

### **Blavity, Inc.**

Blavity Inc is a diversified digital media company that builds platforms to inform, entertain and engage communities of color.

Primary Target: Black Millennials and Gen Z are their general target, while they also have 21 Ninety, which focuses on multicultural women 22-35.

### Platforms and Properties:

- **Blavity News** – The original brand from Blavity that features news surrounding culture, media, politics & business.
- **AfroTech** – This started as a conference and is now the largest online Black tech platform providing opportunities, events, and workshops to expand and enhance the knowledge in the Black tech space. The AfroTech Conference was able to become digital through the Lunch Hour platform, connecting brands with attendees in the age of COVID.
- **21 Ninety** – Blavity's platform for women's empowerment through lifestyle, health, and idea sharing. Summit21 is its one-day event that ties in all these themes and connects the female Blavity community through workshops and conversations.
- **Travel Noire** – Acquired in 2017, this brand that appeals to travelistas and skews 70% female. Content covered includes news on global events, travel tips, and resources.
- **Shadow and Act** – Also acquired in 2017, this brand highlights the best of Black Hollywood, TV, and the industry in general. Through a newsletter, reviews, and exclusives, this platform focuses on the important news and happenings in film today.
- **Blavity TV OTT App** – combines video series from across the Blavity network

### Opportunities for Brands:

- **Cross-Channel Activations** - Across Blavity's five brands and events, teams can activate through branded digital, video, and audio campaigns. By aligning with Blavity's established IP, brands can become involved in organic and continuous conversations and gain credibility through syndication and sponsorships. The 360 Blavity take to partnerships includes everything from newsletters and social campaigns to entire digital events like AfroTech and Summit21.
- **Events** – There are several AfroTech events throughout the year as well as Summit21, 21Ninety's one day conference.
- **AfroTech NFT Collection**
- **Display/Video/Programmatic**
- **Podcast Sponsorships**