



2026 SPONSORSHIP & BRAND PARTNERSHIP PACKAGE

SEPTEMBER 25-27, 2026 | HILTON ROSEMONT

1,000 EXPECTED ATTENDEES	11 YEARS IN CHICAGO	40+ FEATURED AUTHORS
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www.ChicagoUrbanBookExpo.com

ABOUT THE CHICAGO URBAN BOOK EXPO WEEKEND



Founded in 2015 by national bestselling author Jessica N. Watkins, the Chicago Urban Book Expo has grown into the largest Chicago-area book festival dedicated to showcasing African-American authors. Readers travel from across the country to meet beloved authors, discover new voices, and celebrate the power of Black storytelling.

The Chicago Urban Book Expo Weekend is a three-day celebration of all things Black books, bringing together readers, authors, and industry professionals for an immersive, interactive, and unforgettable literary experience. The weekend includes an intimate meet and greet, a laugh-out-loud comedy show, a live book club and game show, the elegant Million Pages Gala, and the main expo featuring favorite and future-favorite authors.

More than an event, the weekend is a cultural experience where literature, laughter, learning, and a shared love of reading come together in an accessible, welcoming, and community-centered environment.

1,000	40+	20,886	28,000
EXPECTED ATTENDEES	BLACK AUTHORS	EMAIL SUBSCRIBERS	SOCIAL FOLLOWERS

YOUR BRAND. OUR READERS. A MEANINGFUL CONNECTION.

Audience Profile

The Chicago Urban Book Expo Weekend reaches a highly engaged audience of primarily African-American women who are passionate about books, culture, beauty, wellness, travel, entrepreneurship, fashion, food, and community.

Why Brands Partner With Us

Sponsors gain direct visibility within a trusted community-centered event. Brand exposure extends beyond the weekend through email marketing, social media promotion, stage recognition, signage, product placement, and memorable in-person experiences.

Built for Partnership

Our sponsorship opportunities support brand awareness, customer acquisition, audience engagement, community investment, and meaningful connections with readers and decision-makers.



Sponsorship visibility is supported by:

EMAIL MARKETING 20,886 subscribers	SOCIAL MEDIA 28,000 followers
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LIVE EVENT ACCESS

Up to 1,000 attendees

ON-SITE ENGAGEMENT

Brand placement and recognition

SPONSORSHIP OPPORTUNITIES

Our sponsorship program is designed to create advertising and brand-partnership opportunities for companies seeking direct access to Chicago Urban Book Expo Weekend attendees. Packages combine digital visibility, on-site recognition, product placement, and community engagement.



SPONSOR BENEFITS MAY INCLUDE

Digital Reach Social media promotion and inclusion in event email marketing.	Event Visibility Stage mentions, signage, and recognition during select weekend events.
Product Placement Placement in VIP swag bags or raffle bags, based on package and contribution.	Direct Access Speaking opportunities and meaningful engagement with an audience of readers and community leaders.

Custom opportunities: Companies interested in larger presenting, title, or event-specific sponsorships may request a customized package aligned with campaign goals and budget.

2026 SPONSORSHIP LEVELS

PRODUCT PARTNER	Product donation	Placement in 150 VIP swag bags and/or 20 raffle bags. Appropriate quantity, value, and category requirements apply.
DIGITAL SUPPORTER	\$200	Social media promotion and email marketing recognition.
COMMUNITY PARTNER	\$500	Social media promotion, email marketing, and stage mentions during select events.
GOLD PARTNER	\$750	Social media promotion, email marketing, stage mentions, and on-site signage.
PREMIER PARTNER	\$1,000	Social media promotion, email marketing, stage mentions, on-site signage, and a speaking opportunity during an approved event segment.

IMPORTANT NOTES

- All sponsorship benefits are subject to availability and approval.
- Speaking opportunities are brief, pre-approved, and integrated into an appropriate event segment.
- Sponsors are responsible for providing logos, promotional copy, products, and materials by stated deadlines.
- Product donations must be new, unopened, unexpired, and appropriate for our audience.
- Product Partner placement may be in VIP swag bags, raffle bags, or both, based on quantity and value received.

PRODUCT DONATION & RAFFLE PARTNERS



Product sponsorship is an excellent option for companies seeking direct brand placement without purchasing a monetary package. Donated products may be included in 150 VIP swag bags, 20 raffle bags, or a combination based on quantity, value, and suitability.

RECOMMENDED DONATIONS

VIP Swag Bags	150 identical items for placement in all VIP bags.
Raffle Bags	One or more premium products, gift cards, certificates, or gift sets.
Product Cards	Promotional cards may accompany a physical product donation, subject to approval.
Delivery	Sponsors are responsible for shipping or delivering products by the stated deadline.

GREAT PRODUCT FITS

Books and book-themed products • beauty and hair care • skincare • wellness • food and beverage samples • journals and stationery • travel-size products • gift cards • apparel and accessories • home fragrance • technology accessories • reader essentials • coupons and special offers.

To protect attendees and maintain event quality, all donations are reviewed before acceptance. Opened, expired, damaged, or inappropriate products will not be distributed.

BECOME A 2026 SPONSOR

Partner with the Chicago Urban Book Expo Weekend and place your brand in front of a culturally engaged audience of readers, authors, entrepreneurs, and community leaders from across the country.



Your partnership supports a three-day celebration of Black literature while creating meaningful opportunities for visibility, recognition, product discovery, and direct audience connection.

**SPONSOR
NOW**

PURCHASE A SPONSORSHIP PACKAGE

www.ChicagoUrbanBookExpo.com/businesssponsors

CONTACT

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**Chicago Urban Book Expo Weekend
September 25-27, 2026 | Hilton Rosemont
Celebrating All Things Black Books**