

PARTNERSHIP  
| SOLUTIONS

20  
23

**BLACK  
ENTERPRISE**







WE ARE  
HERE TO  
**SERVE**

**BLACK ENTERPRISE** EXISTS TO  
INSPIRE, EMBOLDEN, AND EMPOWER  
OUR COMMUNITY TO EMBARK  
ON THE LIFETIME JOURNEY  
FROM AMBITION TO ACHIEVEMENT

**BE...**  
REACHES.  
TOUCHES.  
REFLECTS.  
CONNECTS.



## THE BIG PICTURE:

OPPORTUNITY TO CONNECT WITH AFRICAN AMERICANS,  
A DIGITALLY-INVESTED & SOCIALLY-CONNECTED CONSUMER

**96%** of AA live in a household that owns a smartphone and have a **higher weekly reach** for:

**75%** Social networking primarily on a smartphone

**66%** Watching/streaming video on a smartphone

### DIGITALLY NATIVE:

More than half

**54%**

of all AA have lived their lives in the digital age!

**37%**

more likely\* to be the first to adopt & try new technology gadgets

### OVER-INDEX

against the total population for dollars per buyer online in most grocery categories

Aged

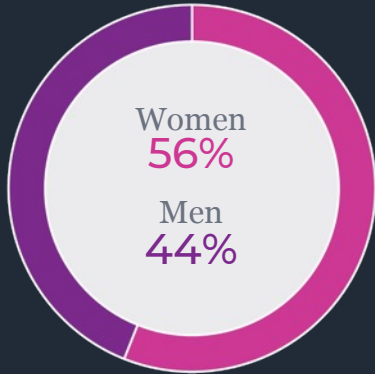
**18-34 & 35+**

more likely\* to use finance/insurance/investment apps

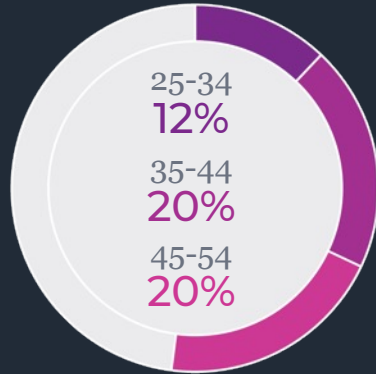


# GET CONNECTED TO THE BE.COM AUDIENCE

GENDER



AGE RANGE



57%

HHI \$100K+

275

Black/AA Comp Index

68%

Professional/  
Managerial

31%

Business  
Owner/Partner

72%

College &  
Post Grad

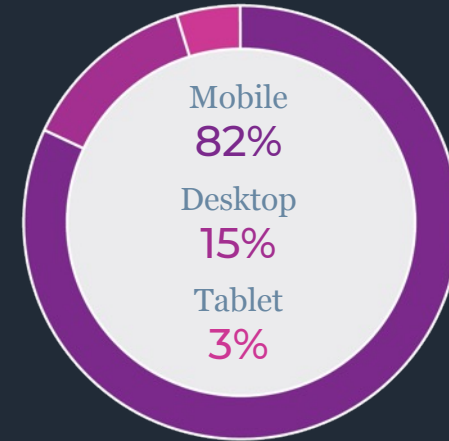


# A POWERFULLY **SOCIAL & DIGITAL COMMUNITY**

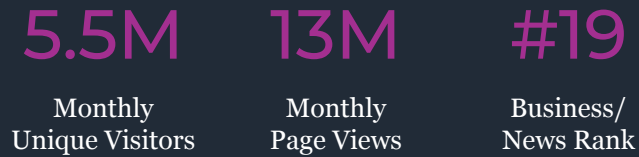
## SOCIAL REACH



## CROSS PLATFORM



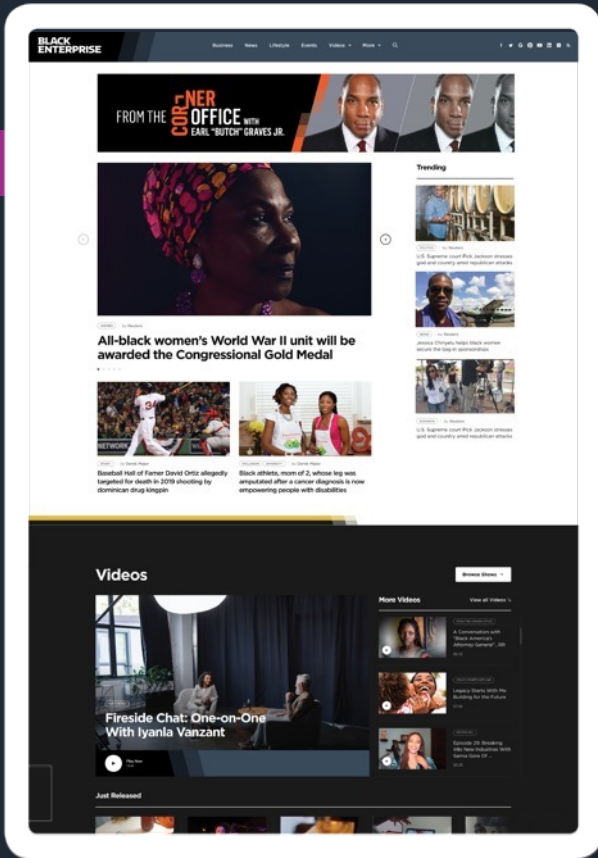
## TRAFFIC



## DISPLAY IMPRESSIONS



# ALIGN WITH THE CULTURE: INCREASED REACH IN THE AA COMMUNITY

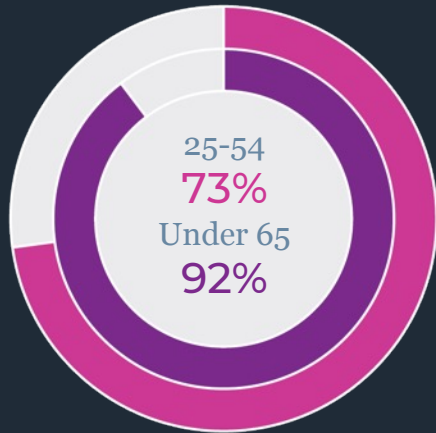


BET.COM	6,325
<b>BLACK ENTERPRISE.COM</b>	<b>5,555</b>
ESSENCE.COM	3,314
THEROOT.COM	3,054
THEGRIOT.COM	2,772
BOSSIP.COM	2,377
MADEMENOIRE.COM	2,133
NEWSONE.COM	1,811
REVOLT.COM	1,363
EBONY.COM	148
XONECOLE.COM	106

