BLACK ENTERPRISE is a solutions-oriented multimedia company with a historic and current mandate to create instructional and inspirational content for an affluent, educated, and engaged audience of African Americans. The BLACK ENTERPRISE audience is serious about success and depends on our expertise and recognizes that our coverage is about their lives, their challenges, and their aspirations. They are business owners, tastemakers, and influencers—Infiniti’s target audience for this campaign.

Black-owned since its inception in 1970, BLACK ENTERPRISE is the No. 1 Black Digital Media Brand that has given value and presence to the voices of African Americans while providing vital information and guidance for entrepreneurs and professionals to pivot during challenging times, design innovative strategies, and identify new opportunities for reinvention and advancement.
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+
The most concentrated, unique AA audience compared to other business sites\(^1\)

The highest concentration of black business owners, entrepreneurs, and innovators\(^2\)

Over index with higher income Audiences\(^3\)

Aspirational and conscious. 42% expect affluent brand to support social and community causes\(^4\)

**TOTAL BUYING POWER**

$1.3 TRILLION\(^5\)

**BE DELIVERS THE UNIQUE SWEET SPOT OF AFRICAN AMERICAN CONSUMERS**

**SOURCES:** 1,2,3] 2019 ComScore  4] Nielsen, 2019 Diverse Intelligence Series  5] 2019 Selig Center for Economic Growth
FIRST THINGS FIRST:
THE AUDIENCE
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: 62%
- Men: 38%

**AGE RANGE**
- 25-34: 12%
- 35-44: 21%
- 45-54: 24%

- 47% HHI $100K+
- 319 Black/AA Comp Index

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

**SOCIAL REACH**
- Instagram: 738K
- Facebook: 732K
- Twitter: 316K
- LinkedIn: 141K
- YouTube: 24K

**TRAFFIC**
- Monthly Unique Visitors: 9.3M
- Monthly Page Views: 24M
- Business/News Rank: #14

**CROSS PLATFORM**
- Mobile: 82%
- Desktop: 15%
- Tablet: 3%

**DISPLAY IMPRESSIONS**
- Desktop Impressions: 15M
- Mobile Impressions: 100M
- Avg. Monthly Impressions: 27M

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

<table>
<thead>
<tr>
<th>Website</th>
<th>Reach</th>
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<tbody>
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<td>BUSINESS</td>
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<td>• ENTREPRENEURSHIP</td>
<td>• FASHION &amp; BEAUTY</td>
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<td>• LEADERSHIP</td>
<td>• TRAVEL &amp; LEISURE</td>
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<td>• DIVERSITY, EQUITY &amp;</td>
<td>• HEALTH &amp; WELLNESS</td>
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<td>INCLUSION</td>
<td>• ARTS &amp; CULTURE</td>
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<td>• TECHNOLOGY</td>
<td>• SPORTS</td>
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<td>• MONEY</td>
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NOW YOU KNOW THEM...
CONNECT AUTHENTICALLY WITH BRANDED CONTENT

DIGITAL ADS.
CUSTOMIZED ARTICLES.
INTERVIEWS.
PODCAST.
SOCIAL SERIES.
LIVE BROADCAST.
BE’s approach to content and partnership solutions is authentic cross-platform. We integrate your brand along the media and emotional journey.

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

* 2018 Nielsen; Forbes
### Align with the Culture: Content by & for the People

<table>
<thead>
<tr>
<th>From the Corner Office</th>
<th>The New Norm</th>
<th>SistersInc.</th>
<th>Beyond the Hype</th>
<th>On the Clock</th>
</tr>
</thead>
<tbody>
<tr>
<td>This hard-hitting video series explores how decisions are made at the highest levels as BLACK ENTERPRISE President &amp; CEO Earl “Butch” Graves Jr. engages in exclusive, insider interviews with the nation’s most powerful CEOs.</td>
<td><strong>BLACK ENTERPRISE</strong> 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.</td>
<td>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.</td>
<td><strong>BLACK ENTERPRISE</strong> 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.</td>
<td>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.</td>
</tr>
</tbody>
</table>
CUSTOM BRANDED CONTENT

DIGITAL ADS.
CUSTOMIZED ARTICLES.
INTERVIEWS.
PODCAST.
SOCIAL SERIES.
LIVE BROADCAST.
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.
Consumers want sharable memories, not just products. Immerse your brand at the center of a memorable experience.

