



**BLACK GIRLS
DO POLITICS**



**BLACK MEN
DO POLITICS**

A CULTURE-DRIVEN MULTI-MEDIA PLATFORM
MOBILIZING BLACK WOMEN AND MEN
THROUGH TRUSTED VOICES, COMMUNITY
SPACES, AND REAL-WORLD EXPERIENCES
THAT TURN ENGAGEMENT INTO POWER.

AUTHENTIC. TRUSTED. ESSENTIAL.

WWW.BLACKGIRLSDOPOLITICS.ORG

TABLE OF CONTENT

- ↓ MISSION STATEMENT
- ↓ AUDIENCE PROFILE
- ↓ TRUST METRICS & PERFORMANCE
- ↓ ADVERTISING & MEDIA CHANNELS
- ↓ SIGNATURE EVENTS & SPONSORSHIP
- ↓ BLACK MEN DO POLITICS
- ↓ CONTACTS



THE POLITICAL POWER OF BLACK WOMEN.

ABOUT BLACK GIRLS DO POLITICS:

We are an organization founded by Black women, for Black women, to lift up the voices and increase the presence of Black women in political spaces. **Our mission is to empower and educate Black communities through authentic, reliable, and accessible political news and information.** We've created a space where Black perspectives are centered, ensuring that Black communities are fully equipped to impact political change and advocate for themselves.



BLACK GIRLS
DO POLITICS

REACH THE AUDIENCE THAT MOVES COMMUNITIES

Authentic access to highly engaged Black audiences shaping civic life, culture, and community decisions.

Black Girls Do Politics reaches influential Black women leaders who:

- Are among the nation's most reliable voters
- Serve as trusted decision-makers within households and communities
- Amplify information and mobilize networks online
- Represent one of the fastest-growing groups of entrepreneurs

Black Men Do Politics connects with Black men and broader communities through culturally grounded platforms:

- Highly reachable via streaming, gaming, and creator spaces (including Twitch)
- Engagement driven by trusted voices and familiar environments
- Audiences who vote, organize, advocate, and influence purchasing decisions



AUDIENCE PROFILE

BGDP connects partners directly with highly educated, politically astute Black women who influence household and community spending.

Gender & Identity	<ul style="list-style-type: none">• Primary Audience: 75–85% Black women• Allied Community: 15–25% men + strong LGBTQ+ representation
Age & Lifecycle	25–44 (Gen Z, Millennials & emerging Gen X leaders)
Geographic Hubs	Atlanta • Detroit • Chicago • Washington, DC • Cleveland • Philadelphia
Professional Influence	Entrepreneurs • Nonprofit Executives • Educators • Policy Advocates • Community Organizers
Civic Engagement	High voter turnout Issue-driven and policy-focused Community-oriented decision makers

Why This Audience Converts

Email & Newsletter

50% open rate

~75% monthly growth
Direct + discovery traffic

Podcast Performance

4,839 total downloads

846 (90d) • 420 (30d)
~308 per episode • 77% Apple

Social Reach

4,000+ followers

3,000 Facebook • 1,100 Instagram
Avg 241 IG impressions
Organic, community growth

Top Episodes by Downloads



Consistent engagement across civic and economic topics

**HIGH ENGAGEMENT + RAPID GROWTH = EARLY ACCESS TO A RISING,
INFLUENTIAL COMMUNITY**



**BLACK GIRLS
DO POLITICS**

Built to Mobilize — Not Just Inform

Our platforms activate audiences through trusted voices, cultural spaces, and digital communities where participation is highest.

Why This Audience Converts

- Black women are among the nation's most reliable voters
- Trusted decision-makers within households and communities
- Highly active online — share, discuss, and mobilize networks
- Strong participation in events, advocacy, and leadership spaces
- Significant influence on purchasing decisions

Community engagement driven by purpose, not passive consumption

Reaching an Underserved but Highly Influential Audience

- Twitch-based show for Black Gen Z & millennial men
- Meets audiences in gaming, streaming, and creator ecosystems
- Digital-first engagement with real-time interaction
- Designed to translate online attention into real-world turnout

What Partnership Delivers

- ✓ Authentic access to trusted communities
- ✓ Multi-platform visibility (email, podcast, social, Twitch, events)
- ✓ Alignment with leadership and cultural influence
- ✓ Opportunity to activate audiences that vote, organize, and purchase

Partners don't just gain impressions — they gain influence where decisions are made and movements begin.



ADVERTISING & MEDIA CHANNELS

Connect with our audience where they consume content, on-the-go, in their inbox, and on our homepage.

