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.

ENGAGE 550M+
BE DELIVERS THE UNIQUE SWEET SPOT OF AFRICAN AMERICAN CONSUMERS

The most concentrated, unique AA audience compared to other business sites¹

The highest concentration of black business owners, entrepreneurs, and innovators²

TOTAL BUYING POWER

$1.3 TRILLION⁵

Over index with higher income Audiences³

Aspirational and conscious. 42% expect affluent brand to support social and community causes⁴

When faced with any hardship – business, professional or global pandemic – moving through and managing challenges requires information and collaboration that is factual and trustworthy.

For 50 years, BLACK ENTERPRISE has been that: an undeniable resource and North Star of ideas, inspiration and partnerships.

Today, the most impactful national business events for Black people in America are now the most engaging virtual event experiences for Black business entrepreneurs, executives, and professionals everywhere!

We look forward to working with our marketing partners on unprecedented integrated marketing solutions to drive your business goals and communication strategies.
THE BIG PICTURE: OPPORTUNITY TO CONNECT WITH AFRICAN AMERICANS A DIGITALLY-INVESTED & SOCALLY-CONNECTED CONSUMER

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

75% Social networking 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

OVERINDEX 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**
- Women: 56%
- Men: 44%

**AGE RANGE**
- 25-34: 19%
- 35-44: 20%
- 45-54: 14%

50% HHI $100K+
341 Black/AA Comp Index

68% Professional/Managerial
31% Business Owner/Partner
72% College & Post Grad
A POWERFULLY SOCIAL & DIGITAL COMMUNITY

**SOCIAL REACH**

- Instagram: 737K
- Facebook: 726K
- Twitter: 312K
- LinkedIn: 109K
- YouTube: 20K

**CROSS PLATFORM**

- Mobile: 82%
- Desktop: 15%
- Tablet: 3%

**TRAFFIC**

- Monthly Unique Visitors: 4.9M
- Monthly Page Views: 11M
- Business/News Rank: #32

**MOBILE IMPRESSIONS**

- Avg. Monthly Page Views: 44.9M
- Avg. Monthly Impressions: 8M

**AVG. MONTHLY UNIQUE VISITORS YOY GROWTH**

- JAN 2020: 1,904
- JAN 2021: 4,979
  +161%

**AVG. MONTHLY PAGE VIEWS YOY GROWTH**

- JAN 2020: 2M
- JAN 2021: 11M
  +450%

SOURCE: COMSCORE, JAN 2021
ALIGN WITH THE CULTURE: INCREASED REACH IN THE AA COMMUNITY

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</table>
BE’s approach to content and partnership solutions is authentic cross-platform.

We integrate your brand along the media and emotional journey

Cultural Content
+
Digital/Social
+
Experiential
=
Brand Connection, Consumption & Loyalty

Social media invites them to the experience... the event creates the emotion and community.

* 2018 Nielsen; Forbes
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 of the Black Lives Matter movement, the global COVID-19 pandemic, and/or the upcoming 2020 election.

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.

FROM THE CORNER OFFICE

This all-new video series will explore 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.

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

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<tr>
<th>PLACEMENT</th>
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Consumers want sharable memories, not just products. Immerse your brand at the center of a memorable experience.

* 2018 Nielsen; Forbes
APRIL

WEALTH-BUILDING & REAL ESTATE SUMMIT  APRIL 22, 2021
Homeownership has long been the foundation of economic stability in the Black community. Our summit will help attendees secure generational wealth through the strategic use of property, whether they’re first-time home buyers, homeowners looking to leverage their equity, or aspiring real estate investors.

• Leveraging Real Estate Ownership to Close the Black Wealth Gap
• The Landlord Life – Strategies for Investing in Rental Properties
• Passing on The Wealth – The Power of Insurance, Wills & Trusts
• Opportunities in Crisis – Investing in The COVID Market
• Resources and Strategies to Boost Black Homeownership
• Big Risks, Bigger Rewards – How to Get Rich by Flipping Properties

MARCH

HEALTH & WELLNESS SUMMIT  MARCH 25, 2021
Never have the realities of racial healthcare disparities been more apparent. This urgently needed summit, will address the physical and mental health needs of Black communities, from managing stress, obesity, and chronic conditions to physical fitness and self-care—because health is wealth!

