

# ADVERTISING & SPONSORSHIP

Black Travel Romances™ is a global storytelling brand rooted in love, culture, and movement. With 197 novels, curated products, retreats, and a fast-growing audience of Black American women travelers, the brand offers intentional, high-impact opportunities for sponsors to connect with a loyal, trendsetting market that drives over \$145B in annual travel spend.

## OPPORTUNITIES

### Sponsored Mentions

in-book mentions for hospitality and travel brands

### Brand Collaborations

Exclusive campaigns & guidebook features



### Affiliate Marketing

Travel conferences, pop-ups, and brand activations

### Event Coverage

Product promotion with commission-based sales

I'd love to collaborate on bold, stylish, and high-impact content that aligns with your brand. Let's make something iconic.

[info@BlackTravelRomances.com](mailto:info@BlackTravelRomances.com)

**LET'S  
CREATE  
TOGETHER**

# OUR PITCH

In today's landscape, reaching the right audience matters more than reaching everyone. For hospitality, travel, and entertainment brands seeking meaningful engagement with Black women travelers—Black Travel Romances™ offers a unique, story-driven entry point.

Our brand delivers deep cultural immersion and emotional connection through the lens of romance, identity, and place. Our audience isn't passive; they book, they share, they return. They care where their money goes and who values their presence.

Sponsoring or aligning with Black Travel Romances™ offers a discreet, values-aligned way to build brand affinity with one of the most loyal, high-spending, and culturally influential segments in travel—without performative campaigns or overstated positioning. It's intimate. It's authentic. And it works.

# OUR PRODUCTS

Black Travel Romances™ is a multi-platform brand anchored by a 197-book series, with layered extensions across travel, lifestyle, and storytelling. Our ecosystem includes screenplays, curated travel guides, destination retreats, wearable merch, a quarterly subscription box, and a monthly editorial newsletter.

Every product is designed with cultural care, commercial potential, and a singular audience in mind: Black women who live, move, and love globally.

# OUR PROMISE

We do not deal in stereotypes. We reject flat characters, generic tropes, and the idea that there is only one kind of Black woman—or one kind of love worth telling. Our stories hold space for tenderness, contradiction, cultural nuance, and romantic complexity. These aren't fantasy escapes. They're emotionally grounded, character-driven journeys.

Our promise is to honor the humanity of our heroines and their love interests. Whether the romance blooms in Lagos, Lisbon, or Laos, we strive to present the world as it is—diverse, layered, beautifully imperfect. People first, always.





# BOOKS

At the heart of Black Travel Romances™ is a 197-book fiction series—each one set in a different country/destination, each one centering a Black American woman navigating love, transformation, and cultural immersion.

These novels serve as entry points into real places, emotions, and experiences. They are also written to appeal to travelers of every level and type.

A ROMANCE  
IN EVERY  
COUNTRY.  
197 BOOKS.



## 10 SIMILAR MOVIES

1. **Resort to Love (2021)**
2. **Falling Inn Love (2019)**
3. **From Scratch (2022)**
4. **The Holiday (2006)**
5. **When in Rome (2010)**
6. **Leap Year (2010)**
7. **Stealing Beauty (1996)**
8. **Letters to Juliet (2010)**
9. **A Perfect Pairing (2022)**
10. **Under the Tuscan Sun (2003)**

## SCREENPLAYS

Select novels are currently being developed for screen adaptation into short-form scripted series and feature-length romance films. These stories are cinematic by design—with international settings, high emotional stakes, and fully realized characters designed for TV and film.

### Sponsorship Opportunities:

- On-screen product placement and brand integration
- Co-branded promotional trailers and behind-the-scenes content
- Location partnerships with tourism boards and hospitality partners
- Title or episode sponsorship for anthology segments
- Brand inclusion in marketing materials or premiere events



# BLOG

Evergreen stories. Emotional resonance.  
Long-term visibility.

Love Notes is the editorial heart of Black Travel Romances™. Hosted on our official website, the blog blends behind-the-scenes storytelling, author reflections, travel commentary, interviews, and cultural essays—all crafted for long shelf life and SEO discoverability.

## Sponsorship Opportunities

- Sponsored Posts or Editorial Takeovers
- Featured Brand Story

- Collaborate with our team to craft a branded narrative, such as a founder interview, travel memory, or cultural deep-dive.
- Product or Service Spotlights
- Inclusion in a themed blog series (e.g. “What We Pack,” “Black-Owned Travel Faves,” “Tools for Soft Travel”).
- Affiliate Link & Referral Integrations
- Travel & Hospitality Features
- Highlight your hotel, tour, retreat, or destination in a blog post tied to a BTR™ book release or character journey.

