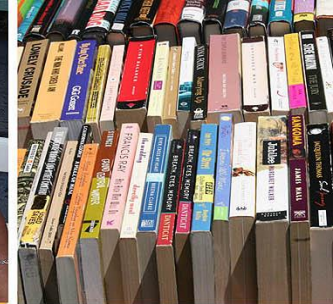


Tulisoma South Dallas Book Fair

The Southwest
African American Experience
in Books and Story

Dallas Public Library African American Museum South Dallas Cultural Center

BOOKS - AUTHORS - POETRY - READINGS - DISCUSSIONS



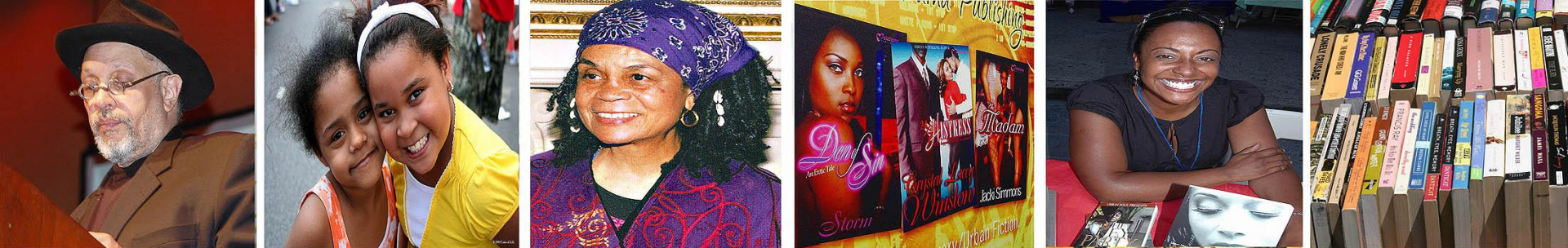
FRI- SUN
August 27 - 29
2010



A Message from Councilmember Carolyn R. Davis

I am so very proud to be a part of this exciting celebration of reading and literacy in Dallas. Tulisoma means “we read” in Swahili, but it has come to signify much more to the South Dallas community. It is today a showcase of cultural arts and also a wonderful opportunity to meet and talk with best-selling authors from across the country. People of all ages who share a love of reading will find a treasure of books and noted authors, celebrity readers and special programs to enjoy. I hope you will join us for this great family event created to promote reading for all ages.

BOOKS - AUTHORS - POETRY - READINGS - DISCUSSIONS



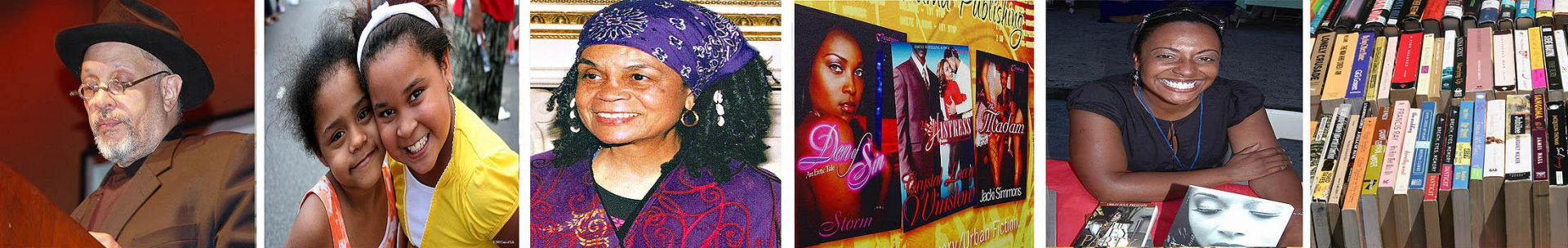
FRI- SUN
August 27 - 29
2010

YOUR EVENT...

The Tulisoma South Dallas Book Fair is a community-based literary festival promoting literacy and the arts in the South Dallas/Fair Park area. Founded in 2003, by former City Councilman Leo V. Chaney, Jr., and Dr. Harry Robinson, President and CEO of the African American Museum, the goal of Tulisoma is to create a dynamic event tailored to engage local families, avid readers, aspiring writers and visitors to the city.