* 2018 Nielsen; Forbes
VIRTUAL SUMMIT

Real Estate Investing To Build Wealth
The ultimate virtual conference experience for those seeking the secrets of building family net worth through buying, investing in and selling real estate, including homeownership as a foundation of multigenerational wealth.
- Mission: Appreciation—Buying A Home That Will Increase In Value
- Resources and Strategies for First-Time Homebuyers
- Best Ways To Finance A Home
- Commercial Real Estate Investing
- Understanding The Mortgage Process
- Fighting Discrimination When Buying A Home

TOWN HALL

Black Business Development: Creating Greater Access To Capital & Contracts
Financing and procurement opportunities represent critical elements for Black business owners to launch, scale and sustain their enterprises. Our panel examines how Black businesses can ensure equitable distribution of such resources from major corporations, large financial institutions and government agencies and at the same time, develop models for self-sufficiency.

DIGITAL CONTENT PACKAGE

Business Trends & Opportunities 2022
How can you reinvent your company for a rapidly shifting business environment? Where can you find lucrative career opportunities? What should you invest in today to enjoy lasting wealth tomorrow? We provide you with analysis to help you enhance your business and financial lives in 2022—and beyond.
- Leveraging Corporate DEI For Business and Career Advancement
- Profiting From The New Digital Economy
- Dissecting The Impact of The Great Resignation
- Finding The Competitive Advantage From The Culture
- Utilizing AI To Bolster Your Business
- Accessing Lucrative Opportunities From Infrastructure
- Creating A Hybrid Business Model

Best Moves and Improvements To Boost The Value of Your Home
- Home Improvement Projects With The Biggest ROI
- 5 Home “Improvement” Mistakes To Avoid
- Top Black Home Improvement Experts Share Their Secrets
- Best Moves To Make When Selling Your Home
- DIY: When You Should, And When You Shouldn’t
- Avoiding The Money Pit: How To Hire Contractors
ANNUAL CONFERENCE

BE Smart Hackathon 2022
The BE Smart Hackathon prepares dozens of students from nearly 30 HBCUs to become dynamic tech leaders of tomorrow by providing valuable opportunities to build relationships, gain mentorship, and add meaningful experiences to their resumes.

VIRTUAL SUMMIT

Diversity, Equity & Inclusion
The BE Smart Hackathon prepares dozens of students Our editors use this event to present our report card on corporate DEI and whether the initiatives have had measurable impact on the recruitment, retention and elevation of Black talent as well as significantly expanded procurement opportunities for Black-owned businesses.
- CDO Roundtable: How Has DEI Changed Corporate Culture
- Next Steps For Corporate Equity Pledges
- Why ERGs Matter In Creating Real Opportunities
- The Role of White Allyship In The Recruitment And Retention of Black Talent

TOWN HALL

Criminal Justice Reform: Developing A Fair & Equitable System For All
Momentum continues to build with diverse groups of supporters such as politicians, business leaders and civic activists calling for more expansive criminal justice reform. the issues range from police misconduct and unfair sentencing to improving healthcare for the incarcerated and reducing employment barriers for parolees. Our panel of experts review, among other measures, enhanced policing policies; the effectiveness of the FIRST STEP Act to diminish mass incarceration through new avenues of promoting rehabilitation and reducing recidivism; and how corporate America can help ensure equitable opportunities for second-chance professionals and entrepreneurs.