SOURCE: COMSCORE, SEPT. 2022

# CONNECT WITH AN **UNDUPLICATED** AUDIENCE\*

## AGE RANGE



## FINANCES

**\$102,000**

Avg. HHI

**\$358,000**

Avg. Net Worth

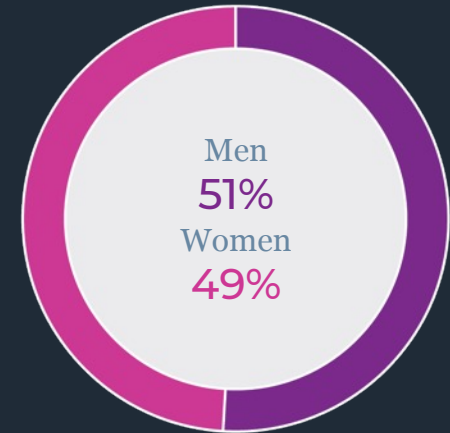
**\$133,700**

Avg. Value of  
Securities Owned

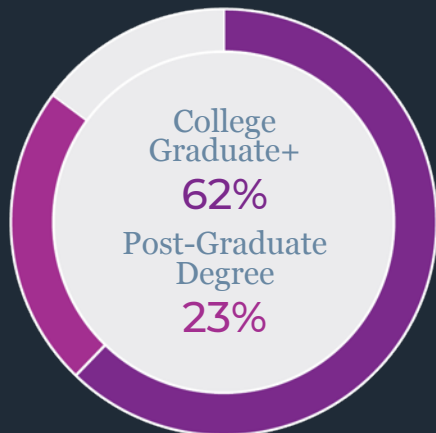
**79%**

Has One or More  
Retirement Savings  
Plans

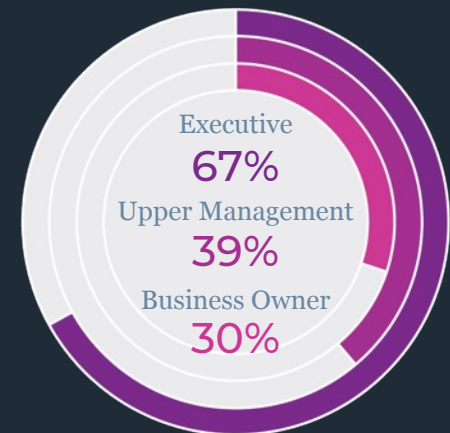
## GENDER



## EDUCATION



## OCCUPATION



\*TOTAL AUDIENCE includes unique visitors to BlackEnterprise.com, Black Enterprise newsletter subscribers and attendees of annual networking conferences and events.



# ALIGN WITH THE CULTURE: CONTENT BY & FOR THE PEOPLE

## FROM THE CORNER OFFICE

This hard-hitting video series explores how decisions are made at the highest levels as **BLACK ENTERPRISE** President & CEO **Earl “Butch” Graves Jr.** engages in exclusive, insider interviews with the nation’s most powerful CEOs.

## THE NEW NORM

**BLACK ENTERPRISE** Digital Editor Selena Hill hosts a virtual video interview series about adaptability, resilience, and social ills prevalent in today's society. Each week, Selena speaks to Black professionals, celebrities, leaders, and change makers about the impact we can have on culture, economics, politics, and business.

## SISTERSINC.

This award-winning franchise provides a platform for our audience to hear and learn success strategies from a powerful and inspirational cadre of Black women CEOs and founders transforming global business. Their unique, audacious journeys serve as invaluable guidance to a range of entrepreneurs. Those business owners who want to achieve growth and success follow SistersInc.

## BEYOND THE HYPE

**BLACK ENTERPRISE** interviews high-profile achievers, celebrities, and experts to separate the myths from the reality of professional, business, and financial success in industries ranging from sports and entertainment to investing and empire building.

## ON THE CLOCK

Presenting candid, highly engaging conversations with today’s leading corporate executives and CEOs, as well as respected doctors, teachers, social workers, pastors, and caregivers about operating in environments amid sustained uncertainty.



# ALIGN WITH THE CULTURE: CONTENT BY & FOR THE PEOPLE

## YOUR MONEY YOUR LIFE

**BLACK ENTERPRISE** presents a dedicated personal finance podcast. Alfred Edmond Jr. hosts this special series with a lineup of top financial experts. The show covers money topics ranging from investing for long-term gain to the psychological relationship with money.

## THE RUNDOWN

Welcome to “The Rundown with Ramon” a weekly show giving you the tips, stories and insights YOU need to start or grow your business and inspire you to live better. Hosted by four-time entrepreneur and best-selling author Ramon Ray, “The Rundown with Ramon” is fun, fast paced, high energy and chock full of practical tips to help you succeed in business and in life.

## GREEN ENTERPRISE

Green Enterprise is comprised of interviews and panels that cover prominent black executives finding success within the cannabis industry. Revealing their challenges and successes helps clear a path for others to enter this expanding industry. The series is a partnership with Digital Venture Partners, one of the only minority founded portfolio companies in cannabis.

## HIP-HOP & ENTERPRISE

Hip Hop & Enterprise is a weekly interview show hosted by Jeroslyn JoVonn, where we get a look inside the success stories of influencers, entrepreneurs, and tastemakers within urban pop culture. With a focus on learning how they’re making a change in their communities and for the people that follow them, Hip Hop & Enterprise will help give young professionals more modern-day realistic visions of success.

## INSIDE THE STUDIO

These are the interviews that can’t be missed. Celebrities, artists, executives, athletes, activists, and artists can be seen in the BE Studio. Unbound by topic selection, Inside the Studio always offers something new but with a continued focus on success.



