



**CREATIVE CONNECTION TO
CULTURE**

**CREATIVE
EXCELLENCE
CULTURE AUDIENCE
TRUSTED CONNECTION**

If it carries the Rolling Out stamp, it resonates with Black culture. Brands have trusted us because we've tapped into the voices, stories, and tastemakers shaping culture.

Our legacy of authenticity and influence is tried and true, and we will forever remain a trusted platform where culture, community, and commerce connect.

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SHAPING TOMORROW

A man with a serious expression, wearing a red jacket, has his hands raised in a 'stop' gesture. The word 'TOMORROW' is written in large, white, bold, sans-serif capital letters across the center of the image, partially overlapping the man's face and hands. The background is black.

Rolling Out is a trusted platform where authenticity meets influence, and where culture, community, and commerce spark powerful connections. We're not just a media partner—we're your bridge to engaged, diverse audiences.

As storytellers who live and breathe culture, we exist because the world craves authentic narratives that inspire and ignite action. So, ask yourselves; "Am I ready to drive growth, spark conversation, and begin shaping tomorrow?"

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COLLABORATION & AMPLIFICATION

We're a media partner ready to collaborate and maximize our full media capabilities so your brand maximizes its full reach and potential.

Rolling Out brings the talent, influencers, editorial, and video content your brand needs to shine across high-engagement platforms like RollingOut.com, OTT, social media, and corporate sites. We also provide press releases, brand lift studies, and tailored strategies to expand audience reach.



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PARTNERSHIP & COLLABORATION

Our spirit of partnership is rooted in collaboration, shared purpose, and aligned goals. By exchanging insights and data, partners unlock new opportunities for growth and accelerated adoption. We believe that uniting movements strengthens innovation and expands cultural impact. Through strategic partnerships, we co-develop programs that shape culture, shift behavior, and foster long-term relevance.

These collaborative efforts allow brands to move with intention, clarity, and cultural precision.

3 Principles of Collaboration

- Marketing
- Branding
- Campaigns

3 Principles of Marketing Value

- Like-minded media alignment
- Creative partnerships with shared vision
- Strategic collaboration that drives brand impact



ROLLING OUT NETWORKS



SCALE & REACH

Monthly Digital	30M
Annual Social	50M
Print DMAs	19
Email Subs	100K



AUDIENCE PROFILE

Ethnicity	95% African American
Median Age	28
Female	55%
Male	45%



SOCIAL & EVENTS

Events (Virtual/IRL)	200+
Facebook	324K
X	150K
Instagram	55.2K
YouTube	45K

AUDIENCE



45%

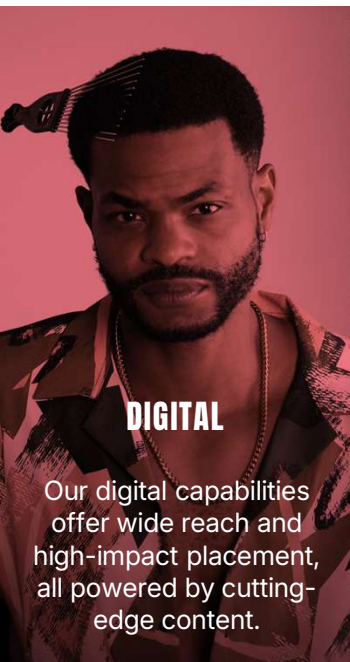
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AGES 36-55

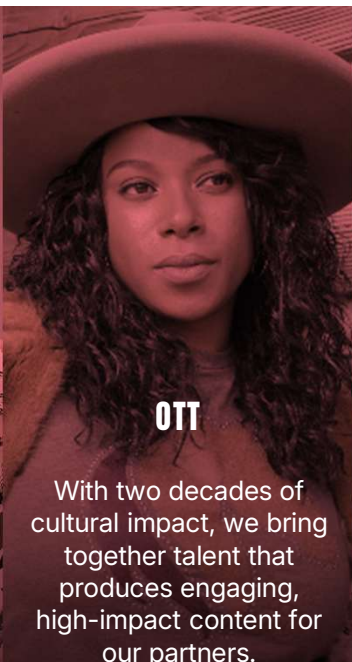
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OTHERS



