



68 Calhoun Street  
Charleston, SC 29401  
843-805-6882  
[Director@CharlestonLibraryFriends.org](mailto:Director@CharlestonLibraryFriends.org)  
[BlackInkCharleston.org](http://BlackInkCharleston.org)

## Black Ink: A Charleston African American Book Festival Sponsorship Opportunities Now Available

The sixth annual Black Ink: A Charleston African American Book Festival will be held Thursday, January 13, 2022, through Saturday, January 15, 2022. While 2020 proved to be a challenging year for many, it provided a watershed moment for Black Ink Book Festival. Since hosting an in-person event was not an option due to safety protocols, the Planning Committee decided to host our first-ever virtual festival in January 2021. Instead of the traditional one-day event with author and sponsor tables and a live keynote address, we held a three-day virtual conference with panels for authors, readers, and the general public. Black Ink Book Festival was able to reach over 368 registered attendees and hundreds more who viewed the conference panels and workshops via Facebook Live, YouTube, and Instagram.

Black Ink Book Festival will follow up 2021's success with another virtual event in 2022. Virtual panels and workshops will be held on Thursday and Friday, culminating with a virtual keynote address from the renowned romance author Beverly Jenkins.

While the overarching goal of the Black Ink Book Festival is to amplify the voices of Black authors and expose the public to the diversity that exists among writers of the region, this year's event focuses on Black women in romance. *According to the 2020 Book Ad Report, the romance genre is a \$1.45 billion industry, with the closest genres (mysteries, thrillers, and suspense) coming in at \$720 million a year.* And yet, of the total numbers of romance books traditionally published in 2020, only 8.3% of them were by authors who are Black, Indigenous, or Persons of Color (BIPOC). In 2014, TheAtlanta.com published a piece that proclaimed college-educated Black women were most likely to read a book in any format (<https://archive.is/4axYQ>). With this in mind, the Black Ink Book Festival Planning Committee felt it was beyond time to highlight Black women in romance.

Beverly Jenkins is an author of historical and contemporary romance, with a focus on nineteenth-century African American life. She has published over 40 books since 1994, and she continues to be a source of great writing and inspiration in both the Black reader community and the romance community as a whole.

### New for the January 2022 Festival:

- Virtual conference platform “rooms” for featured authors and sponsors to improve networking and to facilitate outreach and collaboration.
- Targeted programming for readers and authors:
  - The programs aimed at readers will include access to book clubs and authors reading from their works.

- o The programs designed for authors will feature workshops on craft, publishing, and marketing.

### **About Black Ink**

Black Ink: A Charleston African American Book Festival is the first and only annual celebration of African American literature in South Carolina. Celebrating its sixth year in January 2022, Black Ink Book Festival serves as a platform to support local Black writers, creating a space for them to share their work, discuss their craft, and expose readers of all ages to the great variety of African American authors in the area. With the support of community-conscious sponsors, Black Ink: A Charleston African American Book Festival will impact the lives of hundreds of readers, both young and old.

Black Ink is presented by the Charleston Friends of the Library, a nonprofit organization dedicated to increasing the Charleston County Public Library's resources, stimulating use of the Library, and developing and supporting educational and literacy programs. Previous Black Ink sponsors have included the Charleston County Public Library, College of Charleston's Race and Social Justice Initiative, Library Foundation of the Lowcountry, College of Charleston Friends of the Library, South Carolina Humanities, Avery Research Center of the College of Charleston, T-Mobile, Lagunitas Brewery, Law Offices of David Aylor, Palmetto Surety, Statehouse Report, South State Bank, Rotary Club Charleston, and YWCA and YMCA of Greater Charleston.

Previous festivals have welcomed hundreds of attendees and garnered positive publicity. The previous keynote speakers have included Kwame Mbali, Nikki Giovanni, Terry McMillan, Kwame Alexander, and Marcus Amaker. In 2020, the Black Ink Planning Committee created new programming and adjusted the date of its major annual event. To maintain engagement and momentum during this time of transition, we have been hosting smaller, but more regular, events including cohosting National Book Award nominees Akwaeke Emezi and Jericho Brown, an African American poetry panel discussion, a book giveaway and virtual book club discussion with Kwame Mbali, and more.

In the following pages of this sponsorship packet you will find detailed information about the Black Ink Book Festival and how you, as a sponsor, can receive the maximum benefits and exposure. If you have any questions or require our assistance, please do not hesitate to contact us at the phone number or e-mail address above. For more information about Black Ink Book Festival, visit [www.blackinkcharleston.org](http://www.blackinkcharleston.org).