# CUSTOM – BRANDED CONTENT

DIGITAL ADS.

CUSTOMIZED  
ARTICLES.

INTERVIEWS.

PODCASTS.

SOCIAL SERIES.

LIVE  
BROADCASTS.

WELCOME TO  
**your money  
your life  
v-summit**  
SPONSORED BY Prudential  
**SESSION WILL  
BEGIN AT 1:00 PM**



**LEGACY  
STARTS  
WITH ME** PRESENTED BY  
MERRILL LYNCH  
A BANK OF AMERICA COMPANY



MELVIN GRAVELY  
MELVIN GRAVELY  
MELVIN GRAVELY  
MELVIN GRAVELY  
MELVIN GRAVELY

WELCOME TO  
**PIVOT TO  
TECH SALES**  
WEBINAR  
HOSTED BY salesforce



REAL TALK  
BARBER SHOP



**CHASING  
SUCCESSION  
PODCAST** HOSTED BY  
Advancing  
Black  
Pathways  
JPMORGAN CHASE & CO.



100 Black women entrepreneurs.  
100 grants.  
100 days of education and resources.

Meet the 100 at  
[Americanexpress.com/100for100](https://Americanexpress.com/100for100)



**ELEVATE  
BLACK INC.  
PODCAST**  
emPOWERED by  
FIFTH THIRD BANK



**BLACK ENTERPRISE  
EMPATHETIC  
MODERN LEADERS**  
PRESENTED BY LEXUS

**BLE JEFF TRIBBLE JEFF TRIBBLE JEFF TRIB**





TAP INTO THE  
**POWERFUL WORLD OF  
BE EVENT EXPERIENCES**

Consumers want  
sharable memories,  
not just products.  
Immerse your brand  
at the center of  
a memorable  
experience.

