2022 VIRTUAL MONTHLY EVENT CALENDAR
Rolling Out is the preeminent source for what’s next and now in Black Culture.
Rolling Out is an African-American owned multimedia company with a trusted and influential voice in the Black community. We develop creative cutting-edge content. We have a keen eye for stories and movements that influence Black culture. We have connections that give us unprecedented access and a unique perspective across a wide range of verticals including Lifestyle, Entertainment, Health & Wellness, Art, Technology, Design, Home, Beauty, Travel, and Business.

Rolling Out is committed to creating spaces for professional evolution.
Rolling Out’s monthly virtual programming extends our ethos of community edification and elevation beyond our print, digital, and audio properties.
Rolling Out’s culture-shifting summit highlighting innovation, creativity, and leadership across four core pillars.

RIDECON PILLARS

BUSINESS

HEALTH

ENTERTAINMENT

THOUGHT-LEADERSHIP

Dame Dash
January 17
Leaders and Movements
RIDE CON

February 25-26
Best of a Generation
RIDE CON

March 25-26
Sisters with Superpowers Summit

April 22-23
Creative Entrepreneur Class
RIDE CON

May 20-21
Design & Dialogue
RIDE CON

June 24-25
Star Studio

July 29-30
Health IQ

August 26-27
Peace and Purpose

September 23-24
Innovation & Technology
RIDE CON

October 28-29
Brand Creators
RIDE CON

November 18-19
Boundless Brothers
RIDE CON

December 2-3
Peace and Purpose
RIDECON Leaders and Movements
January 17, 2022
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.

RIDECON Best of a Generation
February 25-26, 2022
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.
March 25 – 26, 2022
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.
RIDECON Creative Entrepreneur Class
April 22-23, 2022
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.

RIDECON Design & Dialogue
May 20 – 21, 2022
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.
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.
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, and medical care options.
Peace & Purpose is a series of masterclasses led by top health and wellness experts and renowned spiritual leaders that teach how life evolves and multiplies with intentionality. Peace & Purpose is where people can learn to master the intersection of health and wellness methodologies that permeate both business and personal growth. Rolling Out believes that creating an ecosystem of intentionality and a personal presence of mind necessitate deliberate action. Whether it’s being a boss or finding work/life balance in your relationship, this fully-immersive and practical series is the first step.
RIDECON Innovation & Technology
September 23 – 24, 2022
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.

RIDECON Brand Creators
October 28 – 29, 2022
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.

RIDECON Boundless Brothers
November 18 – 19, 2022
Boundless Brothers celebrates the talent, skill, productivity, and potential of Black men. This series will explore contributions, myths, stereotypes, mental health, and support networks for Black men. We are advancing the narrative of Black brotherhood by allowing notable brothers to amplify their personal stories.
December 2 – 3, 2022

Peace & Purpose is a reflective retreat for ending the year and beginning another. This virtual space promotes wholistic emotional and 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.
ROLLING OUT
CONTENT ECOSYSTEM LEVERAGED FOR YOUR BRAND & ROLLING OUT CONTENT COLLABORATION

RO PRINT
1MM WEEKLY/19 DMA'S

RO NETWORK
30MM MONTHLY UNIQUES

RO DIGITAL
4MM MONTHLY UNIQUES

RO SOCIAL
600K TOTAL FOLLOWERS

RO VIRTUAL
2.5K PER VIRTUAL EVENT
2,500
Avg. # of attendees per event

GENDER STATS

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

AVERAGE Age: 28
AVERAGE HOUSEHOLD INCOME
$68K
Rolling Out’s Virtual Programming is supported by the larger Rolling Out ecosystem. In addition to leveraging Rolling Out’s internal marketing channels to support virtual event initiatives, we also leverage our featured talent’s audience.

- **Newsletter**
  - 98K Subscribers

- **Social Media**
  - 9MM +Monthly Cross Platform Reach

- **Rolling Out Digital**
  - 33MM Monthly Unique Visitors

- **Press Communications**
  - Official Press Announcements for Brand Partnerships

- **Influencer Curation**
  - Talent pairings that increase the visibility of featured content
SOCIAL METRICS

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

**TWITTER**
- Followers: 62K
- Reach: 1.5M
- Impact: 4.4M

**YOUTUBE**
- Subscribers: 30K
- Weekly Email Reach: 98K

**FACEBOOK**
- Followers: 318K
- Reach: 5.5M
- Impact: 12.4M
PARTNERING WITH ROLLING OUT

Immersive Multi-Channel Brand Integration
· Virtual event content including keynotes and panels reposted on RollingOut.com
· Branded snackable video clips shared on Rolling Out Social Media channels
· Featured Thumbnail and cut lines highlighted in Rolling Out’s Daily Newsletter

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
Title Stage Name Branding Rights
Brand integration within Hopin platform
Brand mentions during event announcements
Brand inclusion in pre and post event editorial coverage
Press release inclusion
Digital Expo Booth (allows for recruiting)
1 on 1 digital networking experiences
One (1) dedicated custom lab event
Two (2) brand sponsored sessions

Three (3) dedicated email blasts (98K per)
Four (4) editorial features
Five (5) custom social media posts
Two (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
Event integration within our Hopin platform
Brand inclusion in pre and post event editorial coverage
Press release inclusion
1 on 1 digital networking experiences
One (1) brand sponsored session
One (1) dedicated email blast (98K per)
Two (2) editorial features
Two (2) custom social media posts
One (1) :15 Digital Ads (prime location)

Logo inclusion on RIDECON promotional ads
Logo on event branded website(s)
Video recordings of panel sessions
Brand mention in digital event recap

PARTICIPATION TIER$ PER EVENT
$100/ K

PREMIUM

rollingout
Event integration within our Hopin platform
Press release inclusion
1 on 1 digital networking experiences
One (1) brand sponsored session
One (1) editorial feature
One (1) custom social media post
Logo on event branded website(s)
Brand mention in digital event recap
Event integration within our Hopin platform
Press release inclusion
1 on 1 digital networking experiences
One (1) brand sponsored session
One (1) editorial feature
One (1) custom social media post
Logo on event branded website(s)
Brand mention in digital event recap
THANK YOU

CONTACT: Munson Steed
EMAIL: publisher@rollingout.com
LOCATION: rollingout.com
PHONE: 404.787.3603