BLACK OWNED!
BLACK AUDIENCE!
BLACK EXCELLENCE!

IF IT'S ON ROLLING OUT, IT MATTERS TO BLACK PEOPLE, AND THAT INCLUDES BRANDS AND ADVERTISING PARTNERS THAT SUPPORT US!
OUR ETHOS

Rolling Out is a community of multi-hyphenate storytellers that live the culture we report on.

We were born out of a need for Black culture to see authentic and uplifting depictions of itself.

Our platform inspires, informs, and enhances Black cultural development through knowledge and skillset transfer.
WE ENGAGE BLACK CULTURE WHERE THEY ARE

28M ROLLING OUT DIGITAL NETWORK
+ 200+ VIRTUAL & IN-PERSON EVENT OPPORTUNITIES
50M YEARLY SOCIAL REACH
+ 19 PRINT DMA'S
OUR TENTPOLES

We have customizable turnkey solutions that engage culture across entertainment, business, health, fitness, technology, community and more.

- SISTERS WITH SUPERPOWERS
- CREATIVE ENTREPRENEUR CLASS
- DESIGN & DIALOGUE
- STAR STUDIO
- HOTEL (STREAMING)
- HEALTH IQ
- BEST OF A GENERATION
- BECAUSE WE MET
- THE BIG SKILLSET: INNOVATION & TECHNOLOGY
- PEACE & PURPOSE
ROLLING OUT VERTICALS

DIGITAL
Our digital capabilities deliver scale and high-impact placement, against a backdrop of cutting-edge content.

CREATIVE STUDIO
Our creative studio offers a 20,000 sq ft creative campus featuring world-class video production, cutting-edge design capabilities, photography, and podcast capabilities.

TALENT
We leverage over two decades of cultural currency to source industry-defining talent that generate impact and engagement for our brand partners.

STRATEGY
Our team of multihyphenates excels in affinity-building brand ideation and programming that connect with target audiences.

BRAND
We work with brand partners to cultivate experiences that drive awareness, increase sentiment, and deliver ROI.

PROGRAMMING
We offer a robust slate of monthly tentpole programs across streaming and in-person activations that touch an audience of millions across all AA demos.
ROLLING OUT PROFESSIONALS

A consummate networker who is connecting with black culture through both achievements and calculated professional association.

A best-in-class industry participant reaching status by demonstrating success principles of both the organization and industry awards.

FORGING AN ENTREPRENEURSHIP LEGACY

CREATED THROUGH BRAND BUILDING AND ECONOMIC STATUS.
We are a media partner that will collaborate inside of a sponsorship or experience that can leverage our capabilities to both reduce constant and organize influences to amplify the events and sponsorship.

COLLABORATION & AMPLIFICATION

ROLLING OUT PROVIDES TALENT, INFLUENCERS, EDITORIAL AND VIDEO that can be leveraged on social media channels, content sharing on corporate sites. Press releases can be created for post event dissemination.
THE FOUR PILLARS OF ROLLING OUT BRAND

BUSINESS
HEALTH & BEAUTY
ENTERTAINMENT
LEADERSHIP
SOCIAL

We reach an audience of millions monthly with a mix of original curated content in our distinct authentic voice.

We blend our creative design, video capabilities, insider access, and deep talent relationships to create moments of surprise and delight across social channels.
ROLLING OUT DEMO

AUDIENCE ARCHETYPES
Business Owners
Entrepreneurs
Students
Creatives
Professionals
Community Individuals
Corporate Execs
Tech Junkies

DEMOGRAPHICS
Gender
55% F
45% M
Avg Age
28
Ethnicity
95% AA
WE INVITE YOU TO PARTNER WITH ROLLING OUT ACROSS OUR DIGITAL AND VIRTUAL EXPERIENCE CALENDAR. OUR COLLABORATIVE CONTENT FOCUS INCLUDES TWO KEY PILLARS

ENTREPRENEURSHIP & ENTERTAINMENT

VIRTUAL EVENTS ATTENDANCE RANGE

1500 – 2,775
VIRTUAL EXPERIENCES
CALENDAR

THE NEW BLACK RENAISSANCE
OF THE REIMAGINED BLACK CREATIVE.