DIGITAL CONTENT PACKAGE

Black History Month 2022
Discover the men who broke racial barriers, blazed new trails and transformed the world across various disciplines, sectors and arenas, including business, finance, technology, lifestyle and the arts. Join us to explore centuries of seminal Black history moments in which our most brilliant, tenacious and audacious African Americans created lasting impact and in the process, they also designed models for generations to follow and build upon to gain success, power and wealth.
ANNUAL CONFERENCE
Women of Power 2022
This three-day executive leadership conference offers an unparalleled opportunity for women at the pinnacle of their careers, as well as those in the pipeline, and equip themselves with the information, strategies, tools, and connections they need to create the career they want in corporate America.

TOWN HALL
Health & Wellness:
Addressing Disparities In The Black Community
Never have the realities of racial healthcare disparities been more apparent. This urgently needed town hall 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!

DIGITAL CONTENT PACKAGE
Women’s History Month:
Black Women Change Agents
You can’t talk about women’s history without talking about Black history. Since the dawn of America, Black women have been the hidden figures behind some of the most important developments in our nation. This month, we’re giving these pioneers their due and elevating the voices of today’s changemakers.
VIRTUAL SUMMIT

The Future of Financial Services: FinTech, Cryptocurrency, and Black Wealth
Cryptocurrencies, NFTs, and Decentralized Finance (DeFi) are disrupting various industries and creating wealth for investors at the market his $2.5 trillion. Black Enterprise will bring together trusted experts, investors, developers and prognosticators to explain the history and future of cryptocurrency.

- Cryptocurrency: The new asset class for Black investors
- Understanding and Exploring the various uses of Blockchain
- NFTs: Non-Fungible Tokens, what are they and how to invest in them
- Financial Advisors and Crypto: Helping you navigate investing strategies

TOWN HALL
Black Athletes Matter: Activism In Sports
Our panel of experts, including sports industry influencers, explore the impact of a new generation of Black professional athletes on issues ranging from Covid-19 vaccination to education and criminal justice reform.

DIGITAL CONTENT PACKAGES
75th Anniversary of Jackie Robinson Breaking The Color Line: Achieving Equity In Sports
On April 15, 1947, the first African American baseball player, demonstrating unparalleled prowess and unassailable, gained the opportunity to be included as a part of America’s great pastime: Major League Baseball. That event was not only responsible for integrating sports but it also changed the world. Our coverage will explore the significance of that moment as well as other game-changing milestones in which Black men and women gained access on the playing field as well as the front office.

The Top Black Influencers In Personal Finance and Wealth Building
We identify and share money-smart advice from the new leaders and most important voices in the mission to close America’s racial wealth gap.

- The Stock Market Experts
- The Real Estate Gurus
- The Tax Pros
- The Insurance Experts
- The Fintech Leaders
- The Black Wealth Champions
ANNUAL CONFERENCE
Entrepreneurs Summit 2022
The annual BLACK ENTERPRISE Entrepreneurs Summit enriches Black business owners with the tools, resources, and insight they need to launch, build, and scale their businesses to the next level.

VIRTUAL SUMMIT
Leveraging DEI on Corporate Boards
Our Summit has been timed to coincide with annual general meetings when shareholders of publicly traded companies gather for presentations of financial performance and corporate policies, the election of corporate directors, and the chance to express their concerns. As such, we will use this opportunity to update the status of diversity, equity and inclusion in corporate governance from Black representation on corporate boards to the decisions made within the boardroom. Our summit will fully examine the following:

- The Impact of Shareholder Activism on DEI in the Corporate Boardroom
- The Rise of Board Diversity Initiatives to Diversify Corporate Boards
- Making The Case That Shareholder Value Benefits From Advocacy Of Corporate DEI
- Grooming The Next Generation of Black Boardroom Leadership

TOWN HALL
Corporate America, DEI and Black-Owned Media:
Report Card on Corporate Pledges
On the secondary anniversary of the series of corporate pledge announcements to address economic equity and racial justice, our panel of leading corporate executives, businesspersons, civic activists and thought leaders reviews the overall effectiveness of these commitments. The town hall session will include a review of procurement practices of select industries in which Black-owned businesses have been traditionally locked out.
VIRTUAL SUMMIT
40 Under 40 Achievers
The BLACK ENTERPRISE 40 Under 40 Summit celebrates and amplifies Black millennials who are moving, shaking, and disrupting their industries while also empowering attendees with strategies to build a successful career, lasting relationships, and generational wealth.