Now in our 8th year, the success of the first book fair began what is now the region's largest community gathering of African American readers and book lovers. It has evolved into a brand that is expanding into new markets each year.

BOOKS - AUTHORS - POETRY - READINGS - DISCUSSIONS



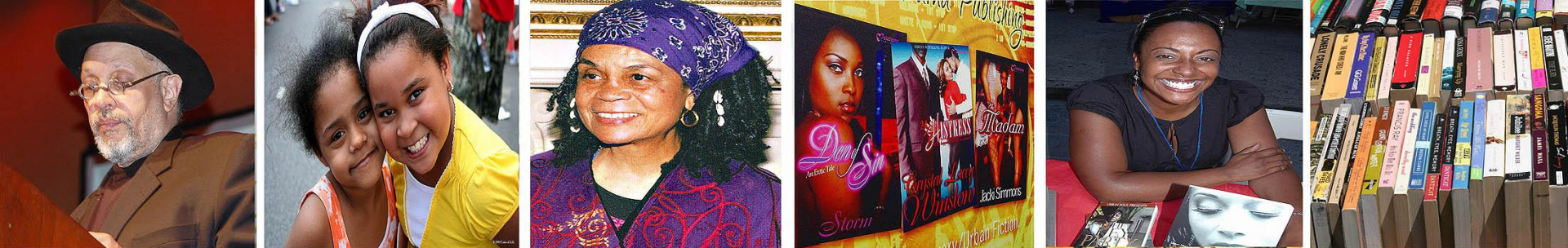
FRI- SUN
August 27 - 29
2010

YOUR AUDIENCE...

The Tulisoma South Dallas Book Fair audience is drawn directly from each Art community and expands from their shared Urban experience – music lovers attend for the music and for their allegiance to the Urban Cultural experience. So will each art discipline.

Projected attendance: 10,000. Projected Exhibitors: 100+.
 Past Tulisoma Book Fair attendees, plus Social Networking sites (Facebook, MySpace, Twitter), online communities and web sites will serve as the neural promotional network that will carry your message.

BOOKS - AUTHORS - POETRY - READINGS - DISCUSSIONS



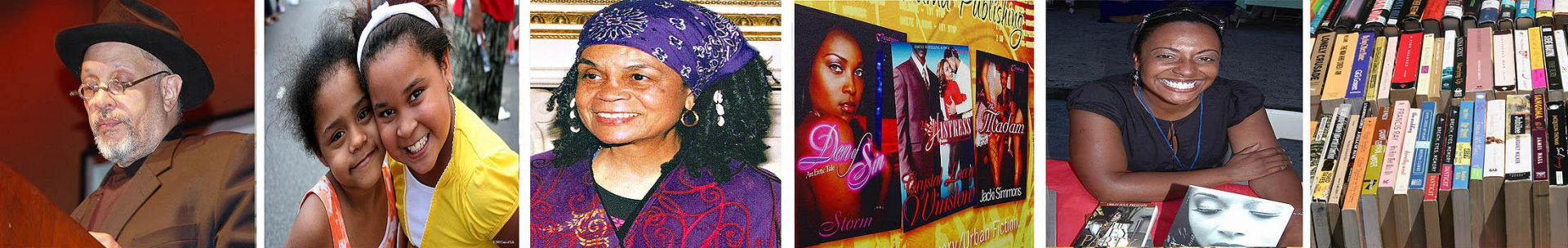
FRI- SUN
August 27 - 29
2010

YOUR MESSAGE, plus...

Our Neural Network promotion is supported by a well-structured and effective community campaign that includes event post-card handouts and a community-wide poster campaign within which your brand/logo is carried.

Broadcast radio, newsprint and magazine advertising, and cable television, and Internet marketing complete our four-pronged promotion of your brand into our highly-anticipated event. Beyond those who attend, thousands more will become aware of your message.

BOOKS - AUTHORS - POETRY - READINGS - DISCUSSIONS



FRI- SUN
August 27 - 29
2010

OUR VENUE PARTNERS and...

Dallas Public Library African American Museum South Dallas Cultural Center

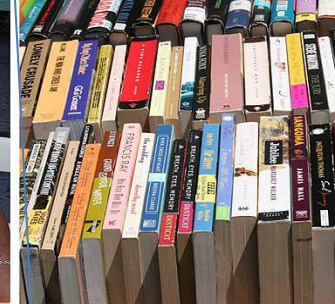


Dallas Public Library – The mission of the Dallas Public Library is to link resources and customers to enhance lives. The Library is committed to inform, entertain, enrich, and to foster the self-learning process by facilitating access to its facilities to all members of the community.