• A holistic approach to wellness: achieving physical, mental, and emotional health.
• Addressing racial health disparities
• Coping during COVID: the effects of anxiety, stress, and isolation
• Combating chronic disease in the Black community

FEBRUARY

DIVERSITY, EQUITY & INCLUSION SUMMIT  FEBRUARY 25, 2021
Let’s move past talk of diversity to implementing measurable change. Our summit will explore best practices and proven initiatives that will help you recruit qualified candidates, create a culture of inclusion, retain diverse employees, and build a pipeline to senior management and the C-suite.

• CDO Roundtable: D&I In the New Normal
• Is Corporate America Fulfilling Racial Equality Pledges?
• Impact of ERGs on Creating Inclusive Corporate Cultures
• Engaging White Allies to Drive D&I Initiatives
• HBCU Equation: New Strategies to Recruit Top African American Talent
**SMALL BUSINESS SUMMIT**  MAY 6, 2021
Small businesses power the U.S. economy. The Small Business Summit will bring together the most trusted and inspirational black voices in business to provide critical advice and vital resources to help owners overcome extraordinary obstacles and create a path forward. This program is geared toward small business owners and leaders.

- The New Entrepreneur: How Young Founders Are Revolutionizing Business
- Profiting from The Biden Administration’s Black Business Agenda
- Capital Access: Gaining the Financing You Need from Government and Corporate America
- Retail Innovation: Designing Lucrative Digital Storefronts
- Do Accelerators and Incubators Really Advance Black Firms?

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**40 UNDER 40 SUMMIT**  MAY 20, 2021
Looking to reach the Millennials who are driving the economy and determining the future of business? Connect with this influential audience, which now makes up the largest segment of the workforce and yields $1.4 trillion in spending power, at our summit spotlighting the under 40 movers making a big impact.

- Building A Sustainable Future Through Innovation
- Real Estate Tips, Tricks, and Hacks
- Success Is A Mindset: Mastering Your Thoughts and Intentions
- The Road to A Billion
- Mastering the Market Through Stocks and Options
- Strategic Wealth Building: Tips, tricks, and hacks for creating generational wealth.
- How to Build A Thriving Career, Lasting Relationships, and Generational Wealth

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**DIVERSITY, EQUITY & INCLUSION SUMMIT 2**  JUNE 24, 2021
We continue the conversion from conversation to action. Part two of our summit will explore best DE&I practices and proven initiatives that will help you recruit qualified candidates, create a culture of inclusion, retain diverse employees, and build a pipeline to senior management and the C-suite.
CORPORATE BOARD/C-SUITE SUMMIT  JULY 22, 2021
Our annual Power in the Boardroom package has made us the authority on Black representation on the boards of the largest corporations in America. These directors and other corporate governance experts will share the best ways to assure inclusive leadership from the top of the org chart to the bottom line.

• Status Update: Increasing Black Representation on Corporate Boards
• What Really Happens in the Boardroom – And Why It Should Matter to African Americans
• The Critical Role of Black Corporate Directors in The COVID-19 Era
• CEO Succession Planning: Why Boards Must Ensure More Blacks Lead the Nation’s Largest Public Companies
• Best Ways for Black Executives to Position Themselves for Board Recruitment

C-SUITE SUMMIT
The C-Suite Summit brings together Black CEOs, CMOs, CFOs and founders for inspirational interviews and peer-group discussions, designed to put attendees at the center of the event. The summit addresses opportunities and challenges with actionable insights that help scale your company, inspire your teams, and incorporate innovative thinking into your business strategy.