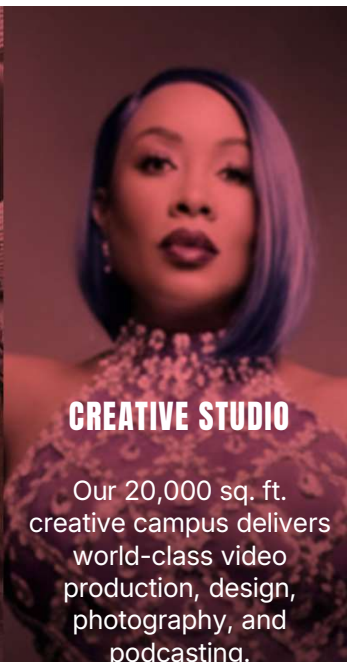
DIGITAL

Our digital capabilities offer wide reach and high-impact placement, all powered by cutting-edge content.



OTT

With two decades of cultural impact, we bring together talent that produces engaging, high-impact content for our partners.



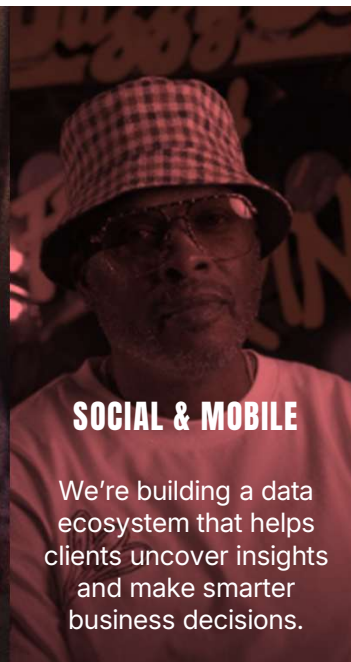
CREATIVE STUDIO

Our 20,000 sq. ft. creative campus delivers world-class video production, design, photography, and podcasting.



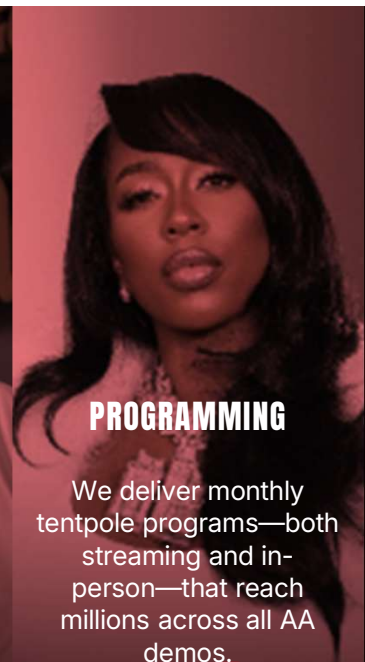
BRANDED CONTENT

Our multi-talented creatives develop content that connects with culture and engages audiences across social platforms.



SOCIAL & MOBILE

We're building a data ecosystem that helps clients uncover insights and make smarter business decisions.



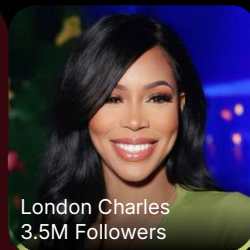
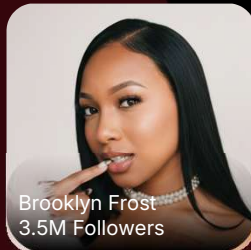
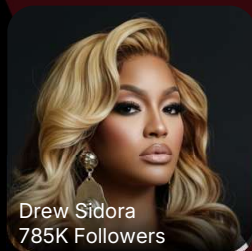
PROGRAMMING

We deliver monthly tentpole programs—both streaming and in-person—that reach millions across all AA demos.