\* 2018 Nielsen; Forbes



MARCH  
9—11, 2023



JUNE  
2-4, 2023



SEPTEMBER  
13—14, 2023

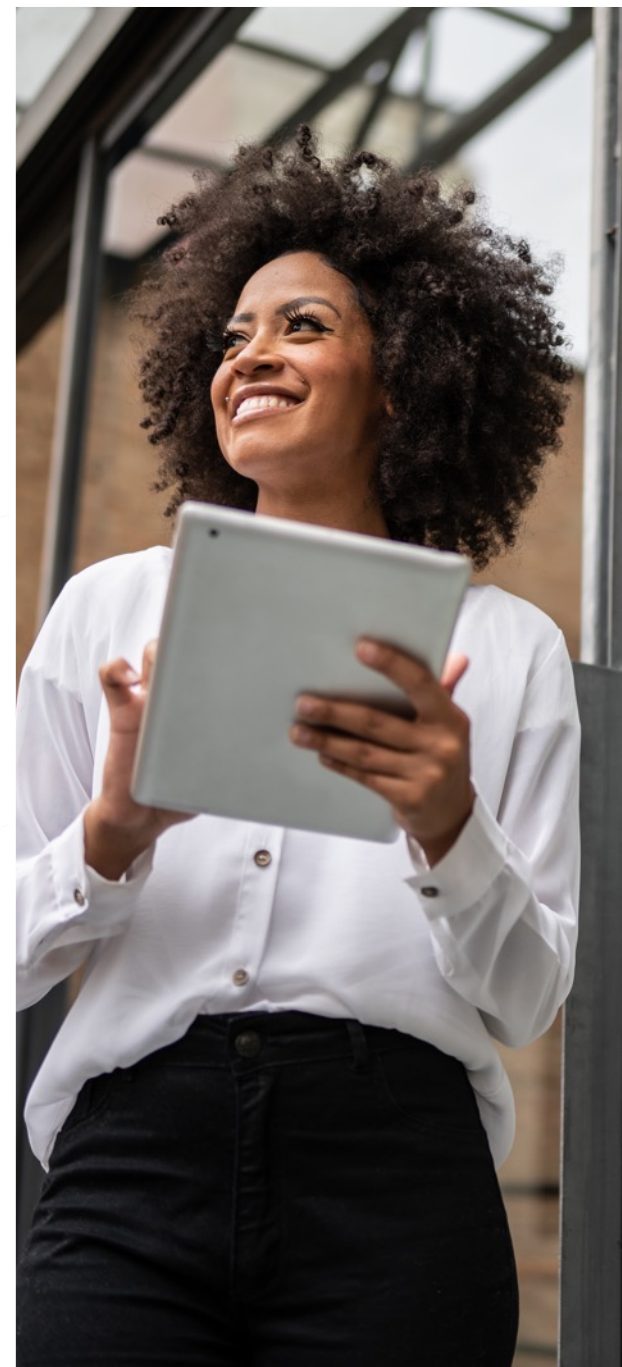


OCTOBER  
11-13, 2023



## ALIGN WITH THE CULTURE: REACHING A HIGHLY ENGAGED AUDIENCE

PLACEMENT	CPM*	COST
ROS_300x250, 300x600, 728x90	\$14.00	\$0
ROS_Interstitial	\$25.00	\$0
ROS_970x250	\$15.33	\$0
ROS_300x400 Video Pre-Roll	\$20.00	\$0
Run of Channel_300x250, 300x600, 728x90	\$16.67	\$0
Run of Channel_970x250	\$18.00	\$0
Run of Channel_Interstitial	\$25.00	\$0
Run of Channel_300x400 Video Pre-Roll	\$25.00	\$0
Run of Site Mobile	\$12.00	\$0
Run of Channel Mobile	\$14.00	\$0
BE.com Main Page Takeover	Flat	\$2,500
Email Blast _728x350	Flat	\$3,500
Custom Video (Quantity 6 – Podcast)	Flat	\$75,000
Sponsored Posts (4) to live within BE Channels	Flat	\$20,000
Twitter/ Facebook Posts	Flat	\$2,750
Twitter Chat	Flat	\$5,000
Vignette Series (6 videos)	Flat	\$60,000
Social Cover	Flat	\$15,000
Interactive Quiz	Flat	\$2,500



2023  
CONTENT  
CALENDAR

# JANUARY



# FEBRUARY

## DIGITAL

### Business Trends & Opportunities 2023

- Video: Top 5 Profitable Sectors for Black Entrepreneurs
- How the Black Metaverse is Changing the Digital Game
- Crypto & Blockchain-Friendly Business Practices
- Rise of Black Fintechs and Their Offerings for Diverse Consumers

## DIGITAL

### Black History Month 2023

- 28 Days: Celebrating Black Business Icons Past & Present
- Video: 5 African American Leaders Who Transformed Corporate America
- Creating “New Black History” by Closing the Wealth Gap Through Entrepreneurship

## EVENTS

### Health is Wealth Weekend

#### In-Person Experience

February 10—11, 2023

- The latest, Tastiest Trends in Healthy Nutrition
- Using Mindfulness & Meditation to Manage Stress
- Strategies to Protect Your Mental Health

### Bridging the Wealth Gap

#### Town Hall Series

January 26, 2023

- Creating New Pathways to Economic Opportunities
- Holding Banks Accountable to Black Communities
- Designing Effective Financial Education Programs

**MARCH**



**APRIL**



## **DIGITAL**

### **Women's History Month: Black Women Changing the World**

- Businesses Prowess: Black Women Powering the U.S. Economy
- Cultural Influence: Black Women Controlling the Conversation
- Political Power: Black Women Reshaping the National Agenda
- Female Business Leaders & Black Businesswomen Who Influenced Them

## **EVENTS**

### **Women of Power Summit In-Person Experience March 9–11, 2023**

- Your Re-entry Plan: The Return to the Workplace
- Cultivating the New Leadership
- Getting Ahead Without Sacrificing Your Wellness

## **DIGITAL**

### **Best Companies for DEI**

- Corporate Leaders In Black Employee, Senior Management, Board & Supplier Representation
- Major Companies Fulfilling Equity Commitments
- CDOs of the Nation's Largest Corporations

## **EVENTS**

### **Top Chief Diversity Officer Honors Virtual Summit April 27, 2023**

- Corporate Pledge Update: Gaining Momentum or Falling Off?
- How Allyship Helps Advance Inclusive Corporate Cultures