TOWN HALL
The New Resurgence:
Maximizing The Potential of HBCUs
This is a must-attend town hall that addresses the issues facing HBCUs and offers actionable steps to save and build upon these cherished institutions.

DIGITAL CONTENT PACKAGE
Juneteenth 2022:
Fulfilling The Dream of Emancipation
Juneteenth is now a national holiday, commemorating the day in which Blacks discovered that they had been freed from the shackles of slavery. As the nation focus on the freedom of African Americans, our editors engage in a special report on the economic, financial and social inequities faced by Black Americans throughout the nation and the array of local business and corporate leaders, civic activists, educators and institutions engaging in long-term solutions to uplift their communities.

Black Music Month: Influencers Shaping The Future of R&B, Hip Hop, Gospel and Jazz
From behind the mic, to in the studio, to the corner office, we identify the minds and voices setting the agenda and driving innovation for Black music.
- The Artists
- The Hit Makers
- The Marketers
- The Techies
- The Tastemakers
- The Executives
- The Entrepreneurs
VIRTUAL SUMMIT
SistersInc. – Boosting The Success Rate of Black Women-owned Enterprises
The SistersInc. Summit will feature powerful and dynamic Black women entrepreneurs, in candid conversation with each other—and the corporations and investors who support them—to share resources, tackle common challenges, learn from each other, and grow together.

TOWN HALL
Ending Cultural Appropriation And Exploitation of Black Creatives
A panel of experts, including entertainment industry influencers, will address what it will take to ensure that Black creatives—in music, social media, fashion and beyond—profit from the innovations that they originate.

DIGITAL CONTENT PACKAGES
Centennial Anniversary Of Harlem Renaissance: 100 Years of Black Culture & Excellence
In the Roaring 20s, Harlem had been designated “the nation’s Black cultural mecca” which gave birth to what had been considered a golden age of social and artistic expression in literature, art, music, and stage performances. Throughout this period, arts, culture and commentary stressed Black political activism and economic advancement and embraced intellectual thought and style. Our editors will explore the legacy of this heyday and its decades-long influence up to the present-day focus on Black culture.
VIRTUAL SUMMIT

Black Business Month –
Best Cities For Black Business

As the nation celebrates Black Business Month, BLACK ENTERPRISE will explore the trials and triumphs of Black business owners today. As such, our editors will identify the metros in which Black-owned businesses continue to produce great success despite barriers to capital and contracts and the challenges of the pandemic. Our summit will explore the following:

- Gaining Success in The Leading Metros for Black Business
- Harnessing The Power of Buying Black
- Learning The New Rules To Become A Top Corporate Supplier
- Lessons From The Sizzling Success of Black Restaurants
ANNUAL CONFERENCE

Women of Power Tech

Women of Power TECH is designed for both rising executives and fearless founders, for those currently in tech and those seeking to make a pivot. Two days of sessions, workshops, and coaching will help them identify opportunities and gain the insight necessary to advance across an array of tech-driven industries.

