

ROLLINGOUT
UNIVERSITY



VIRTUAL

EXPERIENCE

2023





THE NEW BLACK RENAISSANCE OF THE REIMAGINED BLACK CREATIVE.

INTENTIONAL, inspired

heroically to include national and
international infotainment,
scholarly insight, business
enterprise of cultural significance.

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rollingout

ROLLINGOUT.COM

PROFESSIONAL CURRENCY PROFESSIONAL EVOLUTION

THE ROLLIVERSE

Beyond our print, digital, and audio properties,
Rolling Out has created a collection of
MONTHLY VIRTUAL PROGRAMMING that extends
our ethos of community edification and elevation.

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ROLLING OUT **VIRTUAL EXPERIENCES**

OUR UNIVERSE

FROM RIDE CON, an ongoing virtual summit led by culture-shifting corporate executives and socially-disruptive entrepreneurs.

TO PEACE + PURPOSE, a virtual health and wellness retreat teaching our audience how to create personal calm in a chaotic world.

Our Virtual Rollingout University Experience is the optimal space to integrate and promote your product, service, messaging and overarching business objectives.

RIDE
CONFERENCE

rollingout
HEALTHIQ

SISTERS with
SUPERPOWERS

STAR
STUDIO

 **PEACE & PURPOSE**

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ROLLING OUT VIRTUAL EXPERIENCES



2023 VIRTUAL EXPERIENCES

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LEADERSHIP & EQUITY

JAN 16-17

Rolling Out continues the legacy of change by educating and empowering a new generation of leaders. Through the Leaders and Movements experience, we invite thought-leaders and issue enhancers to a forum for intersectional conversations with the bold names and fearless voices who are committed to creating change.

BEST OF A GENERATIONS

FEB 24 – 25,

The celebration of Black History Month presents an opportunity to recognize the contributions made by a diverse and talented culture. In the tradition and spirit of excellence, Rolling Out presents The Best of a Generation - a branded campaign that highlights Black America's top achievers, innovators, and game-changers.

VIRTUAL EXPERIENCES

SISTERS *with* ✨ SUPERPOWERS

MAR 24 – 25, 2023

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.

LEADERS AND MOVEMENTS

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CREATIVE ENTREPRENEUR CLASS

APR 21 - 22,

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

DESIGN & DIALOGUE community.

MAY

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 the cultural

PROFESSIONAL EVOLUTION

ROLLING OUT CULTURAL EXPERIENCES



JUN 23 – 24, 2023

Black entertainment is the rhythm, melody, harmony, and heartbeat of contemporary culture. Rolling Out is at the epicenter of Black music, fashion, film, and television. Star Studio is the platform Rolling Out uses to provide viewers an opportunity to learn from celebrities and executives who have real, authentic and proven experience in the entertainment industry. Through a series of panels and workshops, Star Studio unlocks previously closed doors by making dynamic education in the entertainment industry accessible to everyone.

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JULY 28 – 29, 2023

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.

HealthIQ's messaging is enhanced through the integration of our digital platform, editorial features, and video series that tackle major healthcare issues facing Black communities. We provide our community access to subject matter experts and health professionals to dialogue about healthcare, medical advances, Dr. Jackie and medical care options.

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RIDECON

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.

BRAND CREATORS

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 ecommerce platforms.

THE BIG SKILLSET:

INNOVATION & TECHNOLOGY

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

**PROFESSIONAL
EVOLUTION**
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DEC 1 – 2, 2023

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.

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A photograph of three women sitting on a green mat in a large, industrial-style room with a high, vaulted wooden ceiling. The woman on the left is wearing a dark blue sports bra and leggings, sitting cross-legged. The woman in the middle is wearing a red sports bra and dark blue leggings, sitting with her legs crossed. The woman on the right is wearing a white sports bra with "Beautyrobics" written on it and dark blue leggings, sitting with her legs crossed. They are all smiling and laughing, looking towards each other. The text "VIRTUAL EXPERIENCES" is overlaid in large, white, bold, sans-serif capital letters at the bottom right of the image.