African American Museum – The African American Museum is an institution dedicated to the research, identification, selection, acquisition, presentation and preservation of visual art forms and historical documents that relate to the African American community.

South Dallas Cultural Center – The Cultural Center became a reality through the efforts of key individuals in the African-American community who encouraged the City of Dallas to develop a multi-purpose arts facility in South Dallas. Under the leadership of City officials and Park Board members, funds were allocated to construct the facility located across from Fair Park.

BOOKS - AUTHORS - POETRY - READINGS - DISCUSSIONS



FRI- SUN
August 27 - 29
2010

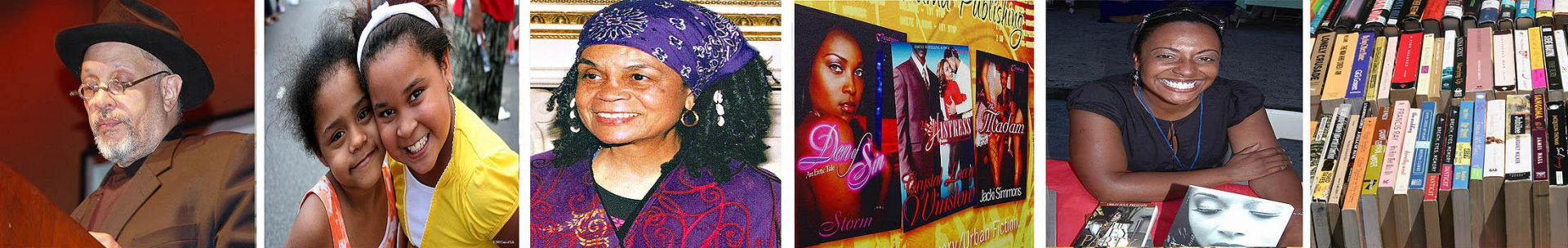
OUR PROGRAMS...

-  The Annual Tulisoma Community Breakfast
-  Conversation & Roses
-  Family Stories
-  The Annual Tulisoma Gospel Brunch
-  The Tulisoma Heart & Soul Tour
-  Tulisoma Teen Poetry Slam
-  Pork Chops & Politics
-  Author Workshops & Seminars
-  Exhibitors Row

...and Books, and Authors, and Conversations!



BOOKS - AUTHORS - POETRY - READINGS - DISCUSSIONS



FRI- SUN
August 27 - 29
2010

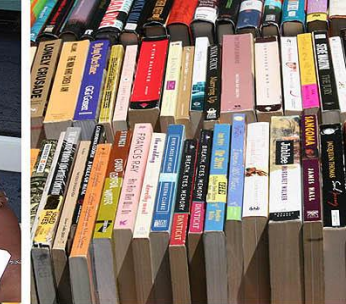
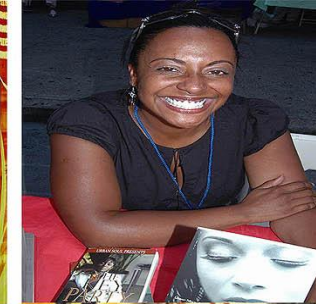
EQUALS *YOUR* OPPORTUNITY.

The Tulisoma South Dallas Book Fair is fun for all...

- National Bestselling Authors autographing books...
- Author Panel Discussions and Interviews...
- An Outdoor Marketplace...
- Children's Books Pavilion...
- Live Readings, Poetry, Music, and Performances...
- Exhibitors...Community Branding...Product Distribution

...and is a Dallas Literacy Institution.