### **The Future of Work Town Hall Series April 13, 2023**

- Expanding Racial Equity in Workforce Development
- Why Companies Must Retain Black Talent To Stay Competitive
- Employee Trends Transforming Today's Workplace

### **Wealth Building & Retirement Investing Virtual Summit**

- Rules For Lifetime Investing
- Getting Started: Money Management Strategies for Millennials
- How To Increase Equity In Your Home



**MAY**



**JUNE**



## **DIGITAL**

### **Most Innovative Black-Owned Companies**

- 5 Ways to Redesign Your Company For Growth
- Video: 10 Leading Black VCs
- Creating The Next Black Unicorns

## **DIGITAL**

### **Juneteenth Empowerment**

- What Juneteenth Means To America
- Celebrating Our Legacy
- Programs That Promote Financial Freedom

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## **EVENTS**

### **Entrepreneurs Summit Series**

#### **In-Person Experience**

**June 8, 2023**

- One-day West Coast Conference Reinventing Your Company

# JULY



## DIGITAL

### Boost the Value of Your Home

- Home Improvement Projects With The Biggest ROI
- 5 Home “Improvement” Mistakes to Avoid
- Top Real Estate Experts Share Their Secrets
- How To Hire Contractors

### Career & Business Opportunities in Entertainment

- Video: Top Business Power Brokers In Hollywood
- How To Use Digital To Profit In Entertainment
- 5 Steps to Packaging and Negotiating That Lucrative Deal

# AUGUST



## DIGITAL

### BLACK ENTERPRISE Summer Sensation on Martha’s Vineyard

- A Monthlong Series of Fireside Chats, Talks, Activations and Networking Functions at this Leading Summer Retreat

### Black Business Month

- 20 Most Profitable Franchises
- Best Business Grant Programs
- Using HBCUs As Black Business Accelerators

## SEPTEMBER



## OCTOBER

### DIGITAL

#### Boardroom Power 2023

- B.E. Registry of Black Directors
- Best Corporate Governance Diversity Programs
- Black Influence on Multiple Corporate Boards

### EVENTS

#### Women of Power C-Suite Summit In-Person Experience

- The Skills You Need in the CEO's Seat
- Learn to Leverage Your Influence
- Change Starts Within: Becoming More Adaptable

#### Women of Power Tech In-Person Experience September 13–14, 2023

- Overcoming Barriers to Entry for Women in Tech
- Retaining and Advancing Black Talent
- Tech Opportunities for Female Founders

#### The Fight to Advance Black Corporate Leadership Town Hall Series September 27, 2023

- Networking Your Way To The Boardroom
- Creating Inclusive CEO Succession Plans
- Black Advocacy In the C-Suite

### DIGITAL

#### Afro-Latino Culture: Power & Opportunity

- Creating Coalitions for Empowerment

### EVENTS

#### Black Men Xcel Summit In-Person Experience October 11-13, 2023

- 2023 XCEL Awards for Black Male Excellence
- Career Fair & Mentorship
- Diversity, Equity & Inclusion of Black Men in the Corporate Leadership Pipeline

#### Corporate Recruiting: Attracting Top Talent from HBCUs Town Hall Series October 26, 2023

- Removing Artificial Barriers to Employment
- Creating An Environment For Retention and Advancement
- Establishing Professional Relationships to Promote Sponsorship

## NOVEMBER



### DIGITAL

#### 40 Under 40 Listing

- Top Professionals in Business, Finance, Media, Fashion & Social Impact

### EVENTS

#### BE Smart HBCU Hackathon

##### In-Person Experience

November 2–4, 2023

- The Nation's Leading Collegiate Coders
- How To Gain Entry To Top IT Internships & Jobs
- Mentoring The Next Generation of Tech Leaders

#### 40 Under 40 2023

##### In-Person Experience

November 16, 2023

- Celebrating the Leading Changemakers Under the Age of 40

## DECEMBER



### DIGITAL

#### Black Business Gift Guide

- Products and Services From a Wide Range of Black-owned Businesses

#### Wealth Building Strategies for 2024 and Beyond

- Curing the Holiday Shopping Hangover
- Strategies to Wipe Out Credit Card Debt
- Tips From Top Money Experts
- How to Profit in Any Market
- The Best Money Apps to Build Wealth

### EVENTS

#### SistersInc.

##### Virtual Summit

December 7, 2023

- Breaking the Glass Revenue Ceiling: Growing and Scaling Your Business
- Securing Funding as a Women Entrepreneur
- Tapping Into Corporate Allies & Resources



DETAILS.