VIRTUAL SUMMIT

Equity In The C-Suite

One of the greatest measure of corporate achievement continues to be the advancement of Black executives as members of the senior management team of major corporations. In this Summit, BLACK ENTERPRISE presents a series of sessions that advocates and highlights best practices tied to inclusion at the highest level. Our event will focus on the following topics:

- Leadership Roundtable: Black C-Suite Executives On Rising To Senior Management Positions
- Developing C-Suite Pipelines for Black Executives
- How Corporate Boards Focus on CEO Selection and Succession

TOWN HALL

The Search for A New Generation of Black CEOs In Corporate America

In an era in which DEI ranks high on corporate America’s agenda, one area continues to come up short: The installation of Black CEOs at the nation’s highest publicly traded companies. Our panel fully dissects this issue, identifying the reasons for the paucity of Black corporate leaders who have been tapped for chief executive positions – in fact, fewer Blacks serve in these roles than some 20 years ago – and strategies to reverse this persistent trend.

DIGITAL CONTENT PACKAGE

Boardroom Power 2022

Check at our exclusive report, which includes the annual BLACK ENTERPRISE Registry of Corporate Directors – our listing of Black business leaders who can be found on the boards of S&P 500 companies. In addition to reviewing the latest trends and practices related to corporate governance, we will also highlight the companies with Black board representation and those that have excluded Blacks from such participation at the highest level.

Fashion Week: The Top Black Influencers In The Fashion Industry

BLACK ENTERPRISE presents “The Top Black Influencers in Fashion,” a collective of interviews, stories, and visual content that amplifies trendsetters blazing extraordinary trails in the fashion industry.
ANNUAL CONFERENCE
Black Men XCEL 2022
The premier annual conference celebrating the excellence and leadership of Black men.
- The State of Black Men in America
- Diversity, Equity and The Inclusion of Black Men in the Talent Pipeline
- The New Money Men: Top Influencers in Fintech and CryptoCurrency
- The Business of Sports – Rise of the Mogul Athlete
- Black Men’s Mental Health: The New Wellness Revolution

VIRTUAL SUMMIT
Healthy Profits:
The Business of Health, Wellness & Fitness
The wellness industry is booming! Explore the opportunities for career advancement or revenue potential as you learn directly from some of the most successful Black professionals and entrepreneurs in the field.

DIGITAL CONTENT PACKAGE
Centennial of The Great Migration:
Celebrating Our Roots
- 100 Years of Black Economic Advancement In The North
- Reverse Migration: Black Success In the South
- Afro-Latino Culture: Power and Opportunity
This one’s for the culture. It’s time to celebrate the ties that bind us—from where we’ve been to where we’re going. We’ll take a look at our journey over the last hundred years, exploring the identities we’ve formed, uncovering the untold stories of success along the way, and emphasizing not just our past heritage but our future impact.
**CAREER FAIR**

**Career Opportunity, Recruitment & Mentorship Conference**
(Featuring match-making sessions for companies seeking interns/new hires with a focus on DEI)

The BLACK ENTERPRISE Career Fair Black job seekers opportunities for advancement professional growth and pairs them with companies seeking interns and new hires.

**TOWN HALL**

**Leveraging The $2 Trillion Infrastructure Boom To Grow Black-Owned Companies**

A necessary discussion with experts in federal contracting on how to ensure that Black businesses benefit from the wealth-creation potential of record spending to rebuild America’s infrastructure.

**DIGITAL CONTENT PACKAGE**

**50th Anniversary of BE 100s**

BLACK ENTERPRISE marks 50 years of listing the nation's largest black-owned companies with our presentation of the latest configuration of the **BE 100s**. Recognized as the most authoritative analysis and ranking of leading black-owned businesses, the **BE 100s** identifies the largest black-owned industrial/service companies, automobile dealers, banks, asset managers, investment banks, and private equity firms. This package will serve as a historical retrospective, highlighting men and women who represented not only CEOs of the top-performing enterprises but business revolutionaries who broke barriers, transformed industries and succeeded despite the odds. we will highlight:

- 50 Titans of The BE 100s
- Greatest Moments In BE 100s History
- Rising Stars of Black Business
- Products of BE 100s Companies That Changed The Way We Live, Work And Play
DIGITAL CONTENT PACKAGES

Buy Black Holiday Gift Guide
The BLACK ENTERPRISE Ultimate Buy Black Holiday Gift Guide includes products and services from a wide-range of Black-owned businesses, including software, fashion and beauty products, food, tech, games, and so much more.