BOOKS - AUTHORS - POETRY - READINGS - DISCUSSIONS

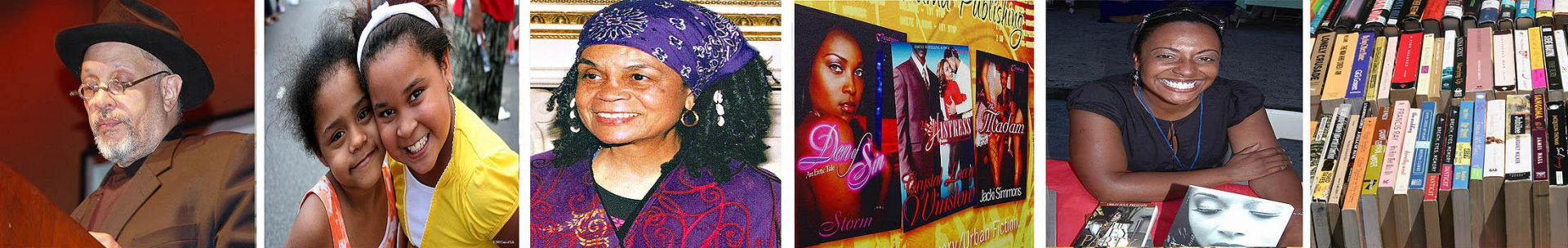


FRI- SUN
August 27 - 29
2010

2010 AFFINITY SPONSORSHIP

AFFINITY SPONSORSHIP

BOOKS - AUTHORS - POETRY - READINGS - DISCUSSIONS



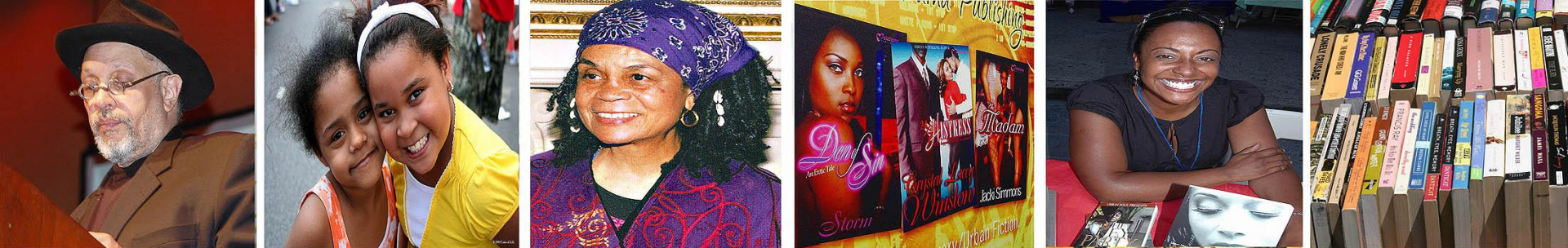
FRI- SUN
August 27 - 29
2010

Title Sponsor \$25,000

- 📖 Prominent logo and name on all printed/internet materials, including pre-festival publicity flyers, posters, and program books
- 📖 Prominent banner on Main Stage as Event Sponsor
- 📖 Prominent name and/or logo on all press releases, Public Service Announcements, and other publicity materials as "Presented by..."
- 📖 Media opportunities including television, radio & phone interviews
- 📖 Welcome remarks and introduction of speakers
- 📖 Company VIP Passes to all special events and workshops
- 📖 Exclusive visit with District 7 Council member Carolyn R. Davis
- 📖 Special recognition at VIP reception
- 📖 "Right of First Refusal" for same sponsorship level for 2011 Festival
- 📖 :20 second promos at all venues during weekend of event
- 📖 Banner ad on Tulisoma website with link to your website
- 📖 Ability to have branded promotional staff present to distribute samples/literature (staff not provided)