Sincerely,



Djuanna Brockington  
Chair, Black Ink Festival



Susan Hoffius  
President, Charleston Friends of the Library

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**Become a Corporate Sponsor of Black Ink**  
*Help inspire hundreds of readers and amplify the voices of local African American authors*

**Sponsorship Opportunities**

Black Ink: A Charleston African American Book Festival offers several sponsorship opportunities to companies of all types and sizes. Should you have a specific request or need, we can also develop a sponsorship package tailored especially for you.

Due to the virtual nature of this three-day event, there will not be a traditional “swag bag” of sponsor-supplied materials. Instead, sponsors are encouraged to provide direct digital marketing or service-related incentives such as discount codes for goods or services.

**Black Ink Supporter (\$500), multiple opportunities**

**The benefits of being a Black Ink Supporter include:**

- Company logo featured on Black Ink and Friends of the Library websites starting December 1, 2021 with hyperlink to sponsor page, good for one year.
- Company logo featured on virtual conference platform
- Digital souvenir program with sponsor ads

**Black Ink Associate (\$1,000), multiple opportunities**

**The benefits of being a Black Ink Associate include *all of the above, plus:***

- Company logo featured on Black Ink Facebook page starting December 1, 2021
- Sponsor “room” on virtual conference platform during festival
- Six social media posts within a 12-month period, starting December 1, 2021

**Black Ink Panel Sponsorship (\$2,500), six opportunities**

**The benefits of being a Black Ink Panel Sponsor include *all of the above, plus:***

- 15-second video (provided by sponsor) played before virtual panel (limited to panel sponsor)
- Company name/logo featured in all print and digital advertisements
- Legacy recognition through recorded panels viewed on YouTube, IGTV, Facebook

## **Black Ink Festival Sponsor (\$5,000), exclusive opportunity**

**The benefits of being a Black Ink Festival Sponsor include *all of the above, plus*:**

- Right to use event name in all marketing campaigns
- Exclusive press release sent announcing company's sponsorship of Black Ink
- 20-second video (provided by sponsor) advertising spots on all social media platforms starting January 1, 2022
- 20-second video (provided by sponsor) played at the festival opening immediately before keynote presentation

**Gifts of any amounts are gratefully accepted and will be appropriately recognized throughout the festival.**

**Other opportunities to support Black Ink include sponsoring honorariums for year-round program speakers and guest lecturers.**

**In order to deliver all promised sponsor benefits, pledges must be fulfilled by November 15, 2021. Checks should be made out to the Friends of the Charleston County Library. To fulfill your pledge online, please contact Nulani Bennett at 843-805-6882 or [director@charlestonlibraryfriends.org](mailto:director@charlestonlibraryfriends.org)**

**For more information, please contact Djuanna Brockington at 843-224-1411 or [blackinkcharleston@gmail.com](mailto:blackinkcharleston@gmail.com)**

## WHY GET INVOLVED IN BLACK INK 2022?

*The 2022 theme is the Representation of Black Women in Romance*

- SUPPORT THE AFRICAN AMERICAN LITERARY COMMUNITY AS A SPONSOR OF THE 6<sup>th</sup> ANNUAL BLACK INK: A CHARLESTON AFRICAN AMERICAN BOOK FESTIVAL.
- THE ROMANCE GENRE IS A \$1.45 BILLION INDUSTRY, WITH THE CLOSEST GENRES (MYSTERIES, THRILLERS, AND SUSPENSE) COMING IN AT \$720 MILLION A YEAR.
- CONNECT WITH HUNDREDS OF ENGAGED READERS, AUTHORS, AND ENTREPRENEURS FROM AROUND THE LOWCOUNTRY AND STATE.
- BUILD COMMUNITY AWARENESS OF YOUR BRAND, SERVICES, AND PRODUCTS.
- HELP AMPLIFY THE VOICES OF BLACK AUTHORS.

### AUDIENCE INFORMATION:

Based on previous years' festivals and survey data collected after the 2021 festival, sponsors will reach an audience with the following characteristics:

- 92% OF RESPONDENTS IDENTIFIED AS BLACK, 0.4% AS WHITE, AND 0.4% AS ASIAN.
- 96% OF RESPONDENTS SAID THEY WOULD ATTEND NEXT YEAR
- 72% OF RESPONDENTS MADE NOTE OF THE EVENT'S SPONSORS
- 58% WERE FROM THE TRI-COUNTY REGION, 93 DISTINCT LOCATIONS WERE REPRESENTED, WITH 3 INTERNATIONAL REGISTRANTS
- 63% ATTENDED BLACK INK FOR THE FIRST TIME LAST YEAR
- 100% OF ATTENDEES WERE SATISFIED OR EXTREMELY SATISFIED WITH THE EVENT