VERTICALS

INFLUENCER NETWORK

Rolling Out's influencer network partners with diverse voices, from micro-influencers to icons, to authentically amplify urban culture and boost engagement across our platforms.



PARTNERSHIP

Rolling Out partners with brands to deliver culturally resonant campaigns across digital, and social platforms. With nearly 26 years of trust, we connect authenticity and influence to engage the Black community.

EXECUTION

Our 20,000 sq ft. creative hub produces high-impact branded content through video, design, and live or virtual events. We bring campaigns to life with programs like Sisters With Superpowers, RIDE Con, and My City My Sound.

SOCIAL

With a social reach of 50 million annually, we create authentic, culturally tuned content that resonates. We amplify campaigns through integrated social, newsletters, and live event coverage.

PILLAR

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**BUSINESS
EXCHANGE**

Our Business Exchange platform provides business guidance to help the Black community build wealth through entrepreneurship, housing, investing, and saving.



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HEALTH IQ**

Health IQ is a digital platform that uses stories and videos to address key health issues and connect the community with experts on treatments and care options.



**STAR
STUDIO**

Rolling Out leads a new Black renaissance, celebrating creativity, culture, and history while sharing inspiring stories of entertainment leaders on and off the screen.



**SUCCESS
SESSIONS**

Success Session is a platform where entrepreneurs and CEOs share insights on growth, trends, leadership, and wealth-building to help future leaders succeed.



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PASSPORT**

Rolling Out Live will share global travel experiences, and those who collect passport stamps at our events can qualify for our 25th Anniversary Celebration.

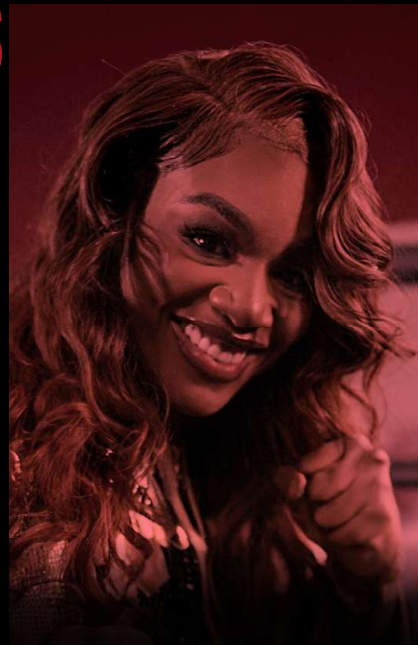
TENTPOLE



Sisters With Superpowers celebrates women everywhere, aiming to reach 500,000 women while inducting 7 to 10 exceptional BIPOC honorees into our sisterhood each year.



RIDE Con is a business and tech conference empowering African American entrepreneurs with key tools and insights, offering a strong platform for skill sharing and thought leadership.



Rolling Out Sports highlights the achievements and impact of Black athletes, offering interviews and features that reveal the people shaping the game on and off the field.



Here's a tighter version: Peace & Purpose is a reflective retreat that supports personal growth, healthy habits, and goal-focused renewal for the new year.



My City My Sound celebrates and nurtures African American musical talent, creating a dynamic platform for artists to collaborate, learn, and share their stories.



Rolling Out Live is a groundbreaking app built to transform live and on-demand streaming into a powerful tool for business, culture, and community. More than just a media platform, it empowers entrepreneurs, brands, and cultural leaders to claim their space, connect with audiences, and tell their stories on their own terms.

