

# CHICAGO • BOOK • FAIR

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# SUCCESS STORIES



## TANGRA LAVETT

*What a beautiful experience this morning . Congratulations to all the authors representing today.The day was very enlightening!*

## MENETTI SHABAZZ

*This was an OVER-THE-TOP manifestation of Asadah Kirkland's vision and I am so blessed to have been a part of it!!!! Blocks and blocks of authors of all genres, entertainment, creative expression and peace. Many of the authors and participants that I spoke with grew up on the surrounding blocks and were touched by the magnitude of this event. AWESOMENESS!!!!*

## BARBARA KENSEY

*Asadah, you are to be commended, applauded, celebrated for the success of the 1st annual Soulful Book Fair. To see all those Black authors, including youth authors, in one place. To see the excitement on the faces of the children as they ran to choose books, to see how well organized everything was, it was just wonderful. Congratulations! In this centennial year of the #2016greatmigration, you make the ancestors proud.*



## JOANN FASTOFF BLACKMAN

*Soulful Chicago Bookfair last Saturday was simply awesome. Asadah Kirkland et al put together a plan that worked. I sold all my books, gave away over 150 Howard Watson guides and met so many new fans and friends that I didnt think was possible. I hope to return next year. Yeah I said it..next year.*

## TERRANCE MILLER

*This was an absolute first for Woodlawn and the Southside of Chicago. Thank you Asadah for your amazing creative spirit. My family and I had a wonderful time.*

## EVAN ROBERTS

*The Soulful Chicago Book Fair was a tremendous success! Thank you Asadah Kirkland for all the work you did to put this event together. The attendance was great and the support was amazing! Thank you to all of the authors for a wonderful showcase!*



## SAMAIYAH MUHAMMAD-WRIGHT

*I had a wonderful experience. I met so many beautiful and positive people. I'm glad that I was part of this movement. Thank you Asadah Kirkland.*



## BERNARD TURNER

*Echoing all the congratulations and praise for an extremely successful event for our community and our city. Thank you Asadah for your vision and fortitude. I enjoyed myself immensely in addition to sharing my Highlights of Chicago Press books and tours. I was delighted with the children who saw themselves in the books that were available. What a gift to them as well as an inspiration.*

## DONNA BEASLEY

*Awesome Day! It was wonderful to see so many authors selling books. Congratulations Asadah, the first year was a success. I love it when a plan comes together so beautifully.*

## GEORGE OPARANOZIE

*The 2016 Soulful Chicago Book Fair was awesome on steroids in many respects. It was peaceful. It was cordial. It was fun. It was entertaining. And lets not forget it was profitable for many authors and other vendors. We need to make some improvements and make it bigger and better for 2017 and beyond. We have to persist in efforts such as the making of a successful book fair that covers street blocks. By persisting, persevering and making it happen, the media would have no choice but to send their reporters to cover events such as the Soulful Chicago Book Fair in the South side of Chicago in lieu of reporters only covering shootings and killings. KUDOS to Asadah and to all of you for all your efforts in make the 2016 Soulful Chicago Book Fair part of our history. The struggle continues.*

# SOULFUL CHICAGO BOOK FAIR

*Authors, Songwriters, Workshops, Children's Literature, History,  
Spoken Word, Great Food & More!*

## ABOUT THE FOUNDER

Asadah Kirkland, author of the book *Beating Black Kids* and Founder of the Soulful Chicago Book Fair has been a part of the literary industry for over 20 years. Her literary journey began as the manager of the Afrocentric Bookstore in downtown Chicago, back in 1994. In 1999, Asadah began the development of what would be Harlem, New York's only literary café at the time, Read My Mind Literary Café. She developed her own language arts curricula for the Boys and Girls Harbor afterschool program from 2001 to 2008. And in 2008 she also helped edit, market and produce the book *Align With the Divine*, by Lady Prema.

In 2009 Asadah wrote her own book, *Beating Black Kids*, forging a crusade to end corporal punishment in America - starting with the Black community. Asadah has become the go-to person on the subject, having appeared on CNN, Inside Story Al Jazeera, WABC-TV's "Here and Now," Essence.com, the Amsterdam News and New York Parenting Magazine, amongst many others. Asadah has returned to Chicago with the sum total of her literary expertise, bringing to life for its second year, the Soulful Chicago Book Fair, July 16, 2017.