1. THE PODCAST: "BLACK GIRLS DO POLITICS"

Introductory Community Partner Rates (Host-Read Only):

- **30-Second Host-Read:** \$150–\$250 per episode.
- **60-Second Host-Read:** \$250–\$400 per episode.
- **Full Season Sponsor (12 Episodes):** Includes Mid-Roll placement and custom social media promotion.

2. SUBSTACK AD FORMATS (TAILORED)

- **Community Shout-Out (Entry Level):** \$125–\$175 per issue. A warm, 2–3 sentence brand mention highlighting Black-owned businesses. Best for solo entrepreneurs and local shops.
- **Featured Partner Block (Most Popular):** \$225–\$350 per issue. Includes a 4–6 sentence dedicated sponsor block with a strong CTA. Best for product launches or event promotion.
- **“Why We Love Them” Editorial Feature: \$400–\$600:** A personal endorsement tone that feels like a recommendation from a trusted friend. Includes logo and link.



ADVERTISING & MEDIA CHANNELS

3. PARTNERSHIP BUNDLES (THE ECOSYSTEM APPROACH)

- **Monthly Community Partner Package:** \$500–\$700/month. Includes 1 podcast ad (60 sec), 1 Substack featured block, show notes link, and optional IG story mention.
- **Campaign / Launch Package:** \$900–\$1,200. Includes 2 podcast ads, 2 Substack placements, social mention, and optional giveaway/promo code.



2026 SIGNATURE EVENTS: CULTURE & CIVIC JOY

BGDP produces immersive, culture-driven events that blend joy, storytelling, and actionable civic engagement.

Universal Event Sponsorship Tiers

- **Community Sponsor (\$500–\$1,000):** Logo on signage, Substack/social promo, swag in “power packs,” and verbal acknowledgment.
- **Culture Partner (\$1,500–\$3,000):** All above PLUS on-site activation (sampling/demo), featured media content, and branded content moments.
- **Presenting Sponsor (\$5,000–\$10,000):** Event name integration, prominent branding, speaking moments, and dedicated podcast/Substack features.



BLACK GIRLS
DO POLITICS

2026 EVENT SLATE HIGHLIGHTS

- **Yoga for the Turnout (March 2026):** Trap yoga and wellness check-ins connected to local healthcare and safety policy.
- **Vote & Vibes Day Party (April 2026):** A high-energy brunch blending DJs, mini-panels, and voter engagement.
- **Civic Cipher: Live Podcast Night:** An intimate R&B/Neo-Soul experience featuring live storytelling and audience polls.
- **Influencer Kickbacks & Content Labs:** A hands-on workshop where creators shape political narratives for TikTok and Reels. Done quarterly in various cities.
- **Art of the Vote: Black Futures Gallery (Sept 2026):** An immersive gallery experience where artists interpret themes of power and representation.



INTRODUCING BLACK MEN DO POLITICS: WHERE CULTURE MEETS CIVIC POWER FOR BLACK MEN

Launching in Spring 2026, Black Men Do Politics is the companion platform to Black Girls Do Politics, engaging Black men—especially Gen Z and millennials—through culture, conversation, and the spaces they already trust. Anchored by a Twitch show and real-world activations, the initiative blends entertainment and real talk on issues shaping Black men’s lives, offering sponsors authentic access to a highly engaged and often under-reached audience.

BLACK MEN DO POLITICS — FOUNDING PARTNER PROGRAM

Founding Partners receive premium, year-long visibility across the Black Men Do Politics platform, including the Twitch show, Substack, and digital ecosystem. This partnership offers sustained access to a highly engaged audience of Black Gen Z and millennial men while positioning sponsors as early supporters of a groundbreaking civic media initiative.



BLACK MEN DO POLITICS (BMDP) FOUNDING PARTNER PROGRAM — ANNUAL

\$1K — Community Supporter

- Sponsor recognition on digital platforms
- Social media acknowledgment
- Newsletter mention (Substack)

\$5K — Community Partner

- All Supporter benefits
- Logo placement on website/materials
- Featured digital placement
- Early access to sponsorship opportunities

\$10K — Culture Partner

- All Community benefits
- Host-read ad placements (Twitch + Substack)
- Priority access to event sponsorships
- Expanded platform visibility

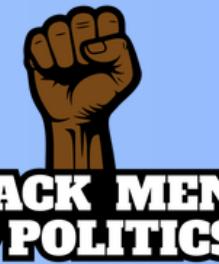
\$20K — Strategic Partner

- All Culture benefits
- Dedicated episode or content feature
- Twitch Show Integration: “Presented by” credit in opening or closing segments
- Custom campaign integration
- Prominent branding across platforms

