



**BlackFacts.com**  
Learn Black History. Teach Black History

## Media/Sponsorship Kit (2020-2021)



**BLACK HISTORY MONTH**

Special Packages for Feb 2021

**BECOME A SPONSOR**

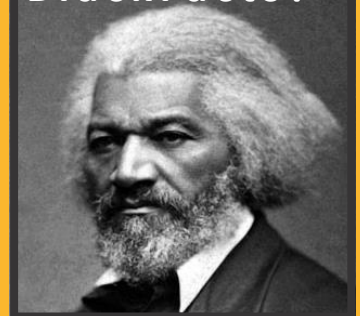
Multiple Tiers Available

**ADVERTISERS**

Showcase YOUR Diversity

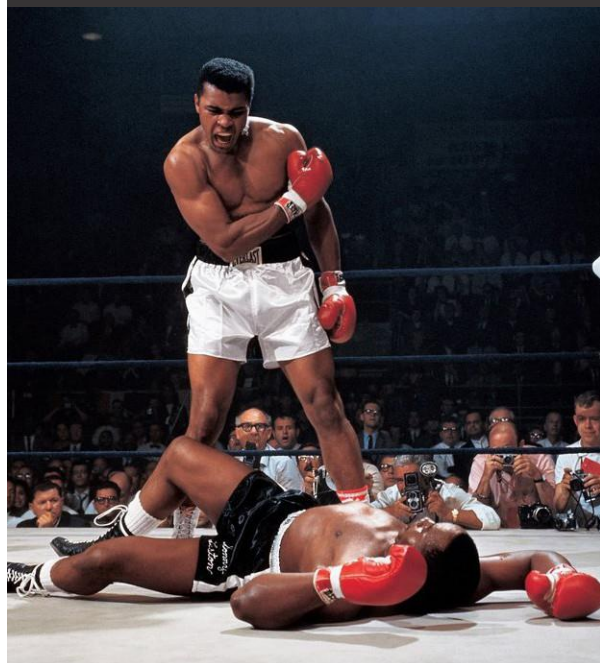
<https://www.BlackFacts.com>

**What Is  
BlackFacts?**



## MUHAMMAD ALI

Facts About  
Sports  
Politics



## ANGELA RYE

Facts About  
Politics  
Media



## JESSE WILLIAMS

Facts About  
Arts  
Activism

# The Content

### 3 What is BlackFacts.com?

Blackfacts.com is an online and mobile platform designed to INFORM, EDU- CATE and INSPIRE about the significant historical and cultural contributions of People of Color.

### 4 The Economics of Diversity

83% of millennials are more actively engaged when they believe their company fosters an inclusive culture, and in 10 years, millennials will comprise nearly 75% of the workforce.

### 5 Diversity Training

Blackfacts.com leverages our extensive network of Diversity Consultants to provide select sponsors and partners with Diversity Training.

### 6 Why BlackFacts is Relevant Now

In today's charged political environment, corporations have the opportunity to show their efforts toward building a Diverse Workplace and contributions to Minority Causes

### 7 Introducing #blackfactsmatter

As part of our new social media campaign we are rolling out the concept of "Black history is not just in February" as the BlackFacts.com is educating our community every day with our "Fact-of-the-day" postings.

### 8 Who is Behind BlackFacts.com?

Meet the founders that created BlackFacts.com as an inspirational effort and opportunity to give back to our community 20 years ago, and who are now taking BlackFacts.com to the next level.

### 9 Benefits of Sponsorship

BlackFact.com as part of our new campaign is looking to grow from 2,500,000 page views to over 10 Million page views in 2021

### 10 SPONSOR: PARTNER

### 11 SPONSOR: ADVOCATE

### 12 SPONSOR: CONTRIBUTOR

### 13 Black History Month GOLD Package

### 14 Black History Month SILVER Package

### 15 Black History Month BRONZE Package

### 16 Ad Package Details & A la Carte

### 17 Ad Package Detail Tables

### 18 CONTACT US



# What is BlackFacts.com?

BlackFacts.com is an online and mobile platform designed to INFORM, EDUCATE and INSPIRE about the significant historical and cultural contributions of People of Color.

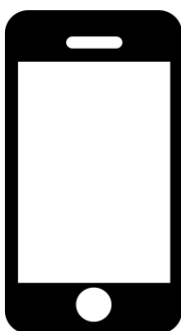
It all started 20 years ago as a historical reference site that delivered a Black History fact-of-the-day to our audience.

Today our audience has grown to millions of Visitor's, 200,000+ Social Media Followers; and a Social Media Reach of 900 Million and growing.

BlackFacts.com is now evolving beyond a historical reference site for people of color and becoming a hub to showcase Diversity and highlight achievements both PAST and PRESENT in areas ranging from Arts to Politics to Executive and Entrepreneurial success and more - becoming the Black Wikipedia.

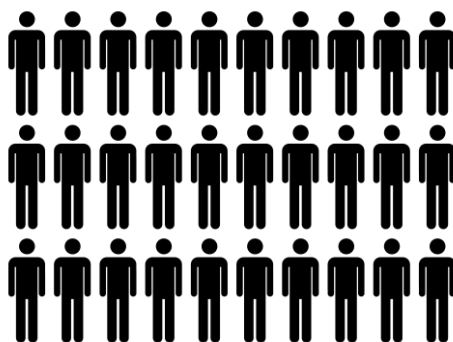
In the Summer of 2020 we rolled out the BlackFacts News Syndicate (codenamed "Wakanda News") with aggregates and showcases "Black" news from over 160+ sources in the USA, UK, Africa and the Caribbean. We already have over 500k Articles and look to be the #1 source for "Black" news by the end of 2021.