AFFINITY SPONSORSHIP

BOOKS - AUTHORS - POETRY - READINGS - DISCUSSIONS



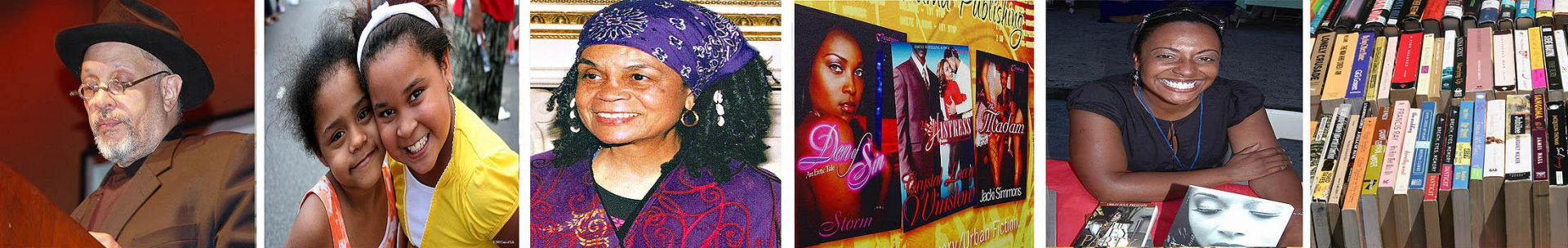
FRI- SUN
August 27 - 29
2010

Gold Leaf Sponsor \$15,000

- 📖 Listing as a Tulisoma Book Fair Gold Leaf Sponsor
- 📖 Prominent logo and name on all printed/internet materials, including pre-festival publicity flyers, posters, and program books
- 📖 Company name and/or logo on all press releases, Public Service Announcements, and other publicity materials
- 📖 Secondary logo on cover of official Festival program books as "Sponsored by..."
- 📖 All-Events Pass to special events and workshops
- 📖 Two full-page advertisements in official Festival program books
- 📖 Photo opportunities with entertainers and authors
- 📖 Recognition at VIP reception
- 📖 Company logo on all Festival signage
- 📖 Name and/or logo on Festival t-shirts
- 📖 "Right of First Refusal" for same sponsorship level for 2011 Festival
- 📖 Company information available on Tulisoma Book Fair Main table

AFFINITY SPONSORSHIP

BOOKS - AUTHORS - POETRY - READINGS - DISCUSSIONS



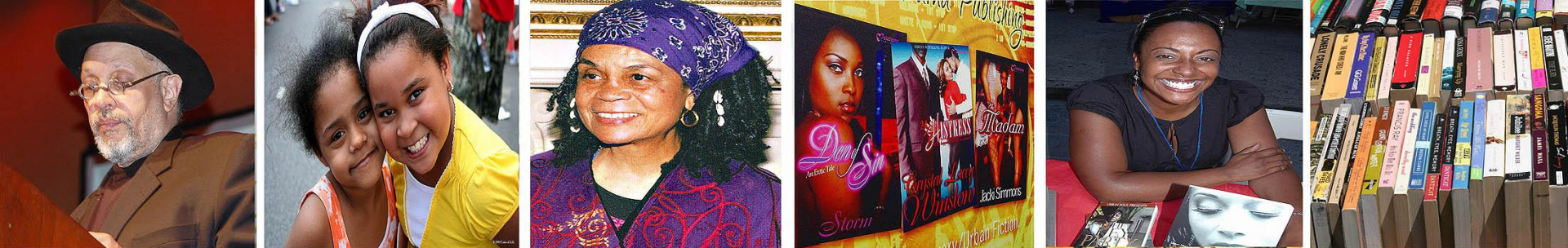
FRI- SUN
August 27 - 29
2010

Encyclopedia Sponsor \$5,000

- 📖 Listing as Tulisoma Encyclopedia Sponsor
- 📖 Company logo and name on pre-Festival flyers, Festival posters, official Festival program books
- 📖 Company invitations to special events and workshops
- 📖 One full-page advertisements in official Festival program books
- 📖 Photo opportunities with entertainers and authors
- 📖 Recognition at VIP reception
- 📖 Company logo on all Festival signage
- 📖 Name and/or logo on Festival t-shirts
- 📖 "Right of First Refusal" for same sponsorship level for Festival in 2011