DETAILS.

DETAILS.

# TOWNHALL SPONSORSHIP BENEFITS

## HOST LEVEL

### \$100,000 net

- Opportunity to brand/host Town Hall
- Opportunity for a company representative as panelist during the Town Hall
- Hyperlink corporate logo on **BLACK ENTERPRISE's** website in the area dedicated to Town Hall news, notes, and updates hosted at BlackEnterprise.com.
- Complete list of event attendees provided for post-event direct marketing
- ROS pre and post media schedule (100k IMP)
- Opportunity to insert Corp. Literature or keepsake in the virtual registration bag.
- **Two (2) Custom Email blast to BE.COM audience**
- **Ability to upload QR Code in virtual Chat Room)**
- **One (1) Social Post (Twitter, LinkedIn, FB, In)**

**(All items must be pre-approved by BE)**

## PRESENTING LEVEL

### \$50,000 net

- Opportunity for a company representative as panelist during the Town Hall
- Hyperlink corporate logo on **BLACK ENTERPRISE's** website in the area dedicated to Town Hall news, notes, and updates hosted at BlackEnterprise.com.
- Complete list of event attendees provided for post-event direct marketing
- ROS pre and post media schedule (50k IMP)
- Opportunity to insert Corp. Literature or keepsake in the virtual registration bag.
- **One (1) Custom Email blast to BE.COM audience**
- **Ability to upload QR Code in virtual Chat Room)**

**(All items must be pre-approved by BE)**

# HYBRID SUMMIT SPONSORSHIP BENEFITS

## PRESENTING LEVEL

**\$150,000 net**

- Opportunity to brand/host a General Session.
- Executive to provide welcome/opening remarks for virtual and in-person Summit.
- Opportunity for an executive to participate on a panel session.
- Hyperlink corporate logo on **BLACK ENTERPRISE** website in the area dedicated to Summit news, notes and updates hosted at BlackEnterprise.com.
- Complete list of event attendees provided for pre- and post-event direct marketing.
- Opportunity to include promotional material in our final eblast to all registered attendees.
- Opportunity to Exhibit in our Summit Showcase Pavilion.
- ROS pre- and post-media schedule (100k Imp).
- Opportunity to insert Corp. Literature or keepsake in the virtual/in-person registration bag. (All items must be pre-approved by BE).
- **Custom branding in virtual session (Large Video Billboard)**
- **Two (2) Custom Email blast to BE.COM audience**

## PLATINUM LEVEL

**\$75,000 net**

- Executive to provide welcome/opening remarks for virtual and in-person Summit.
- Opportunity for an executive to participate on a panel session.
- Hyperlink corporate logo on **BLACK ENTERPRISE** website in the area dedicated to Summit news, notes and updates hosted at BlackEnterprise.com.
- Complete list of event attendees provided for pre- and post-event direct marketing.
- Opportunity to include promotional material in our final eblast to all registered attendees.
- Opportunity to Exhibit in our Summit Showcase Pavilion.
- ROS pre- and post-media schedule (100k Imp).
- Opportunity to insert Corp. Literature or keepsake in the virtual/in-person registration bag. (All items must be pre-approved by BE).
- **Custom branding in virtual session (Medium Video Billboard)**
- **One (1) Custom Email blast to BE.COM audience**