# MONTHLY NEWSLETTER

**Where the real ones gather.**

**IN TRANSIT** is the monthly digital newsletter from Black Travel Romances™, written in the brand's signature voice—intimate, grown, and full of cultural depth. This is where we say what doesn't fit on the website or in the books: the behind-the-scenes chaos, the sensual moments, the confessions, the full-belly laughter, and the quiet revelations.

It features unfiltered storytelling from the creator, exclusive updates, sharp commentary, and conversations with the voices shaping global Black travel, culture, and romance. With a steadily growing subscriber base of emotionally intelligent, well-traveled, and highly engaged readers, **IN TRANSIT** offers brands the rare opportunity to show up in a space that feels private, trusted, and deeply personal.

# GUIDES

Each BTR™ novel unlocks a companion travel guide, curated by region, culture, and experience. These digital guides celebrate Black-owned businesses, community-rooted travel, and cultural connection—with real recs, not generic itineraries. They help readers move with intention.

## Sponsorship Opportunities:

- Destination or city-specific brand features
- Inclusion in recommended lodging, food, shopping, or cultural experiences
- Co-branded digital maps and “BTR Picks” spotlight features
- Affiliate promotion or booking integration
- Paid placements or editorial sponsorships



## GUIDE DETAILS

Designed especially for Black Travel Romances™ readers and first-time travelers, each BTR™ Guide is a lovingly curated companion to the novel it's paired with—blending insider knowledge, cultural depth, and Black-centered exploration in a way that feels like your big sister planned your dream trip.

The guides are playful, practical, and proudly Black—featuring must-know cultural insights, local etiquette, Black history highlights, hair and beauty resources, and Black-owned businesses to support while you explore. From where to get your braids refreshed to how to connect with Black expat groups, the guides are your passport to joy—with intention.



Each cover reimagines vintage travel poster art with bold, beautiful Black women at the center—fun, stylish, and free. It's wholesome, nostalgic, and modern all at once. And like the stories themselves, the guides remind readers that we've always belonged everywhere.



# SUBSCRIPTION BOXES

Launching January 2027, the BTR Box brings the world to our readers' doorsteps. Each themed box will include three new books, handcrafted items from global artisans, and discount offers from aligned hospitality and lifestyle brands.

## Sponsorship Opportunities:

- Product placement in physical boxes
- Digital or printed inserts for coupons, travel discounts, or QR campaigns
- Box sponsorship for specific themes
- Sponsored artisan collabs or custom gift items
- Co-marketing campaigns or influencer unboxings



# RETREATS

Launching Summer 2026, our intimate, multi-day retreats bring the stories to life in real destinations around the world.

We've partnered with PointBreeze Travel Agency, to build experiences built around sisterhood, slow travel, storytelling, and sensuality. These trips endeavour to offer safe, joy-filled spaces for Black women to be soft, seen, and celebrated, while exploring a new destination together.

## Sponsorship Opportunities:

- Hospitality, airline, or destination tourism partnerships
- Wellness, beauty, or fashion brand gifting and activations
- On-site programming (sponsored dinners, spa days, creative sessions)
- Co-hosted retreats or private brand experiences
- Photography and content rights usage for brand campaigns



# WHO WE WORK WITH

We collaborate with brands, businesses, and creators who value intentional storytelling and cultural alignment. Whether you're in travel, hospitality, beauty, wellness, fashion, or entertainment—if you believe in building with care and showing up for Black women with respect and resonance, we want to work with you.

# WHAT YOU CAN EXPECT

We don't do surface-level. Every partnership is thoughtful, tailored, and rooted in mutual respect. You can expect clear communication, creative excellence, and a brand that delivers real value to a loyal, emotionally invested audience. If we commit, we show up—fully.



# GET IN TOUCH

Interested in sponsoring, collaborating, or learning more? We'd love to hear from you. Reach out via the form below or contact our team directly at [speak@billyhendrix.com](mailto:speak@billyhendrix.com). We're always open to intentional partnerships that move the vision forward.



**Agent:** Reneé Hendrix  
[www.BillyHendrix.com](http://www.BillyHendrix.com)



BLACK TRAVEL ROMANCES™

# Fall In Love

ONE COUNTRY AT A TIME