

The logo features the word 'Mocha' in a large, orange-to-pink gradient script font. A stylized coffee cup with steam is integrated into the letter 'o'. Below 'Mocha' is the phrase 'in the Morning' in a smaller, pink-to-purple gradient script font. The entire logo is set against a white circular background that is part of a larger pink-to-purple gradient design.

# Mocha in the Morning

ADDING A LIL #FLAVA TO YOUR MORNING BLEND

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**ADDING A LIL #FLAVA TO YOUR MORNING BLEND**  
POLITICAL PERSPECTIVES | SOCIAL COMMENTARY &  
ENTERTAINMENT NEWS FOR URBAN ENTHUSIASTS



Mocha in the Morning is a fully digital, new media lifestyle series for People of Color (POCs) and urban lifestyle enthusiast--fans who are active on popular social media platforms (FB, IG and Twitter). Our target audience looks forward to a weekly run-down of political, social and entertainment news, events and commentary that represents and affects their personal interests and niche community.



The show is co-hosted by a PR professional/working mom and TV personality/social media influencer. The show features prominent and outspoken women of color and one male counterpart. Each co-host offers a "his or her" take on the week of news during the opening "Steamer" and "Piping Hot" segments. Then, the hosting duo welcomes celebrities and new media personalities to join them in the conversation. The show may feature an array of special segments from "Signature Blends" (feature story), "Cocoa Clapbacks" (savvy societal retorts) to "Bold Roasts" (featured brand or business). The show always closes with final thoughts from the co-hosts and shares the "Mocha Moments" (precious everyday moments) of the week.



**Mocha in the Morning**  
**#PIPINGHOT**  
@MOCHAMORNINSHOW  
f i t

**Mocha in the Morning**  
**#STEAMER**  
@MOCHAMORNINSHOW  
f i t

**Mocha in the Morning**  
**#BOLDROAST**  
@MOCHAMORNINSHOW  
f i t

# THE CAST

## KEISHA BOYD / HOST



Keisha Boyd is owner of Pickett Public Relations Group (Pickett PR), a national, full-service public relations firm dedicated to building, maintaining and protecting client image. With over 15 years of industry experience, Keisha knows that public relations is a passionate industry and requires a personal interest for success. Additionally Keisha is the Creator and Site Director of BlackintheBay.com, the premiere online information vessel for those represented in and connected to Tampa Bay's African-American community.

## OFFICIALLY JORGE / HOST



Jorge Alvarado Krupa aka "Officially Jorge " is a multi-passionate content creator , influencer and media personality. A cultural concierge to all things fabulous. For four seasons Jorge produced and hosted The Jorge Show - the only bilingual, bi-cultural, openly diverse live studio television production in The Tampa Bay Area. The show later expanded to the Central and South Florida markets . As a professional host Jorge has accelerated his career with several brand partnerships and being an avid activist for social justice and representation.

## ON AIR CONTRIBUTORS



**Kia Shakur** is an online marketing expert specializing in Pay-per-click, keyword analysis, online marketing efforts & initiatives, reporting and data presentation. Kia has worked hard to help create effective marketing strategies for several brands including Crowns Plaza, Marriott, STIHL, Campbell and Toyota. Process improvement and documentation and landing page optimization is her specialty. You can also #KickItwitKia on Youtube!



**Gen Dobson** is a student loan expert, debt management specialist and three time author. She is the owner of Degrees of Success, a debt management company that helps borrowers with student loan debt by decreasing their monthly payments, and qualifying them for forgiveness options. She has a Bachelor's Degree in Psychology and a Master's in Business Administration. Gen is currently attending USF to gain a Doctorate in Business Administration (DBA).



# ADVERTISING & SPONSORSHIP

## RATE CARD

### **INFLUENCER LOGO BUMPER • \$25 PER EPISODE / \$75 PER MONTH**

Join our social tribe and support the show with a show bumper + website logo clickthrough.

### **SMALL BUSINESS LOGO BUMPER • \$50 PER EPISODE / \$100 PER MONTH**

Promote your business with a logo bumper + website logo clickthrough.

### **PRODUCT PLACEMENT • \$100 PER MONTH**

Integrate your product or brand into a physical form of media as a means of influencing the opinions of our viewers. One shout out per show and product remains on set for four episodes + website logo clickthrough

### **PRESENTING SPONSOR • \$350 PER MONTH / \$700 PER SEASON ( 6 EPISODES )**

Align your brand or business with Mocha in the Morning as a Presenting Sponsor. Brand Impression on all MITM promotional graphics. Lower third banner at the top of every segment and break. Two (2) spots up to 15 seconds, On-Air Segment Recognition + website logo clickthrough

### **CORPORATE SPONSOR • \$200 PER MONTH / \$500 PER SEASON ( 6 EPISODES )**

Elevate and expand your brand recognition as a Mocha in the Morning corporate sponsor. Two (2) spots up to 15 seconds, On-Air Segment Recognition + website logo clickthrough

Pre-Recorded, HD or SD Production Ready and Broadcast Quality Spots  
\*Includes Repeat Airings\*



# Ask about the *Media Suite Experience*

Immerse your audience in your event's activities. Go interactive and virtual in our smart broadcasting studio with Officially Jorge and Keisha Boyd as your hosts. Create your own news cycle and keep everyone updated by digitally publishing morning and evening news attendees can use to during the day. The media suite will also be the hub so that participants and traditional media have a branded location to schedule interviews with speakers and attendees.

- Increased advertising and sponsorship opportunities
- Live stream to multiple social media platforms
- Encourage social media trending
- Virtual audience sales, participation and exhibit tours
- Rights to all media assets and recorded video
- Ongoing multilevel engagement with conference & participants

**Previous Media Suite Experience sponsors:**



## CONTACT



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