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SUMMARY CALENDAR

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JANUARY 16

Leaders and Movements

FEBRUARY 24-25

Best of A Generation

MARCH 24-25

Sisters with Superpowers
Summit

APRIL 21-22

Creative Entrepreneur Class

MAY 19-20

Design & Dialogue

JUNE 23-24

Star Studio

JULY 28-29

Health IQ

SEPTEMBER 8

RideCon

OCTOBER 27-28

Brand Creators

NOVEMBER 17-18

The Big Skillset: Innovation
& Technology

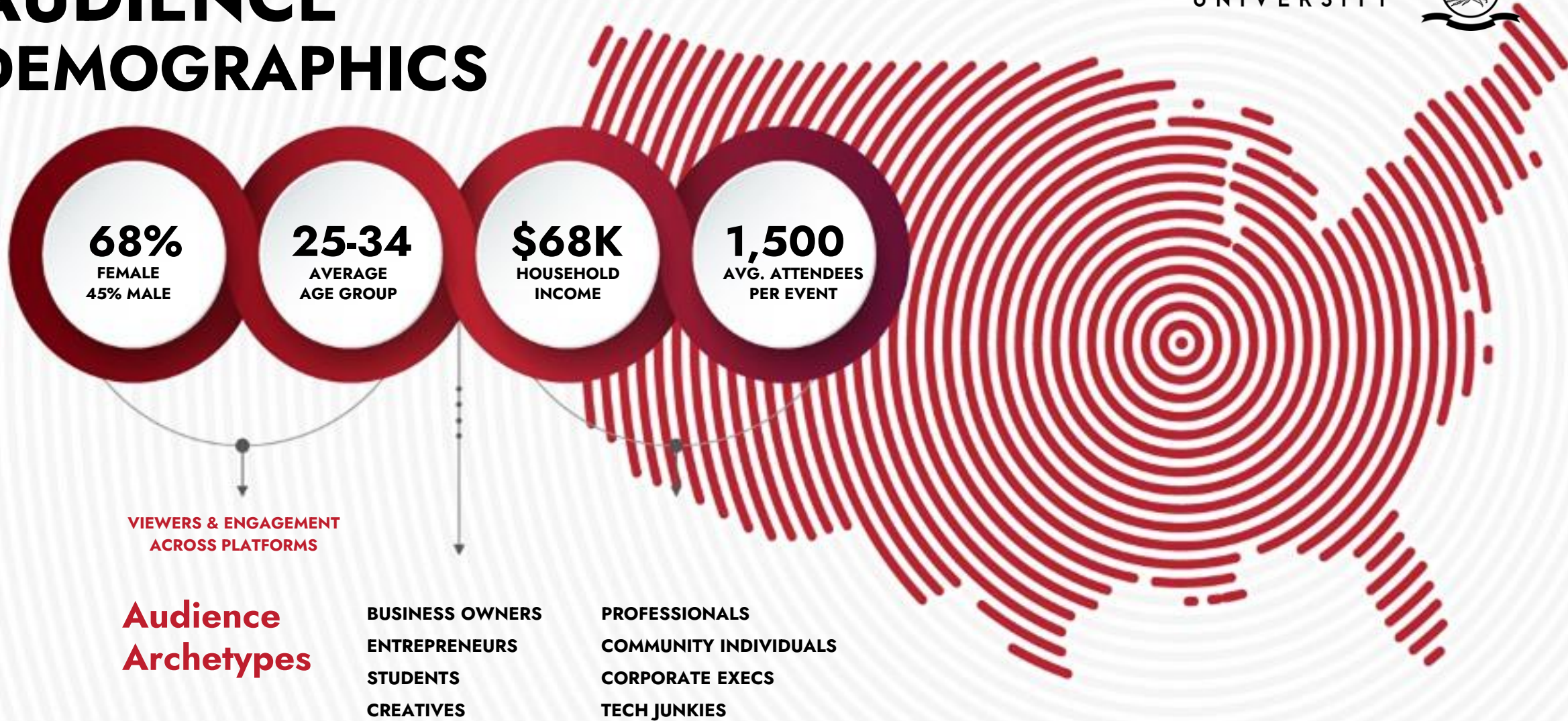
DECEMBER 1-2

Peace and Purpose

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AUDIENCE DEMOGRAPHICS

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17 325 views
rollingout SOUL IS ALL THAT MATTERS.
View all 2 comments
2 DAYS AGO

SOCIAL METRICS

LET'S WORK TOGETHER.

Capitalizing on our cultural capital, join our team of creators to amplify your messaging and product.

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Followers: 133K
Reach: 2.08M
10.2M Impact
46k + Total Likes



Followers: 62K
Reach: 1.5M
4.4M Impact

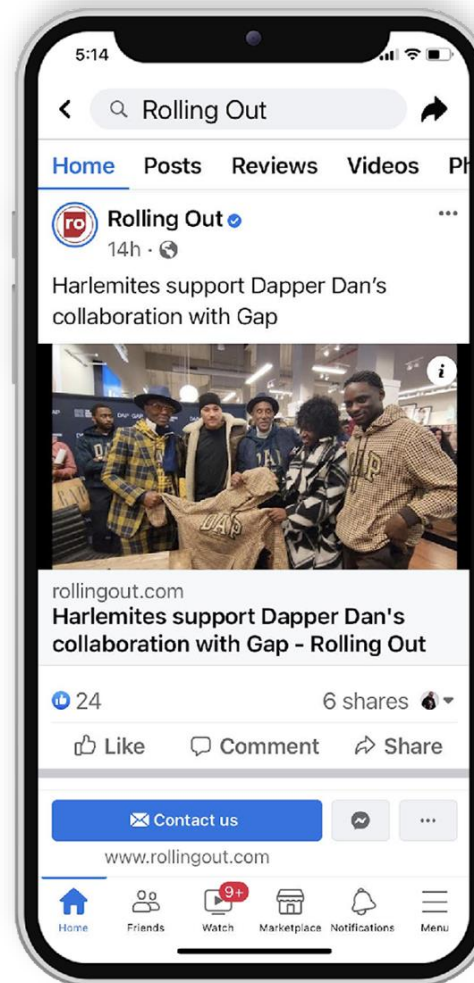


Followers: 318K
Reach: 5.5M
12.4M Impact



Subscribers:
30K Weekly
Email **Reach:** 79K

Number are subject to change with the influx of our events. Project impressions/reach over 100M by Dec. 2021.



