE GOAL:** 60  
BOOKSTORES REPRESENTED

(02)

WHO ELSE COMES TO BLACK LIT WEEKEND?

PUBLISHERS | AUTHORS | LITERARY PROFESSIONALS | INDUSTRY EXPERTS | COMMUNITY MEMBERS



# SPONSORSHIP LEVELS

## PRESENTING SPONSOR **\$25 - \$50K +**

- Featured as the "Presenting Sponsor" of the entire event in all materials, including press releases, event programs, and social media
- Prominent logo placement across all event branding, including banners, digital and print materials, and major signage
- Opportunity to provide a brief address during opening and closing remarks or a special welcome message
- Complimentary VIP tickets for the entire weekend, with reserved premium seating at keynote sessions, workshops, and major events
- Exclusive branded experience space at the event (booth or lounge) to engage with attendees and showcase your products or services
- Extensive promotion across all Black Lit Weekend's social media platforms, including dedicated posts and shout-outs before, during, and after the event
- Acknowledgment in a special email blast to Black Lit Weekend's newsletter and event attendees
- Branding on Merchandise: Logo prominently displayed on event merchandise

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## VANGUARD SPONSOR **\$12 - \$24K**

- Logo Placement On all event materials (digital and print), including banners, programs, and social media
- Special mention as a "Vanguard Sponsor" during opening and closing remarks at the event
- Complimentary VIP tickets to all major events, with reserved seating at keynote sessions and workshops
- Custom Activation: Exclusive branded experience space at the event (booth or lounge) to engage with attendees and showcase your products or services

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## LEGACY SPONSOR **\$10K**

- Logo Placement: On event materials such as programs, website, and select promotional materials
- Special mention as a "Vanguard Sponsor" during opening and closing remarks at the event
- Recognition: Acknowledgment as a "Legacy Sponsor" in event welcome remarks
- Custom Activation: Opportunity for a branded booth or display at the event





# SPONSORSHIP LEVELS

## PUBLISHING SPONSOR **\$5K - \$10K**

- Brand-Activated Session: Opportunity to host a branded session, workshop, or discussion during the event
- Brunchin' with Books: Ability to have a representative present at Brunchin' with Books, providing direct access to attendees and other key industry professionals
- Exhibit Hall Space: Dedicated space in the mini exhibit hall for tabling, showcasing galleys, and engaging with attendees
- Logo Placement: On event materials, including programs, website, and social media
- Recognition: Acknowledgment as a “Publishing Sponsor” in event communications

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## IMPACT SPONSOR **\$5K**

- Logo Placement: On select event materials, including the website, programs, and social media
- Recognition: Acknowledgment as an “Impact Sponsor” in event communications
- General Admission Tickets: Complimentary tickets to the main events and general access
- Social Media Exposure: Mention in social media posts as a sponsor

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## FRIENDS OF BLW **\$1K**

- Logo Placement: On the event website and in the event program
- Recognition: Acknowledgment as a “Friend of Black Lit Weekend” in event materials
- Mention on social media platforms as a supporter of Black Lit Weekend.
- Thank You Recognition: Public thank you during the event as a supporter of the convening and community of booksellers

# COMMUNITY BUILDING

At the heart of our work is the belief that true change happens when people come together. We focus on fostering meaningful connections among booksellers, literary orgs, publishers, and industry experts, creating supportive networks that empower people to engage in collective action and shared experiences.

WE BRING PEOPLE  
TOGETHER

(05)





# EDUCATION AND GROWTH

We are committed to learning and development. Whether through PD Sessions, workshops, or discussions, we prioritize opportunities that ensure participants leave with the resources, knowledge, and connections to thrive as booksellers and business owners.

Examples of past sessions:

- Accounting and Bookkeeping
- Publisher Panels
- Event Hosting and Management
- Social Media and Marketing
- Using Edelweiss
- Event Grids + Proposals
- Best Practices for Selling Children's Books

WE EMPOWER  
THROUGH  
EDUCATION

(06)





# CULTURAL & HISTORICAL INTEGRATION

We believe in the power of place to shape identity and culture. Our work is rooted in the belief that physical spaces, like local bookstores and community hubs, are essential for fostering a sense of belonging and for creating meaningful cultural exchange. By deeply connecting with our community's history and geography, we bring local relevance into all our time together.

WE ROOT  
OURSELVES IN  
HISTORY AND  
HONOR PLACE

(07)





# FOR MORE INFORMATION

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We look forward to hearing from you and are excited about the possibility of welcoming you as a sponsor and partner of Black Lit Weekend. Together, we can create a transformative experience that amplifies booksellers and strengthens our collective literary community. We hope to have the opportunity to collaborate and make this event an unforgettable success.

THANK  
YOU!



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FOUNDER  
FULTON STREET BOOKS & COFFEE  
BLACK LIT WEEKEND