AFFINITY SPONSORSHIP

BOOKS - AUTHORS - POETRY - READINGS - DISCUSSIONS



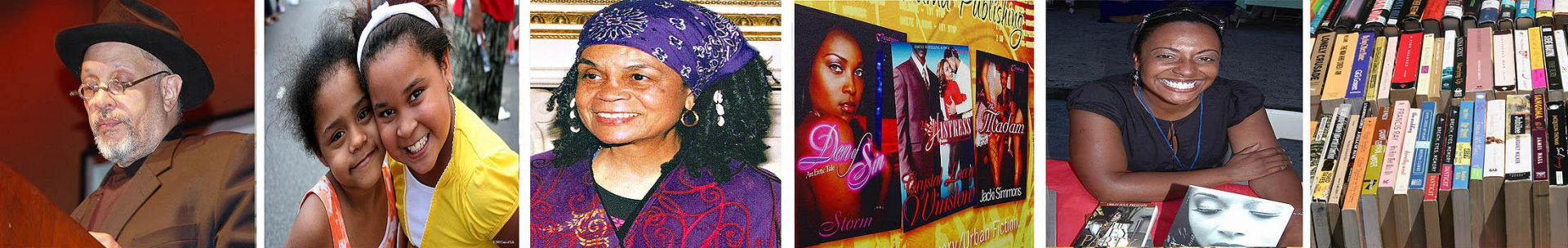
FRI- SUN
August 27 - 29
2010

Leather Bound Benefactor \$1,000

- 📖 Listing as a Tulisoma Leather Bound Benefactor
- 📖 Company logo and name on official Festival program books
- 📖 One half-page advertisements in official Festival program books
- 📖 Company invitations to special events and workshops
- 📖 Photo opportunities with entertainers and authors
- 📖 Recognition at VIP reception
- 📖 Company logo on all Festival signage
- 📖 Name and/or logo on Festival t-shirts
- 📖 "Right of First Refusal" for same sponsorship level for Festival in 2011

AFFINITY SPONSORSHIP

BOOKS - AUTHORS - POETRY - READINGS - DISCUSSIONS



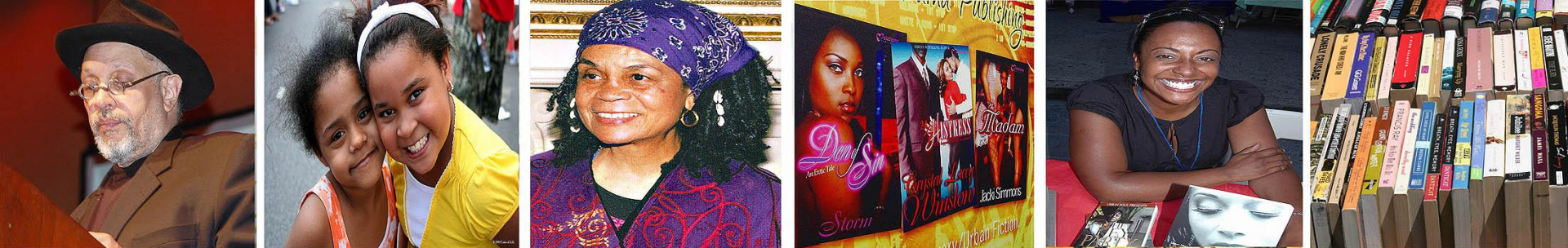
FRI- SUN
August 27 - 29
2010

Hardcover Patron \$500

- 📖 Listing as a Tulisoma Hardcover Patron
- 📖 Sponsor of Tulisoma workshop and seminar
- 📖 Company or individual name in official Festival program books
- 📖 One half-page advertisement in official Festival program books
- 📖 Company invitations to special events and workshops
- 📖 Recognition at VIP reception
- 📖 Company logo on all Festival signage
- 📖 Company name and/or logo on Festival t-shirts
- 📖 "Right of First Refusal" for same sponsorship level for Festival in 2011

AFFINITY SPONSORSHIP

BOOKS - AUTHORS - POETRY - READINGS - DISCUSSIONS



SPONSOR PARTICIPATION TIMELINES

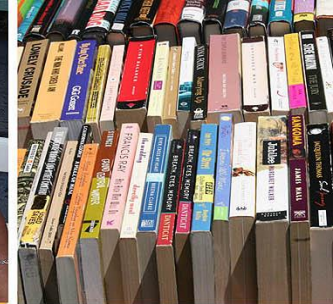
Event: August 27 - 29, 2010

Notice of Participation: May 24th

Logos, Advertising Banners: 45 days prior to event

Payment due: June 4th

BOOKS - AUTHORS - POETRY - READINGS - DISCUSSIONS



FRI- SUN
August 27 - 29
2010

The Tulisoma Marketing Team

CONTACT:

Ronnie Jessie

Multicultural Services Administrator

(Tulisoma Event Coordinator)

Dallas Public Library

214.670.7809

Max Rodriguez

Founder – Harlem Book Fair

(Tulisoma Lead Consultant)

914.231.6778 (o)

917.771.2294 (c)

BOOKS - AUTHORS - POETRY - READINGS - DISCUSSIONS