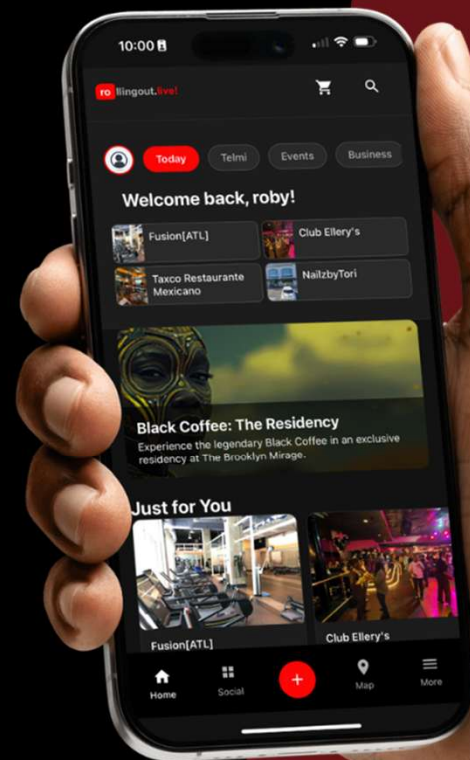
With its unique blend of streaming, brand promotion, event hosting, marketplace, ticketing, and data-driven insights, Rolling Out Live is designed to drive engagement, amplify cultural narratives, and create new revenue opportunities for partners and creators alike.



rollingoutlive! MOBILE APP

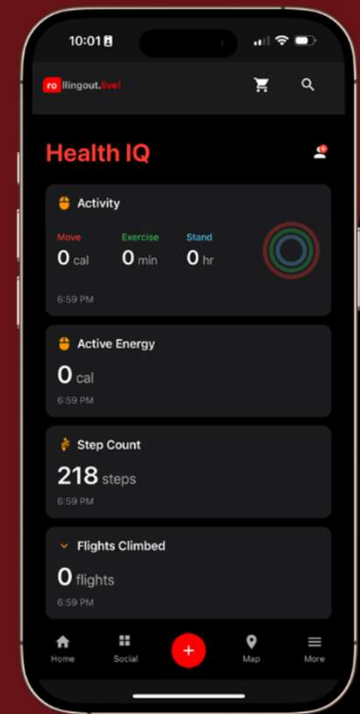
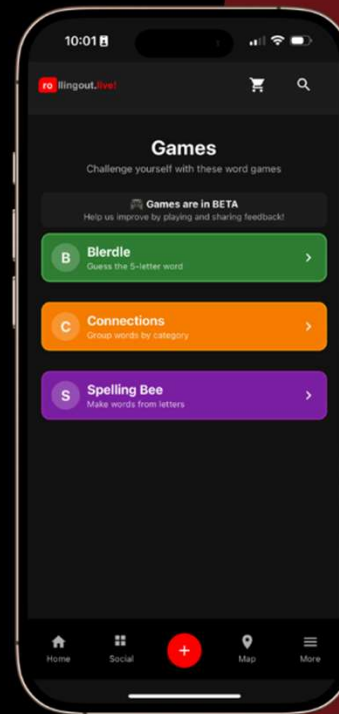
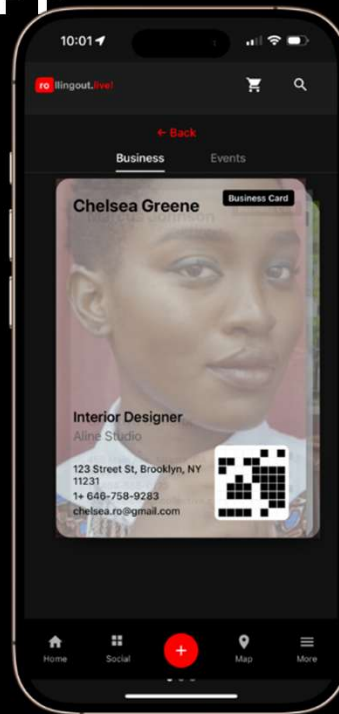
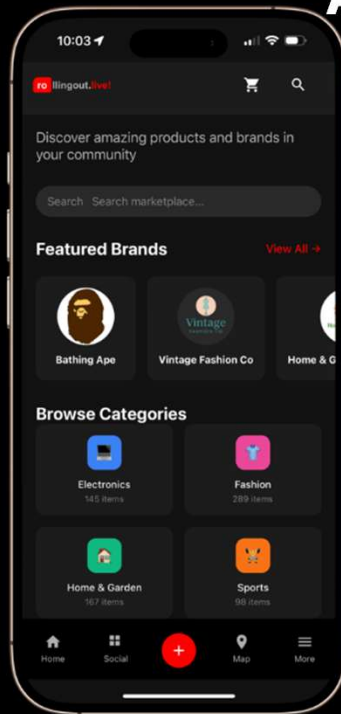
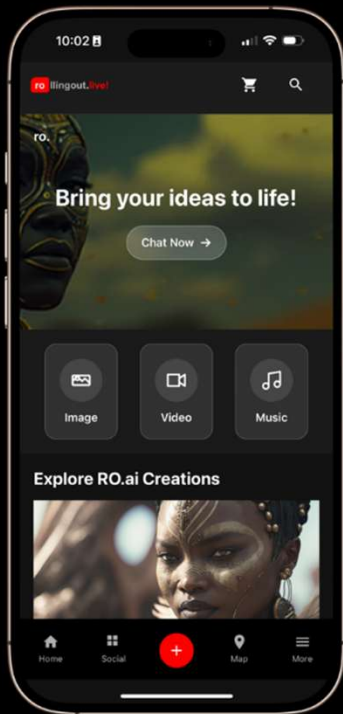
The Rolling Out Live Mobile App is a next-generation experience built specifically for life on the go. Designed for mobile creators and connected communities, the app turns every phone into a studio where users can stream, share, and build real relationships anytime, anywhere.