# IN-PERSON ANNUAL SUMMIT SPONSORSHIP BENEFITS

## PRESENTING LEVEL

\$175,000 net

- Official Host of a General Session (Morning or Lunch Keynote/Fireside Chats,, Customized Element, etc.)
- Opportunity for Executive to participate in a breakout session
- Twenty (20) Summit Registrations
- Two (2) Reserved tables at Main Stage Functions, Breakfast/Lunch & Final Dinner/Concert
- Hyperlink corporate logo on **BLACK ENTERPRISE's** website in the area dedicated to Summit news, notes, and updates hosted at BlackEnterprise.com
- Full-screen, color ad in Event App
- Special invitations to VIP networking receptions
- Complete list of event attendees provided for post-event direct marketing efforts
- Corporate identification on event signage
- Provide promotional gift in "Event" registration bag
- Corporate identification in **BLACK ENTERPRISE's** national promotional and PR campaigns
- Opportunity to include promotional material in our final mailer to all registered attendees
- Ability to upload QR code
- **Two (2) Custom Email blasts to BE.COM audience**
- **100k ROC banner impressions on designated event channel**

## PLATINUM LEVEL

\$125,000 net

- Opportunity for Executive to participate in a breakout session
- Fifteen (15) Summit Registrations
- One(1) Reserved table at Main Stage Functions, Breakfast/Lunch & Final Dinner/Concert
- Hyperlink corporate logo on **BLACK ENTERPRISE's** website in the area dedicated to Summit news, notes, and updates hosted at BlackEnterprise.com
- Full-screen, color ad in Event App
- Special invitations to VIP networking receptions
- Complete list of event attendees provided for post-event direct marketing efforts
- Corporate identification on event signage
- Provide promotional gift in "Event" registration bag.
- Corporate identification in **BLACK ENTERPRISE's** national promotional and PR campaigns
- Opportunity to include promotional material in our final mailer to all registered attendees
- Ability to upload QR code
- **One (1) Custom Email blasts to BE.COM audience**
- **50k ROC banner impressions on designated event channel**

## CORPORATE PARTNER LEVEL

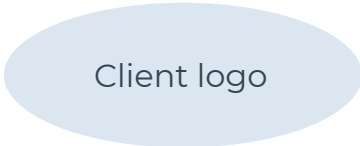
\$75,000 net

- Opportunity for Executive to participate in a breakout session
- Ten (10) Summit Registrations
- One(1) Reserved table at Main Stage Functions, Breakfast/Lunch & Final Dinner/Concert
- Hyperlink corporate logo on **BLACK ENTERPRISE's** website in the area dedicated to Summit news, notes, and updates hosted at BlackEnterprise.com
- Full-screen, color ad in Event App
- Special invitations to VIP networking receptions
- Complete list of event attendees provided for post-event direct marketing efforts
- Corporate identification on event signage.
- Provide promotional gift in "Event" registration bag
- Corporate identification in **BLACK ENTERPRISE's** Magazine's national promotional and PR campaigns
- Opportunity to include promotional material in our final mailer to all registered attendees



THANK YOU

**BLACK  
ENTERPRISE**



Client logo

KYLE ALLMAN  
SVP/National Director,  
Multimedia Sales  
212-886-9507  
allmank@blackenterprise.com



# CASE STUDIES

## CASE STUDY

# AMERICAN EXPRESS 100 FOR 100

### Objective

Raise awareness of American Express' commitment to the future of Black female innovators and build brand affinity and consideration among this audience to ultimately diversify its customer base.

### Strategy

Through an interactive campaign, feature winners of the 100 for 100 Initiative over a three-part custom content campaign supported by rich media, sponsored by American Express. The campaign featured a branded video series highlighting selected business owners who were recipients of the \$25,000 award. Videos lived on the Entrepreneurs channel and dedicated hub of BlackEnterprise.com.

### Results

Videos' viewership was 100,000+; campaign delivered 000,000,000 impressions.



## CASE STUDY

# ADP TITLE SPONSORSHIP OF THE WOMEN OF POWER SUMMIT

### Objective

Raise awareness about company's commitment to diversity, equity and inclusion culture and recruitment to fill leadership positions and provide career development training for existing employees.

### Strategy

Provided branded messaging, custom activations, speaking opportunities for company's leadership and a platform to recruit candidates.

### Results

Company's profile increased; over 50% employees who participated in the summit were promoted and performance improved.





# BLACK ENTERPRISE

## KYLE ALLMAN

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