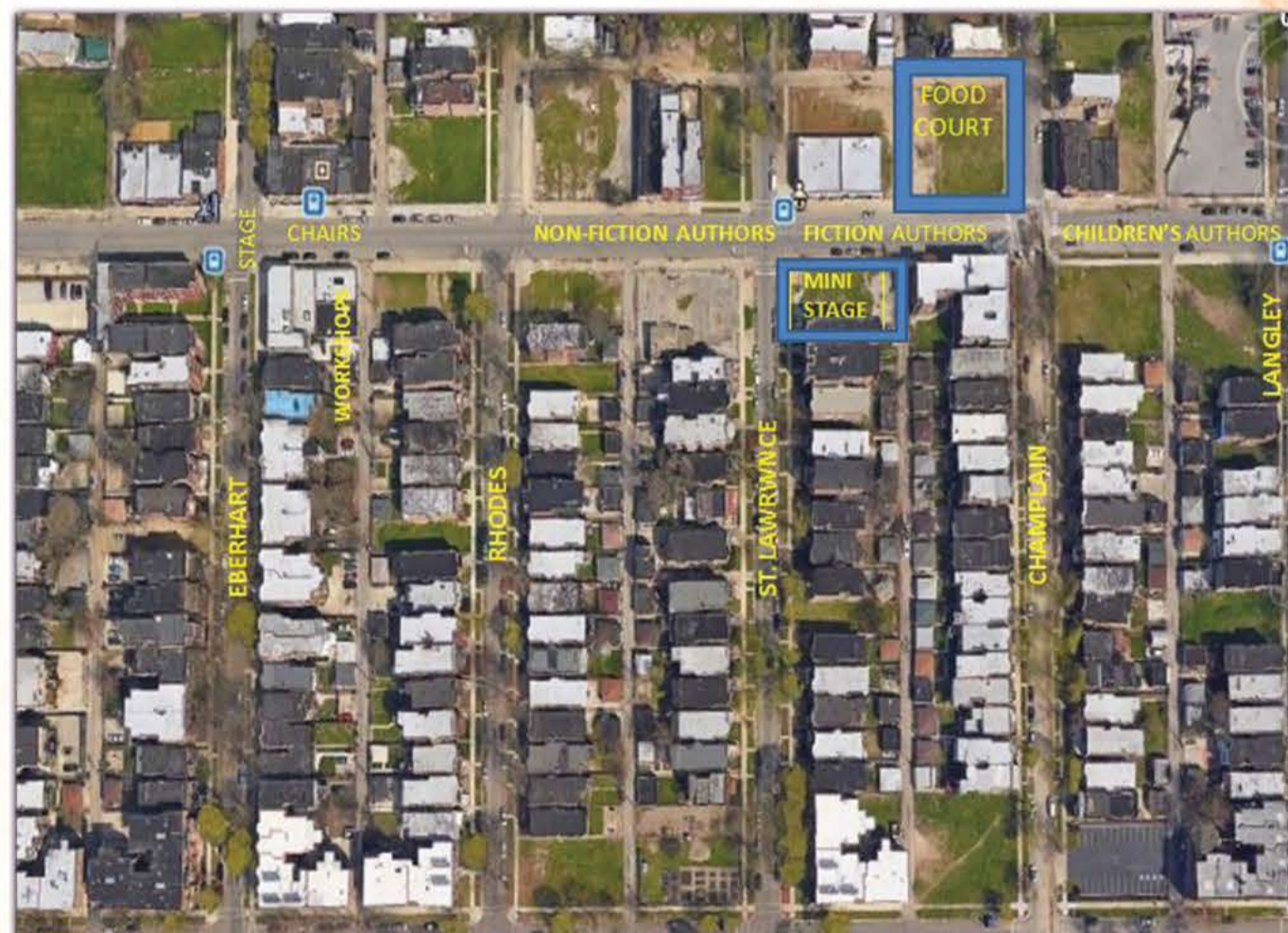
## VISITOR PROFILE

The Soulful Chicago Book Fair attracts patrons that reflect a myriad ages and ethnicities. The main commonality is their interest in storytelling, education and the performing arts. The event's primary draw is middle-income African-Americans between the ages of 25 and 65, who are book enthusiasts that purchase books for the entire family.