Best Money Moves for Building Wealth In The New Year
- Curing Holiday Shopping Hangovers: Strategies To Wipe Out Credit Card Debt
- Tips From 10 Top Money Experts
- How To Level Up As A Stock Market Investor in 2022
- Top Ways To Boost Your Savings
- Build Wealth With Your Phone: The Best Money Apps To Download Now
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 web site 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
- Corporate identification in BLACK ENTERPRISE’s national promotional and PR campaigns
- 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)

- **Two (2) Custom Email blast to BE.COM audience**
  (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 web site 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
- Corporate identification in BLACK ENTERPRISE’s national promotional and PR campaigns
- 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)

- **One (1) Custom Email blast to BE.COM audience**
  (All items must be pre-approved by BE)
# Virtual Summit Integrated Sponsorship Benefits

**Presenting Level**  
$125,000 net

- **Opportunity for a company representative to serve as panel speaker, moderator, etc.**
- Hyperlink corporate logo on [BLACK ENTERPRISE](https://blackenterprise.com) 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
- Corporate identification in [BLACK ENTERPRISE](https://blackenterprise.com)’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)
- **Opportunity to brand/host a Fireside Chat**
- Custom branding in virtual Chat (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](https://blackenterprise.com)
  - On the Clock with Alisa Gumbs, Managing Editor, [BLACK ENTERPRISE](https://blackenterprise.com)
  - The New Norm w/ Selena Hill, Content Editor, [BLACK ENTERPRISE](https://blackenterprise.com)
  - Beyond The Hype w/ Alfred Edmond, SVP Editor at Large, [BLACK ENTERPRISE](https://blackenterprise.com)

**Platinum Level**  
$75,000 net

- **Opportunity for a company representative to serve as panel speaker, moderator, etc.**
- Hyperlink corporate logo on [BLACK ENTERPRISE](https://blackenterprise.com) 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
- Corporate identification in [BLACK ENTERPRISE](https://blackenterprise.com)’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)
- **Opportunity to brand/host a Breakout Session**
- Custom branding in virtual sessions
- 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](https://blackenterprise.com)
  - The New Norm w/ Selena Hill, Content Editor, [BLACK ENTERPRISE](https://blackenterprise.com)
  - Beyond The Hype w/ Alfred Edmond, SVP Editor at Large, [BLACK ENTERPRISE](https://blackenterprise.com)

**Corporate Partner Level**  
$50,000 net

- **Opportunity for a company representative to serve as panel speaker, moderator, etc.**
- Hyperlink corporate logo on [BLACK ENTERPRISE](https://blackenterprise.com) 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
- Corporate identification in [BLACK ENTERPRISE](https://blackenterprise.com)’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)
- **Opportunity to brand/host a Fireside Chat**
- Custom branding in virtual Chat (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](https://blackenterprise.com)
  - On the Clock with Alisa Gumbs, Managing Editor, [BLACK ENTERPRISE](https://blackenterprise.com)
  - The New Norm w/ Selena Hill, Content Editor, [BLACK ENTERPRISE](https://blackenterprise.com)
  - Beyond The Hype w/ Alfred Edmond, SVP Editor at Large, [BLACK ENTERPRISE](https://blackenterprise.com)
## 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
- Full-screen, color ad in Event App
- Special invitations to VIP networking receptions
- Two (2) Reserved tables 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
- 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
# ALIGN WITH THE CULTURE: REACHING A HIGHLY ENGAGED AUDIENCE

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<thead>
<tr>
<th>PLACEMENT</th>
<th>CPM*</th>
<th>COST</th>
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<td>Interactive Quiz</td>
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