• C-Suite Roundtable: How I Made It to The Top – And Stayed There
• Diversifying The C-Suite Pipeline: Best Programs for Corporate America
• Strategies for Black Executives to Get on the C-Suite Track
• Smashing the Concrete Ceiling: Unique Challenges Faced by Black Women Executives
• You’ve Made the C-Suite...Now What: Lessons in Leadership at the Highest Levels

ENTREPRENEURS SUMMIT  SEPT. 15-16, 2021
This two-day, immersive, content-rich experience convenes the nation’s largest gathering of emerging and established AA businesses. Top-flight speakers deliver the resources, connections and inspiration entrepreneurs need to launch, grow and innovate while the interactive environment facilitates partnerships with brands seeking to recruit and/or support minority-owned vendors and customers.

• Capitalizing on Clubhouse: Build A Winning Strategy on The New App Everyone’s Raving About
• Creating Millions Through Community-Driven Strategies and Initiatives
• The New Black Wall Street
• How to Get Paid for Being Yourself
• Leading Through Empathy
• How to Network in a Virtual World
WOMEN OF POWER TECH SUMMIT  OCT. 27-28, 2021
The tech industry may be white hot but for Black women the experience in tech has too often been decidedly not. We’ll uncover the new trends and opportunities across an array of tech-driven industries while tackling the corporate culture issues and lack of diversity that have prevented the retention and advancement of professionals of color.
• Mastering Bitcoin: Unlocking Digital Cryptocurrencies
• How Diversity Leads to Innovation
• The Practical Steps to Transform Your Idea into a Startup
• Exploring the Creative Career Paths of UX Design
• Diversity in Marketing, Digital Media and Advertising Technology
• Future of Retail and e-Commerce

BLACK MEN XCEL SUMMIT  NOV. 17-18, 2021
The Black Men XCEL Summit is the groundbreaking leadership excellence conference for Black men, a valuable and necessary pool of talent for the success of companies, industries, communities and the nation. Connect and engage directly with men of color who share a passion for professional and personal leadership development in every field of endeavor, and who comprise a source of human capital invaluable to America’s competitiveness in the global economy.
• The State of Black Men in Post-COVID America
• We’ve Got Next: Positioning Black Men For C-Suite Leadership in Corporate America
• All the President’s Men – A Discussion with Black Leaders in The Biden Administration
• The Business of Sports – Rise of the Mogul Athlete
• Black Men’s Mental Health: Healing and Wellness in Pursuit of Social Justice

SISTERSINC. SUMMIT  DEC. 16, 2021
Black Women are the fastest-growing group of entrepreneurs in America. This summit dives into the strategies that have helped successful CEOs overcome the challenges of being a Black woman in business and will provide women founders the tools and inspiration they need to launch and grow their startups.
• Being the boss: the difficulties of being a Black woman in business
• Running a business during COVID: unprecedented challenges, unprecedented opportunities
• Resources for Black-owned businesses
• Funding your dream business
## ONE-DAY SUMMIT SPONSORSHIP BENEFITS

**PRESENTING LEVEL**  
$100,000 net

- Opportunity to brand/host a General Session
- Opportunity for a company representative to serve as a panel speaker, moderator, etc.
- Hyperlink corporate logo on BLACK ENTERPRISE web site 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
- Corporate identification in BLACK ENTERPRISE’s national promotional and PR campaigns
- 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 (Social Media Promotion)
- Opportunity to insert Corp. Literature or keepsake in the virtual registration bag. (All items must be pre-approved by BE)
- **Custom branding in virtual session (Large Video Billboards)**
- **Two (2) Custom Email blast to BE.COM audience**

**PLATINUM LEVEL**  
$50,000 net

- Opportunity for a company representative to serve as a panel speaker, moderator, etc.
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- Opportunity to insert Corp. Literature or keepsake in the virtual registration bag. (All items must be pre-approved by BE)
- **Opportunity to brand/host a Breakout Session**
- **Custom branding in virtual sessions (Medium Video Billboards)**
- **One (1) Custom Email blast to BE.COM audience**  
  (All items must be pre-approved by BE)
## IN-PERSON SUMMIT INTEGRATED SPONSORSHIP BENEFITS

