



**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

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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
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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



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**OUR PARTNERS DON'T JUST GAIN VISIBILITY — THEY CONNECT WITH
COMMUNITIES THAT DRIVE CHANGE.**



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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.



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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.



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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.



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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**



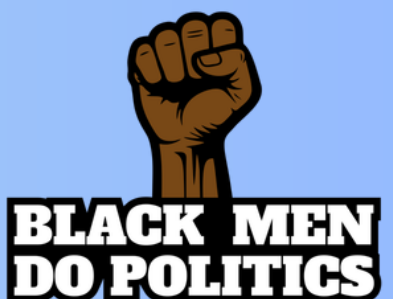
BLACK MEN DO POLITICS (BMDP) 2026 EVENTS

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.





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**LET'S MAKE
IMPACT
TOGETHER!**

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