



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

T 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
- RIDE CON
- BEST OF A GENERATION
- BECAUSE WE MET
- BLACK BUSINESS MONTH
- PEACE & PURPOSE







ROLLING OUT VERTICALS

MARKI

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.



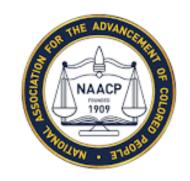
COLLABORATION & AMPLIFICATION

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

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











100 BLACK MEN OFAMERICA, INC.







THE POWER OF INCLUSIVE 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.



INSTAGRAM

144K Followers2.08M Reach10.2M Impact

FACEBOOK

340K Followers5.5M Reach12.4M Impact

TWITTER

58.2K Followers1.5M Reach4.4M Impact

YOUTUBE

41.5K Followers

OTE BY ROLLINGOUT

BLACK CULTURE LIVES HERE

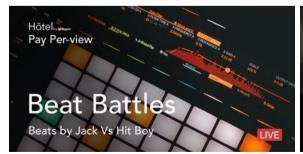
LAUNCHING IN Q1 2024

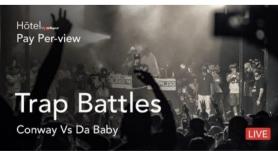


The appetite for video has grown to the point of insatiability, and Rolling Out's new streaming platform creates a space where Black creativity can be recognized, legitimized, and truly respected in the manner it deserves on a platform created for its distribution.

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.

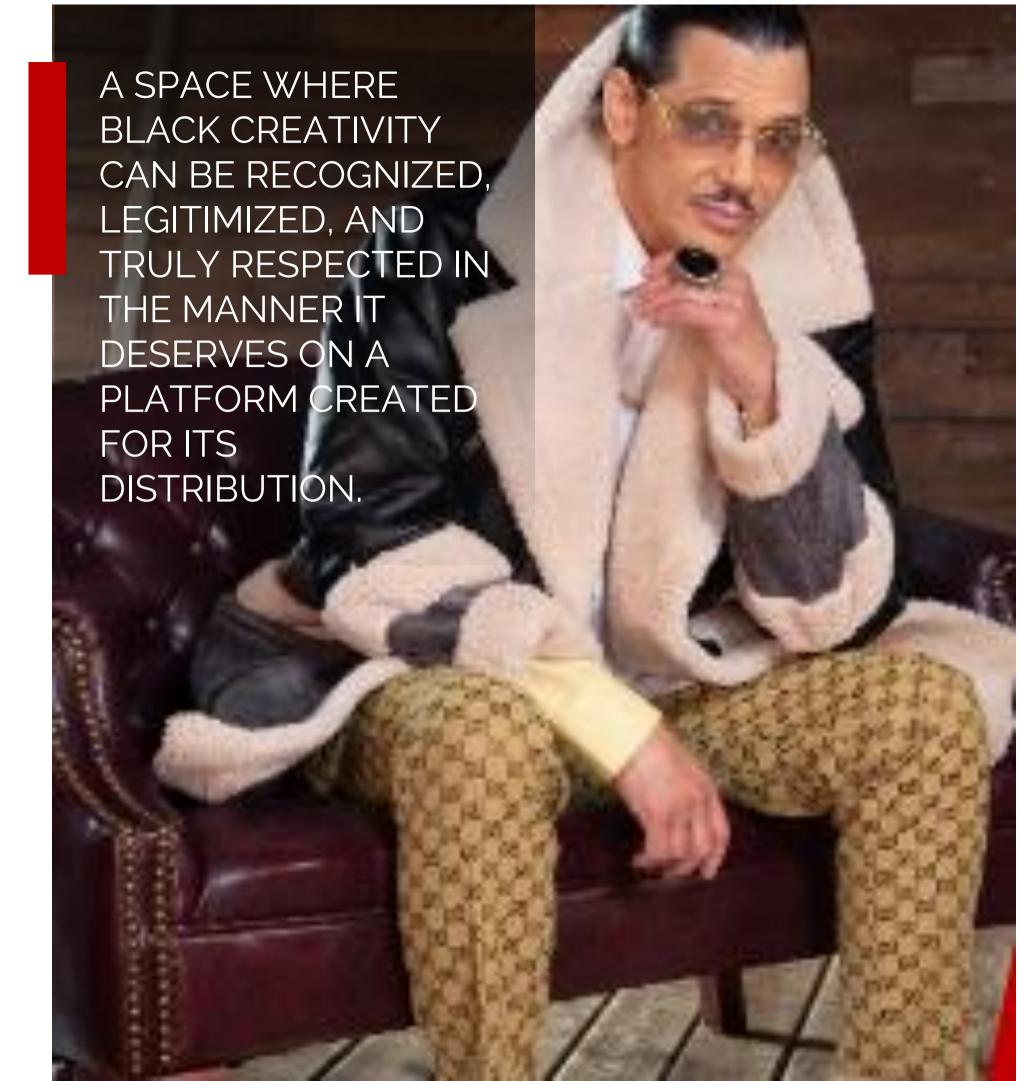
A VIP's Curated Experience!







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.







MOBILE APP

All of Rolling Out available to the fingertips of users.

The app provides users and businesses the ability to post events. and facilitates a two-way direct communication with our user base and ultimately gathers user data.

Ultimately this app Increases the utility of our network



RACPIMAGE AWARDS

PRODUCTION PARTNERSHIP

Rolling Out was the official content partner for the trophy lounge at the NAACP Image Awards sponsored by Lowes and Hennessy.

We activated the content lounge across two key footprints (L.A. Live and Pasadena) to capture content with the nation's biggest stars.

The Lowe's Lounge featured Angela Bassett, Viola Davis, Meagan Good, Dwayne Wade and Gabrielle Union, the casts of Harlem, the Sheri Shepherd Show, Woman King, and many others.





BRYAN-MICHAEL COX GRAMM BRUNCH

Rolling Out partnered with Lowes and Toyota to curate a lounge space with two custom backdrops. The lounge was a content curation space for talent and guests.

We decorated the lounge using Lowe's products, captured professional photos, and interviewed featured talent. As an added addition, we featured a produced video spot during the featured event in the next room. Featured talent included D-Nice, Bryan-Michael Cox, and Lil Rel among others.

Photo delivery registration supported our data collection and campaign retargeting efforts.

ROLLINGOUT UNIVERSITY



MARCH

Sisters with Superpowers Summit

Q1

HOTEL Streaming Channel Launch

APRIL

Creative Entrepreneur Class

MAY

Design & Dialogue

JULY

Health IQ

AUGUST

Black Business Month

OCTOBER

Brand Creators

NOVEMBER

RIDE CON

DECEMBER

Peace and Purpose