With mobile-optimized streaming, real-time notifications, interactive event tools, and quick access to branded features, the Rolling Out Live Mobile App helps creators grow faster and engage deeper. It unlocks new ways to capture moments, connect instantly, and create revenue opportunities directly from the palm of your hand.



rollingoutlive!

MOBILE APP





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Creative Studio

Rolling Out's Creative Studio is a game-changer for brand partners, offering a full-service creative powerhouse designed to elevate storytelling and audience engagement. With a 20,000-square-foot production space equipped for commercial-grade video, copywriting, audio, and AI-powered content, we provide brands with the tools to craft compelling narratives that drive impact.

Whether it's product launches, custom video sets, live-streaming, or talk shows, our studio is built to bring ideas to life at the highest level. More than just a production facility, Rolling Out's Creative Studio serves as a cultural hub where thought leaders, doctors, filmmakers, and marketers collaborate to create content that resonates deeply with the community.

Partnering with us means tapping into an ecosystem that not only produces premium content but also fosters meaningful connections that amplify brand reach and influence.

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ROLLINGOUT MUSIC CO.

At Rolling Out Music Co., we create music that moves culture forward. As a dynamic production studio, we specialize in crafting high-quality, custom sound for brand partners — from original compositions and jingles to full-scale musical productions.

Our team of producers, writers, and performers brings unmatched creativity and technical mastery to every project. We create music across genres, styles, and moods, ensuring every sound aligns perfectly with a brand's voice, vision, and audience.



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HBCU CULTURAL ACTIVATION CASE STUDY: **AVERY SUNSHINE**

Celebrating Legacy, Excellence, and Community Across HBCU Culture

Rolling Out partnered with Avery Sunshine for a powerful and culturally anchored HBCU activation centered on student engagement, musical excellence, and community pride. The activation brought together more than 400 students and faculty for an experience rooted in legacy and cultural expression.

Held on a vibrant HBCU campus, the event opened with a soulful performance from Avery Sunshine that created an atmosphere of joy, unity, and authentic connection. Students resonated deeply with Avery's storytelling, vocal performance, and transparency.