## THE FESTIVAL

The Soulful Chicago Book Fair is a celebration of literacy and the literary arts found throughout the African Diaspora. It is Chicago's premiere "author-centric" festival, filled with stories told through books, spoken word, songwriting, playwriting and art. Patrons can expect an experience replete with over 100 Black authors, publishers and literary organizations, organized by genre, over a span of 4 blocks.



## AUTHOR SUBMISSION

An important feature of the book fair is the author submission process. Rather than following the traditional process of accepting money with no review of content, the SCBF is opening vendorship to authors with content that matches and supports the family climate of the book fair.

Applications are reviewed by our panel of judges to curate the right mixture of categories to offer the visiting public.

## LOCATION

The festival runs in the heart of Chicago's south side in the Woodlawn community, between two of the neighborhood's main thoroughfares Cottage Grove and King Drive. Woodlawn bisects the south side and cradles much of the University of Chicago's healthcare system and student housing.

# FESTIVAL FEATURES

## WRITERS

The Soulful Chicago Book Fair provides an opportunity for over 100 Black writers to participate. Experienced and novice writers are welcome to apply. Each exhibitor receives:

- + 10 X 10 Tent | One 6 ft. table | Two chairs
- + (optional) 30 - 45 second promo video announcement per participating author
- + Weekly Social media and website promotion
- + Blocks organized by genre
- + Access to thousands of readers



## ENTERTAINMENT

We express the power of our words and stories through many art forms. In 2016, the Soulful Chicago Book Fair showcased our stories to visitors in a fusion unlike any combination of entertainment ever seen in one location before! The event offered entertainment on its main stage and offered an open mic to the community on its smaller "St. Lawrence Stage." Children and adults alike enjoyed puppet shows on the small stage by Kazoom Kids Publishing, while members of Black Lives Matter got to share works from their #OurStoryChi storytelling series. The book fair's 2016, main stage musical line-up included two time Grammy-nominated, neo-soul artist Eric Roberson, soulful house music by DJ Duane Powell, the Hip-hop Jazz stylings of Maggie Brown, ancestral jazz by David Boykin, sultry R&B vocalist J. Daphaney and Ballroom Rock by Blah Blah Blah. Its theater presentations featured a rendition of the novel, the Middle Passage, by Charles Johnson, performed by the Pegasus Theatre Troupe, as well as the high energy, social activist voices of KUUMBA LYNX, an Intergenerational Spoken Word Ensemble.

## WORKSHOPS & OTHER ACTIVITIES

### Author Commercials

The Soulful Chicago Book fair shot commercials of its authors to promote them to book lovers during the months leading up to the main event. The promotional videos were highlighted on the event website, on Youtube and throughout all of our social media circles. These videos helped to increase awareness of the authors and the plots of their books to prep patrons before visiting the main event.



### Great Migration Procession

It is tradition in many African cultures, to pay homage to elders and request their permission before speaking. In that tradition, the Soulful Chicago Book Fair officially starts its festivities after a beautiful procession of drummers and elders make their way atop a float, up the 61st street corridor toward the main stage. Once the main stage is reached, the elders are asked for permission to begin the event. The 2016 Elder Commemoration float was dedicated to the Centennial year of the Great Migration and included elder authors, high school friends, and participants over 90 years of age.

### The Soulful Chicago KWANZAA Book Fair

Authors and patrons thoroughly enjoyed the main event in the summer and continuously request more opportunities to do more of the same throughout the year. Thus evolved the Soulful Chicago KWANZAA Book Fair, lending access to Black literary creativity for the holiday season and supporting the true educational spirit that KWANZAA was designed to create.