### PRESENTING LEVEL
**$175,000 net**

- Official Host of a General Session (Morning Keynote, Luncheon, Customized Element, etc.)
- Opportunity to provide programmatic elements (panel speaker, moderator, etc.)
- Twenty (20) Summit Registrations
- Hyperlink corporate logo on **BLACK ENTERPRISE** Magazine’s web site in the area dedicated to Summit news, notes and updates hosted at blackenterprise.com
- Category Exclusivity
- Full-screen, color ad in Event App
- Special invitations to VIP networking receptions
- Reserved table at Main Stage Functions, Breakfast/Lunch & Final Dinner/Concert.
- Complete list of event attendees provided for post event direct marketing
- Corporate identification on event signage.
- Provide promotional gift in “Event” registration bag
- Corporate identification in **BLACK ENTERPRISE** Magazine’s national promotional and PR campaigns
- Opportunity to include promotional material in our final mailer to all registered attendees

### PLATINUM LEVEL
**$125,000 net**

- Opportunity to provide programmatic elements (panel speaker, moderator, etc.)
- Fifteen (15) Summit Registrations
- Hyperlink corporate logo on **BLACK ENTERPRISE** Magazine’s web site in the area dedicated to Summit news, notes and updates hosted at blackenterprise.com
- Category Exclusivity
- Full-screen, color ad in Event App
- Special invitations to VIP networking receptions
- Reserved table at Main Stage Functions, Breakfast/Lunch & Final Dinner/Concert.
- Complete list of event attendees provided for post event direct marketing
- Corporate identification on event signage.
- Provide promotional gift in “Event” registration bag
- Corporate identification in **BLACK ENTERPRISE** Magazine’s national promotional and PR campaigns
- Opportunity to include promotional material in our final mailer to all registered attendees

### CORPORATE PARTNER LEVEL
**$75,000 net**

- Ten (10) Summit Registrations
- Hyperlink corporate logo on **BLACK ENTERPRISE** Magazine’s web site 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
- Reserved seating at Main Stage Functions, Breakfast/Lunch & Final Dinner/Concert
- Complete list of event attendees provided for post event direct marketing
- Corporate identification on event signage
- Provide promotional gift in “Event” registration bag
- Corporate identification in **BLACK ENTERPRISE** Magazine’s national promotional and PR campaigns
- Opportunity to include promotional material in our final mailer to all registered attendees
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</table>
| - Opportunity to insert Corp. Literature or keepsake in the virtual registration bag.  
  (All items must be pre-approved by BE) |
| - **Opportunity to brand/host a General Session** (Morning Keynote, Fireside Chat, etc.) |
| - Custom branding in virtual session (Large Video Billboards) |
| - Two (2) Custom Email blasts to BE.COM audience |
| - Sponsor three (3) episodes of one Branded Content Series (Choose One): |
|   - From the Corner Office w/ Earl ‘Butch’ Graves, Jr., Pres. & CEO, **BLACK ENTERPRISE** |
|   - On the Clock with Alisa Gumbs, Managing Editor, **BLACK ENTERPRISE** |
|   - The New Norm w/ Selena Hill, Content Editor, **BLACK ENTERPRISE** |
|   - Beyond The Hype w/ Alfred Edmond, SVP Editor at Large, **BLACK ENTERPRISE** |
| **PLATINUM LEVEL** |
| $75,000 net |
| - Opportunity for a company representative to serve as a panel speaker, moderator, etc. |
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| - Opportunity to include promotional material in our final eblast to all registered attendees |
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| - **Opportunity to brand/host a Breakout Session** |
| - Custom branding in virtual sessions (Medium Video Billboards) |
| - One (1) Custom Email blast to BE.COM audience  
  (All items must be pre-approved by BE) |
| - Sponsor one (1) episode during one of our Branded Content Series (Choose One): |
|   - On the Clock with Alisa Gumbs, Managing Editor, **BLACK ENTERPRISE** |
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KYLE ALLMAN
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