Following the performance, Rolling Out hosted a conversation where Avery shared stories about her artistic journey, personal growth, faith, and navigating the music industry with purpose. Students actively participated through a live Q and A, social content creation, and discussions that built real bridges between established artistry and rising talent.

Rolling Out captured the activation through warm photography, campus footage, interviews, and short form video designed for digital amplification. The recap showcased the beauty and power of HBCU culture and extended the impact across social platforms.

Key Metrics

- Total Attendance: 430 Alumni, students & faculty
- Campus Wide Reach: 1,950
- Total Social Impressions: 138,000
- Instagram Engagements: 12,400
- TikTok Views: 44,000
- YouTube Performance Clip Views: 18,300
- Total Student Generated Shares: 720
- Average Engagement Rate: 9.6 percent

Impact & Value

This activation strengthened Rolling Out's ongoing commitment to HBCU communities and showcased its ability to produce experiences that uplift, inspire, and resonate deeply. It demonstrated Rolling Out's expertise in student centered engagement, culturally aligned storytelling, and community focused partnerships. It serves as a blueprint for brands and talent seeking to authentically collaborate with HBCU audiences.



COVER EXPERIENCE CASE STUDY: BROOKLYN FROST

A High Energy Creator Experience Blending Digital Culture and Real World Community

Rolling Out delivered a high energy, culturally resonant Cover Experience featuring Brooklyn Frost, one of the most influential Gen Z creators emerging from the digital space. The activation showcased Rolling Out's ability to engage young audiences authentically and at scale. The experience launched with a social first fan contest inviting Brooklyn's audience to win exclusive access to the event. The contest generated thousands of submissions and shares across TikTok and Instagram and created momentum leading into the live experience.

More than 250 fans attended the event, creating an atmosphere filled with excitement, emotion, and genuine connection. Brooklyn engaged directly with attendees through selfies, conversations, live reactions, and personalized interactions that reflected her relatability and star power.

The Cover Conversation offered an intimate look at Brooklyn's creative journey, touching on authenticity, mental health, growth, and the realities of navigating online fame. Rolling Out's cinematic interview style elevated these moments and created visually impactful content.

The activation included a curated meet and greet, branded photo opportunities, elevated styling, and a soundtrack that aligned with both Brooklyn's personality and Rolling Out's editorial identity. Rolling Out captured premium photography and video optimized for multi platform distribution.

Key Metrics

- Total Attendance: 265
- Contest Entries: 1,480
- Total Social Impressions: 421,000
- TikTok Views: 215,000
- Instagram Reach: 149,000
- YouTube Shorts Views: 57,000
- Total Engagements: 33,400
- Influencer and Fan Shares: 29 creators and attendees
- Average Engagement Rate: 11.4 percent

Impact & Value

The Brooklyn Frost Cover Experience positioned Rolling Out as a premier partner for creator driven activations. It demonstrated the platform's ability to convert social energy into live attendance and to produce content that resonates with Gen Z audiences. The activation strengthened Rolling Out's relevance and credibility within the digital creator space.



MY CITY MY SOUND CASE STUDY: ZAYTOVEN

A Cultural Retrospective on the Blueprint of Atlanta's Sound

As Atlanta continues to dominate the global music landscape, Rolling Out created My City, My Sound, a flagship cultural series designed to highlight the architects behind the city's signature sound. For this installment, Rolling Out partnered with Zaytoven, one of the most influential producers in modern hip hop and a pillar of the trap movement.

Hosted before an audience of more than 200 emerging artists, producers, students, and cultural leaders, the event served as both a live conversation and an intergenerational creative exchange. Zaytoven shared insights into his creative evolution, the discipline behind his musicianship, and the spiritual grounding that shaped his career. He provided a rare and intimate perspective on how trap music grew from a local subculture into a global phenomenon.