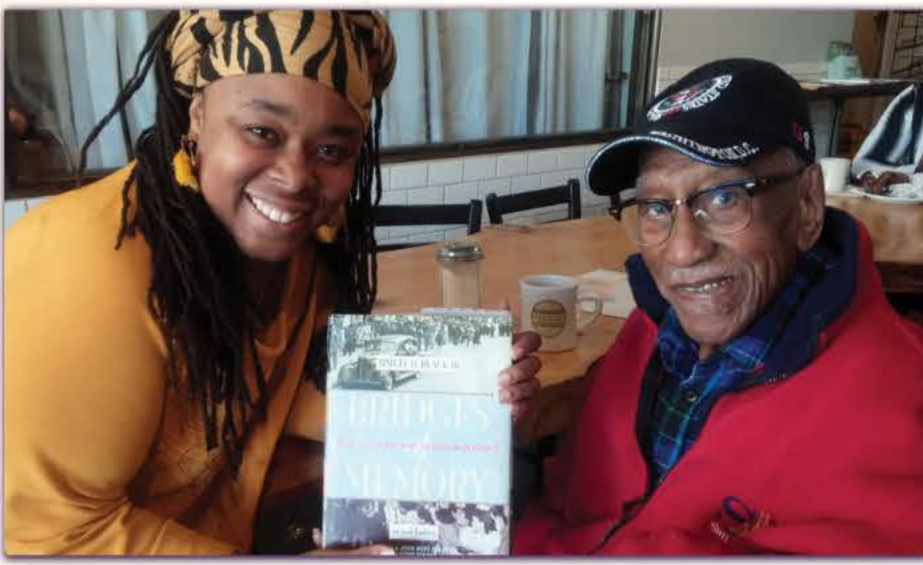


# WORKSHOPS

Soulful Chicago Book Fair visitors, younger and older, get to take full part in literature-related activities to sharpen their skills and tell their own stories. See a listing of our workshops and activities from 2016 below:

- *Useni Perkins (World Renown author and playwright) - Developing Dramatic Material for Black Children*
- *Donna Beasley ( author and President/Publisher of Kazoom Publishing) - "12 Steps To Write, Publish & Promote Your Children's Book"*
- *Bernard Turner ( author and President of Highlights of Chicago Press) - "From the Head to the Pad"*
- *Books Ink Literary Services - "So You Want to Publish a Book"*
- *Edith Armstrong (Mama Edie - storyteller) - "Exploring the Power Potential of Switch-Coding Between Black Dialect and Standard English through Storytelling, Poetry, Dialogue and Music"*

# TIMUEL D. BLACK ESSAY CONTEST



Dr. Timuel D. Black is a revered educator, political and social activist, community leader, oral historian and philosopher – affectionately known as ‘Black Thought’ and is famous for his knowledge about any and every subject imaginable, particularly the Black Diaspora.. This 98 year wise scholar was a pioneer in the independent, progressive black political movement in Chicago which eventually saw the rise of Chicago’s first Black Mayor, the late honorable Mayor Harold Washington. Professor Black is also credited with coining the phrase "plantationpolitics." Dr. Black’s celebrated book, *Bridges of Memory: Chicago’s First Wave of Great Migration*, chronicles black Chicago history from the 1920s to the present, and is based on interviews he conducted with local luminaries and every day individuals whose stories are deeply interwoven into the fabric of Chicago’s past, present and future.

In light of his excellence, the Soulful Chicago Book Fair conducts an essay contest named for Timuel D. Black, awarding Chicago elementary and high school youth, who compose compelling essays about the history of Chicago, and the roles their families played in its evolution.

# NEW AUTHOR TRIBUTE CEREMONY

It takes courage and perseverance to author a book. For this reason, the Soulful Chicago Book Fair acknowledges new authors with awards of recognition for their strong work.



# LITTLE FREE LIBRARY

Bolstering literacy in our community cannot end when the show is over! To keep the drive towards high literacy alive, the Soulful Chicago Book Fair has begun its installation of Free Little Libraries around the south side of Chicago. These adorable little book homes allow the community to take a book, free of charge, and put in a book that someone else may want to read. In partnership with the youth organization Metro Squash, our first Little Free Library has been installed on 61st Street and Cottage Grove, just a block away from where the actual event was held. Our first library has been wiped clean, with us having to fully replenish it within its first 2 weeks in existence.