INTENTIONAL, inspired heroically to include national and international infotainment, scholarly insight, and business enterprise of cultural significance.
During Women’s History Month Rolling Out takes pause to recognize women changes makers. Rolling Out’s Sisters with Superpowers celebration honors women leaders from Wall Street to community-based non-profits. These Transformational women use their superpowers to create safe spaces for social change. We salute Her. We recognize Her. We showcase Her skills and Her love of seeing communities improve.
MAY 19 – 20, 2023
Design informs life. From sneakers to skyscrapers, design is the glue that connects thought and action. Design & Dialogue is an opportunity to showcase the creativity and accomplishments of trendsetters and culture shapers from an array of business disciplines. Rolling Out creates opportunities that encourage idea exchange and dialogue with the brightest designers in international culture.

CREATIVE ENTREPRENEURSHIP CLASS

APR 21 – 22, 2023
America is in the midst of a cultural renaissance that is leveraging Black creativity to ignite partnerships and enhance value for our most cherished brands. The new Black Creative Entrepreneur Class is emerging daily. Rolling Out’s workshops of cultural exchange will teach audiences how to define and distinguish their skillset as well as establish personal agency over their own creativity. We speak to creative entrepreneurs from a wide array of industries and strengthen Black cultural networks that build alliances and foster community.

DESIGN & DIALOGUE
The appetite for video has grown to the point of insatiability, and Rolling Out’s new streaming platform creates a space where Black creativity can be recognized, legitimized, and truly respected in the manner it deserves on a platform created for its distribution.

Hotel by Rolling Out is a Black cinematic cultural experience that delivers the essence of Black content and creativity as captured through the lens of Black creatives.

In addition to archived video content, Hotel also offers members access to pay-per-view live experiences that blur the lines between events and content.
Rolling Out’s connection to the community allows us to support cultural health initiatives in ways that others cannot. The intersection of our partnerships with local health organizations and our grassroots relationships with communities of color is what makes Rolling Out unique. Health IQ’s mission is to use our access to transform health outcomes.

BLACK BUSINESS BUILDERS

Rolling Out’s skillset exchange extends into August, as we tap prominent Black Entrepreneurs during National Black Business Month to share insights and resources to enhance Black business growth. From productivity tools to funding opportunities, our featured experts deliver business hacks with a proven recipe for success.
Rolling Out Innovation and Digital Entertainment (RIDE) Conference is an ongoing platform and resource designed to provide access to practical tools, insights, information and resources to African-American leaders and professionals. Our Innovation and Technology platform shines light on innovative products, disruptive companies, advances in AR + VR, visionary leadership, and opportunities in tech.

A new generation of multi-hyphenates have changed the face of retail by developing brands that inspire consumers and solve their problems. Rolling Out’s Brand Creators gives viewers an inside look at how the industry’s most successful brand builders develop their corporate identity, source materials, build a dedicated customer base, package their products, and build their e-commerce platforms.

Explores the new skillset in technology from cybersecurity, virtual reality (VR), Artificial Intelligence (AI), Robotic Process Automation (RPA) - a whole new digital language!
PEACE & PURPOSE

Peace & Purpose is a reflective retreat for ending the year and beginning another. This virtual space promotes wholistic emotional & spiritual transformation. The Peace & Purpose annual retreat allows attendees to explore emotional stability, financial education, fitness goals, healthy eating habits, prayer and meditation, and devotional reading. Our attendees engage with industry professionals and experts to analyze their progress and create plans for personal success that extend into the next year and beyond.

DEC 1 – 2, 2023
MARCH 24 - 25
Sisters with Superpowers Summit

APRIL 21 - 22
Creative Entrepreneur Class

MAY 19 - 20
Design & Dialogue

JULY 28 - 29
Health IQ

AUGUST 16 - 17
Black Business Builders

SEPTEMBER 2023
Launch: HOTEL Streaming Channel

SEPTEMBER 8-9
RIDE CON

OCTOBER 27 - 28
Brand Creators

NOVEMBER 17 - 18
The Big Skillset: Innovation & Technology

DECEMBER 1 - 2
Peace and Purpose

ROLLING OUT VIRTUAL EXPERIENCES
THANK YOU
LET’S CHAT!

roll with us!

Munson Steed
404.787.3603
publisher@rollingout.com