The environment was curated to reflect Atlanta's artistic identity and featured cinematic staging, immersive lighting, and a community centered atmosphere. Attendees engaged directly with Zaytoven and absorbed lessons on authenticity, longevity, and innovation.

Rolling Out captured the full experience through high quality photography, behind the scenes footage, and multiple formats of social content optimized for Instagram, TikTok, and YouTube. The coverage extended the cultural impact beyond the event and fueled conversation around Atlanta's ongoing influence.

Key Metrics

- Total Attendance: 220
- Total Social Impressions: 315,000
- Instagram Reels and Posts: 182,000 views
- TikTok Views: 96,500
- YouTube Reach: 36,000
- Total Engagements: 18,900
- Earned Influencer Shares: 14 creators
- Average Engagement Rate: 7.1 percent

Impact & Value

My City, My Sound with Zaytoven positioned Rolling Out as a contemporary documentarian of Black music culture and established its voice as a leading authority on Atlanta's creative landscape. It strengthened Rolling Out's credibility with artists, producers, labels, and industry partners seeking authentic cultural alignment.



rollingout EXPERIENCE OPTIONS

VIP DINNER

An intimate, high-end gathering designed to connect leaders, influencers, and partners over elevated dining and meaningful conversation.



VIEWING PARTY

An intimate, high-end gathering designed to connect leaders, influencers, and partners over elevated dining and meaningful conversation.



LISTING PARTY

An intimate, high-end gathering designed to connect leaders, influencers, and partners over elevated dining and meaningful conversation.



SISTERS WITH SUPERPOWERS

A platform that honors 7–10 exceptional BIPOC women each year and builds a sisterhood that inspires and empowers women everywhere.



FILM PREMIERE

A red-carpet celebration where guests experience the debut of a new film, complete with photo moments, media coverage, and an energized atmosphere.



SUCCESS SESSIONS

A platform where successful entrepreneurs and CEOs share strategies on growth, technology, leadership, and finance to help aspiring leaders achieve long-term success.



rollingout EXPERIENCE OPTIONS

RIDE CON LAB

A business and tech conference that equips African American entrepreneurs with essential insights and fosters skill exchange across key industries.



COVER REVEALS

A premium photo and editorial experience that spotlights talent on a magazine cover with iconic visuals that elevate their brand and influence.



LUNCH & LEARN

An educational mid-day session where guests enjoy a shared meal while engaging in meaningful discussions, insights, and professional development.



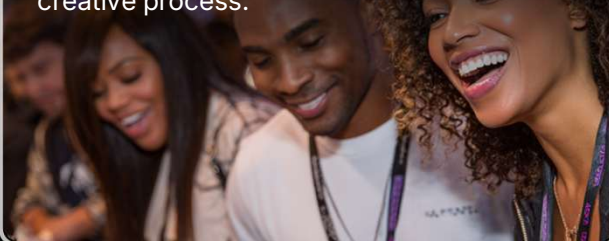
MY CITY MY SOUND

An initiative that supports and elevates African American musical talent through a collaborative platform where artists share their unique voices and stories.



MEET THE AUTHOR

An intimate experience where readers engage with authors through conversation and storytelling for a deeper look into their creative process.



STAR STUDIO

A platform that spotlights inspiring entertainment stories and celebrates the creativity shaping today's Black renaissance.



BUILT FOR EVERY AMBITION

CULTURE MOMENT PACKAGE

- Full 2-hour Cover Experience
- Cover story write-up
- Editorial photo shoot (2 looks) in Rolling Out studios
- Cover Conversation (1-hour video interview)
- 60-second BTS recap posted with cover story
- 200K minimum digital amplification (IG, TikTok, X, FB, RollingOut.com)
- Reels + interview cutdowns (up to 3)
- Talent-feature placement on RollingOut.com