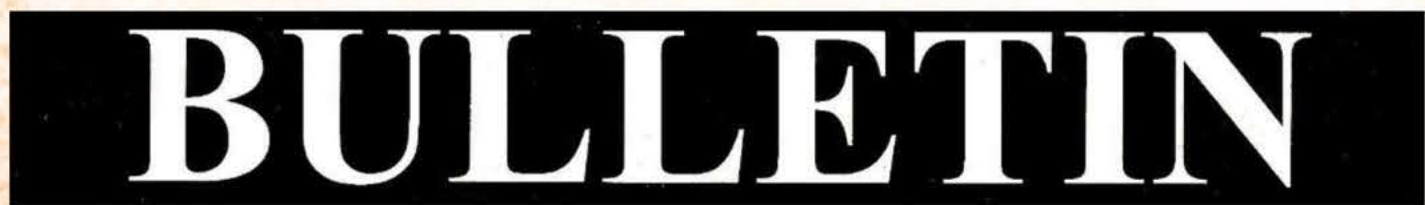
# SCBF MONTHLY EVENTS

The Soulful Chicago Book Fair builds up to its main event with a series of monthly events that focus on literary development and networking for writers. Past events have included *Microphone Check*, a spoken word affair, *Black Authors Unite*, for author connecting and training and *So You Want to Publish a Book* for emerging writers. The Soulful Chicago partnered with community organizations , creating events that enhanced author performance, skill and camaraderie leading up to and at the main event.



# MEDIA COVERAGE

The 2016 Soulful Chicago Book Fair was the talk of the town! Due to guerilla marketing, word of mouth and a plethora of articles, interviews, blogs, and internet features, the festival was a huge success. All of the above aided in the widespread promotion of the book fair in its very first year! See which media outlets covered the event below:



# SPONSORSHIP REQUEST

The Soulful Chicago Book Fair of 2016 had great statistics for its first year of operation. Authors sold out of their books, others found the event to be both profitable and excellent for networking. Quite a few authors used the event as a milestone for completing their first published works, and patrons expressed extreme gratitude for the quality of literary selections they were exposed to. An overall, resounding comment made by the Woodlawn community at large was that they had never seen anything of the caliber of the Soulful Chicago Book Fair in that neighborhood before, and was happy to see such an inspirational event happening in "the hood" for a change.

You are receiving this sponsor package, because I know you create and support programming with a strong community development focus. If your organization would like to participate in this year's event as a sponsor, please contact us with the amount of your donation. Your contribution will help to not only build up literary presence in an underserved and under-acknowledged south side community, it will aid in establishing a literary institution that bolsters reading and writing in a neighborhood in need of returning to its literary roots. See the following page for a list of last year's sponsors and this year's sponsorship levels.

Thank you for your time and consideration.  
Sincerely,

**Asadah Kirkland,**  
Author and Founder of Soulful Chicago Book Fair

## \$15,000

- 2016 Soulful Chicago namesake sponsor
- Company's Name and Logo recognized on all media, marketing and print material
- Logo and branding on website, and social media
- Stage banner recognition
- 15 Soulful Chicago Book Fair t-shirts
- Exclusive stage time during SCBF

## \$10,000

- Company's Name and Logo recognized on all media, marketing and print material
- Logo and branding on website
- Stage banner recognition
- 10 Soulful Chicago Book Fair t-shirts
- Exclusive 10 min stage time during SCBF

## \$5,000

- Company's Name and Logo recognized on all media, marketing and print material
- Logo and branding on website
- Stage banner recognition
- 5 Soulful Chicago Book Fair t-shirts
- Exclusive 5 min stage time during SCBF

## \$2,500

- Company's Name and Logo recognized on all media, marketing and print material
- Logo displayed on website
- Stage banner recognition
- 3 Soulful Chicago Book Fair t-shirts

## \$1,000

- Company's Name and Logo on social media and some print material
- Banner recognition

## \$500

- Company's Name and Logo on social media

## 2016 Sponsors:

SECC • BIG (Blacks in Green) • Northwestern University Press • Arts & Public Life • Published Works • Sunshine Enterprises • POAH  
Kazoom Kids Publishing • South Shore Hospital • U of C Office of Civic Engagement • Greenline Coffee • Brown Sugar Bakery