\$30K — Official Founding Partner

- Top billing (“Official Founding Partner”)
- First right of refusal on major events
- Advisory or thought-leadership opportunities
- Highest-tier visibility across all BMDP channels

À LA CARTE SPONSORSHIP OPPORTUNITIES AVAILABLE
CUSTOM PARTNERSHIP PLANS AVAILABLE UPON REQUEST



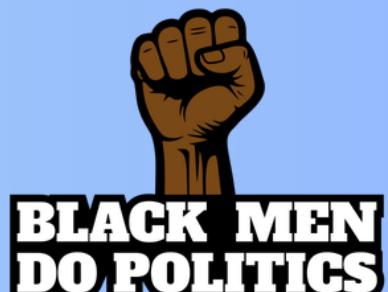
BLACK MEN DO POLITICS (BMDP) 2026 EVENTS

We meet Black men exactly where they gather, integrating civic dialogue into premium social spaces.

- **Smoke & Strategy: Cigar Lounge Civic Salon (Oct 2026):** Elevated networking for Black men (ages 30–55) focusing on wealth-building and local business policy.
 - Sponsorships: \$1,000 (Community) to \$12,000 (Presenting).
- **Turnout After Dark: A Respectful Nightlife Takeover (Fall 2026):** A nightlife-forward activation in cultural venues featuring 60-second “Power Play” issuing touchpoints.
 - Sponsorships: \$1,500 (Community) to \$15,000 (Presenting).

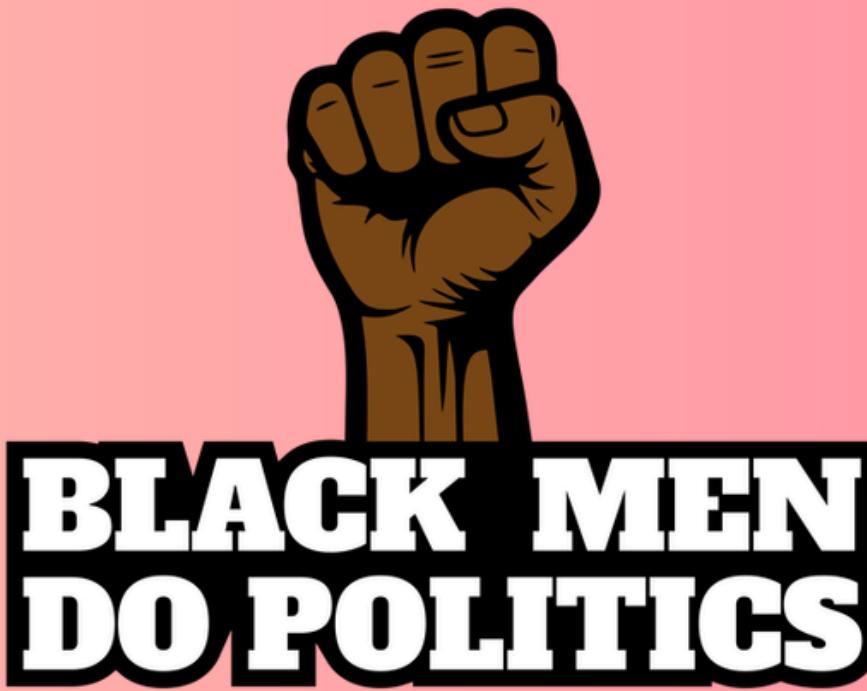
MULTI-EVENT SPONSORSHIP PACKAGES

- **Community Partner (\$5,000):** Sponsorship across 3 events + year-long logo placement.
- **Culture Partner (\$10,000):** Sponsorship across 5 events + one featured activation.
- **Presenting Partner (\$20,000–\$30,000):** Year-long partnership across all 2026 events, naming opportunities, and premium media integration.





**BLACK GIRLS
DO POLITICS**



**BLACK MEN
DO POLITICS**

**LET'S MAKE
IMPACT
TOGETHER!**

CO-FOUNDER AND EDITOR IN CHIEF
ALEXIS BUCHANAN THOMAS
alexis@blackgirlsdopolitics.org

Email: info@blackgirlsdopolitics.org
Website: www.blackgirlsdopolitics.org
Social: [@BlackGirlsDoPolitics](https://www.twitter.com/@BlackGirlsDoPolitics) (All Platforms)