IMPACT + AMPLIFICATION

- Everything in Tier 1, plus:
- Expanded photo shoot (up to 4 looks)
- Custom social edits (up to 8 pieces)
- Priority homepage + newsletter placement
- 500K amplification across Rolling Out platforms
- Cover Reveal Dinner Experience up to 20 people
- Choice of ONE Activation: IG Live, Star Studio segment, or TikTok promo teaser



CULTURAL DOMINATION PACKAGE

- Full creative direction + moodboard
- Custom Cover Reveal Event (up to 50 guests)
- Live-hosted conversation with RO talent
- 1M+ guaranteed impressions
- Premium video recap
- Dedicated PR push + press distribution
- Sponsored content integrations
- Feature placement across RO verticals: RO Music, RO Culture, RO Her/Man, RO Sports, HBCU Culture Zone



CUSTOMIZE YOUR MOMENT

- Digital Amplification
 - Add +1M impressions to extend reach and maximize visibility across all platforms.
- Custom Social Contest
 - Drive engagement with a branded contest or giveaway tied to the cover launch.
- Sponsored Product Placement
 - Seamlessly integrate partner products or brands into the shoot and content.
- Extra BTS Videographer
 - Capture every angle with additional behind-the-scenes coverage and premium content cuts.
- PR & Press Release
 - Dedicated press outreach and media distribution to amplify the announcement.
- RO Social Creator Feature
 - Leverage Rolling Out's TikTok reach with dedicated creator-driven content amplification.



Rolling out print editions are distributed across 19 major DMAs including Atlanta, Chicago, Philadelphia, New York, Baltimore, SF Bay Area, Los Angeles, Detroit, Washington DC, Houston, Dallas, Birmingham, Charlotte, Miami, Minneapolis, Memphis, New Orleans, Newark, and St Louis



BRAND DNA & INSTITUTIONAL PARTNERSHIPS

HBCUs are an integral part of Rolling Out's brand identity. Our long-standing commitment to historically Black colleges and universities is reflected in our strategic partnerships, media coverage, and programming initiatives.

- **Athletic Conference Collaborations:** Rolling Out maintains relationships with each of the major HBCU athletic conferences, enabling extensive coverage and community-based engagement.
- **Strategic Partnerships:** Collaborations with the Thurgood Marshall College Fund and the United Negro College Fund (UNCF) allow us to create content that elevates the missions and voices of these institutions and their stakeholders.



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HBCU-FOCUSED PROGRAMMING

Rolling Out develops specialized media and engagement programming that highlights the entire HBCU ecosystem:

- **HBCU Professors and Coaches:** We spotlight academic and athletic leadership shaping student success.
- **Campus Staff:** Acknowledging the often-unsung contributions of administrative and support staff.
- **Students:** Focusing on student leaders and change-makers who are impacting their campuses and communities.
- **Alumni:** Serving as a cornerstone for our programming, HBCU alumni are featured as models of excellence and achievement.

PROGRAMMATIC CAPABILITIES

CUSTOMIZED MEDIA BUYING SOLUTIONS

Our media buying approach supports Programmatic Guaranteed (PG), Private Marketplace (PMP), and Direct IO executions. 20B+ monthly advanced ad impressions available

CTV / OTT

Coverage of over 95% of U.S. households in the CTV universe delivered in brand-safe, premium environments.

Premium Display and OLV inventory across key categories

- Entertainment
- Lifestyle
- Sports, including live sports
- Multicultural-owned and multicultural-targeted networks

BRAND SAFETY AND QUALITY REPORTING

- DoubleVerify
- Integral Ad Science (IAS)
- MOAT
- Foursquare
- Cint
- Data Plus Math

DELIVERY GUARANTEES

We are operational across over 20 DSPs and SSPs to deliver guaranteed outcomes across impressions (CPM), video views (CPV), and completion rate.

FULL-SERVICE TEAM TO MAXIMIZE YOUR ROI

We provide end-to-end services, including dedicated account management, campaign optimization, creative support, and custom reporting.

THANK YOU