## The Soulful Chicago Book Fair Appreciates Their Sponsors



# EXHIBITORS

- Ameedah Mawalin - *Red-Boned*  
Angela Ford - *Making A Microbusiness*  
Aria Craig - *Single Mother Diaries*  
Asadah - *Beating Black Kids*  
Barbara Freeman - *Saved, Sanctified and Still Need a Drink*  
Barbara Robinson - *Hope Always to Every End*  
Batu Shakari - *Revolutionary African Poems of Love and War*  
Benard Turner - *Tate and His Historic Dream*  
Blacks In Green (SPONSOR)  
Bonnie Taylor-Williams - *With These Hands A Country Girl Came to Town*  
Barbara & Denise Hendricks - *The Newbies: Bible Alphabets A-Z*  
Candace Smith-Edwards - *I Love My Hair*  
Carolyn Fairman-Griffin - *Raising RJ Rooster*  
Chelcie Oparanozie - *Reptiles VS Amphibians*  
C. Lynn Williams - *Yours & Mine: A Winning Blended Family Formula*  
Chicago Citywide Literacy Coalition  
Chiquita Payne - *Just Because*  
Constance Shabazz, *Books Ink Literary Services*  
Courtney Davis - *S is for South Side*  
Daphne Jack - *The Other Side of the Story*  
Darryl Harvey - *Alicia's Big Test*  
Deborah McDaniel  
Dr. Janice Hooker Fortman - *Secrets On How Not to Throw Mama From the Train*  
Eddie Rogers II - *Relationship starts with "RELATE": Ending suffering in relationships*  
Edye Deloch-Hughes - *Raising Hell or Raise Them Well*  
Evan Roberts - *Khahari Discovers the Joy of Family*  
Felicia Shakespeare & Jennifer Smith - *Shift On*  
Greatest Poet Alive - *The Warmest Winter*  
Habeebah Pasha - *The Love of Debbie La'treck*  
James Roby - *Pale Horse*  
JoAnn Fastoff Blackman - *The Smoke Ring*  
Joi Miner - *Side Piece Chronicles: A Dirty South Love Story*  
K.L. Belvin - *From Gigilo to Jesus*  
Kajara Nebthet - *Light As A Feather*  
Karen Ford - *Thoughts of a Fried Chicken Watermelon Woman*  
Katheryn Kemp - *Anointed to sing the Gospel*  
Kay James McCrimon - *Goodnight Lil Darlin'*  
Kazoom Kids Books (SPONSOR) - *Kason's Kite*  
Kirk Senter - *Life Potential 101*  
KWASI - *Kumasi Kreations*  
Laila Muhammad - *The Adventures of Sajdah*  
Lamont Robinson - *Promises of Our Circles*  
Lashera Lockett - *Do This For Me First*  
Latanya Orr - *Strike A Pose: 7 Red Carpet Strategies Every Entrepreneurial Woman Must Have*  
Latisha Smith Howze - *It Was All a Dream*  
Lauren Pious - *Astral Projection, Illicit Affection*  
Levi Burnett - *Drugs Destrot Destiny*  
Lorne Cress Love - *The Isis Papers*  
LuCretia Crump - *Once Upon A Life, In Time, In Spirit & Flesh*  
Marilyn Alexander - *Heavenly Press*  
Mawaqad YahawaDah - *Israelite School of Universal Practical Knowledge*  
MCH Publishing - *Adventures of Saladeen*  
Michael Lydell Williams - *The Other Side of the Story*  
Michelle Lowe Davis - *Katie Kay Plays Lady for A Day*  
Michelle N. Johnson - *Fighting Fiercely*  
Naimah Latif - *The Female Solution*  
Nancy Wunningham - *A Quiet Time with Quotes/Quotes of Praise*  
Navi Robins - *Temptation*  
NHS  
Northwestern University Press  
Dr. Obari Cartman - *Lady's Man*  
Path Press - *Sprinting Through Life*  
Patience Kirkland - *Urban Girl Adventures*  
Paulette Miles - *Becky's Kidneys*  
Pegasus Theatre Group  
Phyllis Robinson - *Kitty Minnie's New Friends*  
Published Works (SPONSOR)  
Ray Coleman - *The Obama Phenomenon*  
Raymond Smith - *Righteous Ray Ray*  
Rebekah Cole - *Women's Voices*  
Robert Horton - *Released, Inspired Poetic Messages (A Book of Collected Poems)*  
Robin D. Boyd - *African Centered Career Development*  
Samaiyah Muhammad - *Amenia's Pink Polka Dotted Boots*  
Sean Young - *Be My Valentine*  
Shanna RED - *Legally Branded*  
Sheenita Robinson - *Sneaky Little K*  
Tanisha Washington - *From You to YOU: The Experience*  
Tiffany Gholar - *A Bitter Pill to Swallow*  
Toure Muhammad - *Chronology of Nation of Islam History*  
Toye Morris - *Scandalous Ambitions*  
U of C Charter School  
Vietta Robinson - *Football and Beyond*  
Yvonne Obsession Williams - *Secrets In His Closet*