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98K
Subscribers
NEWSLETTER

9.9 Million
MONTHLY CROSS
SOCIAL PLATFORM

33 Million
MONTHLY UNIQUE
ROLLING OUT DIGITAL

In addition to leveraging Rolling Out's internal marketing channels to support virtual event initiatives, we also leverage our featured talent's audience.

ROLLING OUT VIRTUAL EXPERIENCES



WE BELIEVE **PARTNERSHIPS** ARE THE KEY TO EXCELLENCE

Immersive

Multi-Channel

Brand Integration

FEATURED THUMBNAIL AND CUT LINES

HIGHLIGHTED in Rolling Out's
Daily Newsletter

VIRTUAL EVENT CONTENT including
keynotes and panels reposted on
Rollingout.com

BRANDED SNACKABLE VIDEO CLIPS
shared on Rolling Out Social
Media Channels

Our network of business, entertainment, and
lifestyle stakeholders and influencers are ready
to engage with your teams and ideate and create
unique content customized for your brand.

Brand Integration

Opportunities

- Product Placement
- Segment Sponsor
- Host or Talent Callout
- Sponsored Virtual Stage
- Expert Host or Panelist
- Branded Commercials
- Custom Editorial Features
- Gamification (Polling, Quizzes)
- Sponsored and Moderated Chats

PARTNERSHIPS

ROLLING OUT VIRTUAL EXPERIENCES

National Sponsorship Levels

SUPPORT

SPONSORSHIP LEVEL

\$20,000

- Event integration within Hopin platform
- Press release inclusion
- 1 on 1 digital networking experiences
- **1 BRAND SPONSORED**
- **1 EDITORIAL FEATURES**
- **1 CUSTOM SOCIAL MEDIA POSTS**
- Logo on event branded website(s)
- Brand mention in digital event recap

STANDARD

SPONSORSHIP LEVEL

\$75,000

- Event integration within Hopin platform
- Press release inclusion
- 1 on 1 digital networking experiences
- **1 BRAND SPONSORED**
- **1 EDITORIAL FEATURES**
- **1 CUSTOM SOCIAL MEDIA POSTS**
- Logo on event branded website(s)
- Brand mention in digital event recap

PREMIUM

SPONSORSHIP LEVEL

\$100,000

- Event integration within Hopin platform
- Brand inclusion in pre and post event editorial coverage
- Press release inclusion
- 1 on 1 digital networking experiences
- **1 BRAND SPONSORED**
- **1 DEDICATED EMAIL BLASTS** (98K per)
- **2 EDITORIAL FEATURES**
- **2 CUSTOM SOCIAL MEDIA POSTS**
- **1 ":15" DIGITAL ADS** (Prime Location)
- Logo inclusion on RIDECON Promotional Ads
- Logo on event branded website(s)
- Video rebroadcast of panel sessions
- Brand mention in digital event recap

TITLE

SPONSORSHIP LEVEL

\$250,000

- Title stage name branding rights
- Brand integration within Hopin platform
- Brand mentions during event announcements
- Brand inclusion in pre & post event editorial coverage
- Press release inclusion digital expo booth (allows for recruiting)
- 1 on 1 digital networking experiences
- **1 DEDICATED CUSTOM LAB EVENT**
- **2 BRAND SPONSORED**
- **3 DEDICATED EMAIL BLASTS** (98K per)
- **4 EDITORIAL FEATURES**
- **5 CUSTOM SOCIAL MEDIA POSTS**
- **2 ":15" DIGITAL ADS** (Prime Location)
- Logo inclusion on RIDECON Promotional Ads
- Logo on event branded website(s)
- Video rebroadcast of panel sessions
- Brand mention in digital event recap



CASE STUDY: Branded Content

Lexus & rolling out partnered with Chicago native and Pear Nova beauty brand CEO, Rachel James, to launch a next-level branded content program during Black History Month 2022. The campaign highlighted the All-New Lexus NX and centered around continuous progress. The next generation of entrepreneurs are creative breakouts who continue to activate their vision. This next-level elevation can be seen in young and ambitious entrepreneurs, such as James. The campaign was directed by director and photographer, Bradley A. Murray at Chicago's Sound Stage.



THE CAMPAIGN EMBODIED ELEGANCE, LUXURY, AND ELEVATED HUSTLE. The Lexus NX was spotlighted as a conduit to the next generation of movers and shakers, while speaking to business owners, artists, and creators alike. These people, similar to James, move to the cadence of their own imagination to elevate their hustle.





LET'S WORK TOGETHER

Munson Steed

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