THE NEW BLACK RENAISSANCE OF THE REIMAGINED BLACK CREATIVE.

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

ROLLINGOUT.COM
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.
OUR UNIVERSITY

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.
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.

LEADERSHIP & EQUITY

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,
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
ROLLINGOUT.COM
Rolling Out introduces Design & Dialogue, 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.

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.

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.

CREATIVE ENTREPRENEUR CLASS

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PROFESSIONAL EVOLUTION
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, Dr. Jackie and medical care options.
ROLLING OUT VIRTUAL EXPERIENCES
BRAND CREATORS
OCT 27 - 28, 2023
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
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.

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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!
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.
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
AUDIENCE DEMOGRAPHICS

**Viewers & Engagement Across Platforms**

- **Audience Archetypes**
  - BUSINESS OWNERS
  - ENTREPRENEURS
  - STUDENTS
  - CREATIVES
  - PROFESSIONALS
  - COMMUNITY INDIVIDUALS
  - CORPORATE EXECS
  - TECH JUNKIES

- **68% Female, 45% Male**
- **25-34 Average Age Group**
- **$68K Household Income**
- **1,500 Avg. Attendees per Event**

ROLLINGOUT.COM
SOCIAL METRICS

LET’S WORK TOGETHER.
Capitalizing on our cultural capital, join our team of creators to amplify your messaging and product.

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.

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
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

**Immersive Multi-Channel**

**Virtual Event Content** including keynotes and panels reposted on Rollingout.com

**Branded Snackable Video Clips** shared on Rolling Out Social Media Channels

**We Believe Partnerships Are the Key to Excellence**

**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

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**ROLLING OUT VIRTUAL EXPERIENCES**
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

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