## Our Platform delivers content where our followers Live:



### On SmartPhones

Through Email, RSS, Push Notification, or with our wide social outreach, BlackFacts.com is no farther than our follower's pockets



### On Social Media

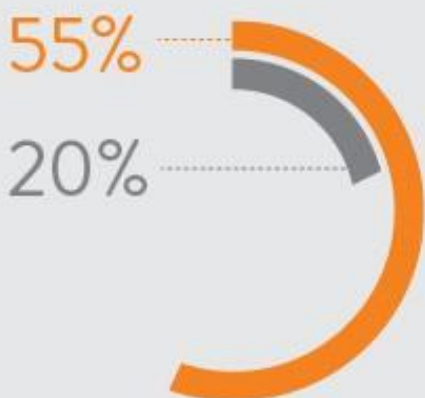
Fact-of-the-Day content pushed regularly across all mainstream networks



### On the Radio

Via a network of Urban Radio Stations that BlackFacts.com has partnered with

I WOULD PURCHASE OR SUPPORT  
A PRODUCT IF IT WAS SOLD OR  
SUPPORTED BY A PERSON OF COLOR  
OR MINORITY-OWNED BUSINESS.



- African-American 18-54 w/ HHLD income \$50K+
- Non-African-American 18-54 w/ HHLD income \$50K+



91%

91% of African-Americans indicate they tune in to radio each week and listen for more than 15 hours.

BlackFact.com Showcases

# THE ECONOMICS OF DIVERSITY



**Arnold Donald:** President/CEO  
Carnival Corp



**Sophie Chadauka:** Executive Director and  
Chief Administrative Officer - Morgan Stanley



**Tunji Akintokun:** Director, commercial & partner  
organizations, Cisco Africa

## McKinsey.com

Ethnically diverse companies are 35% more likely to outperform their respective national industry medians.

## Harvard Business Review

Diverse Teams are Smarter

## Glassdoor.com

67% of Job Seekers said a diverse workforce is important when considering job offers

## Deloitte.com

83% of millennials are more actively engaged when they believe their company fosters an inclusive culture – and in 10 years millennials will comprise nearly 75% of the workforce.

## McKinsey.com

For every 10% increase in the rate of racial and ethnic diversity on Senior Executive teams, EBIT rises 0.8%.

## Key benefits of workplace diversity

A diverse organization will out-think and out-perform a homogeneous organization every single time.

A. G. Lafley, CEO  
Procter & Gamble



**85%**

of large global enterprises believe diversity is crucial to fostering **innovation** in the workplace.



**79%**

of companies believe that diversity initiatives have had a positive effect on **company culture**.



**83%**

of executives agree that a diverse workforce improves their company's ability to capture and retain a diverse **client base**.



**15x**

The **increase in sales revenue** of companies with high rate of racial diversity.

Firms that interest themselves in tackling glass-ceiling related goals perform **better on the stock market** than those that don't.

**250%**



# DIVERSITY TRAINING



**Verna Myers:** Speaker | Executive Coach  
| Diversity Consultant

**Carole Copeland Thomas:** Speaker | Trainer  
| Executive Coach

**Demetriouse Russell:** Diversity Consultant |  
Executive Coach | Trainer

BlackFacts.com leverages our extensive network of Diversity Consultants to provide select sponsors and partners with Diversity Training. Our training options are flexible to fit the needs of your corporation or group and our Trainers continuously update and improve on their courses to fit the changing needs of businesses today. We also can tailor specific course curriculums should our partners/sponsors need specialized training.

## Flexibility to meet your schedule:

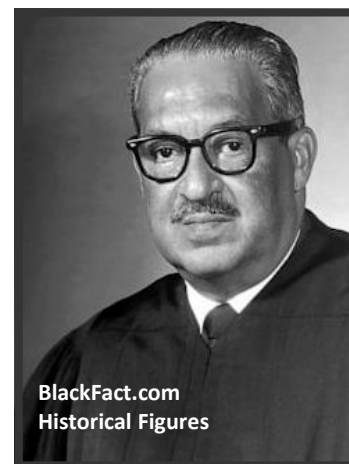
- Online Courses/Webinars
- In Person Sessions for individuals and small groups
- 1-2 day seminars for divisions and corporations.

***DIVERSITY is being  
invited to the party.  
INCLUSION is being  
asked to dance!***  
- Verna Myer

## Topics to cover all of your needs:

- Inclusive Leadership: Culture Matters
- The Benefits of Diversity and Inclusion
- Acknowledging Unconscious Bias
- Why Women Matter: how to move gender equity forward
- Diversity & Dollars: Why D&I matters in a globally connected market-place
- And More!

*Training is included with Top Tier Sponsorships and can also be requested as ad-hoc services on-demand.*



BlackFact.com  
Historical Figures

Thurgood Marshall





## Why is Blackfacts.com Relevant now and in the Future:

1. In today's politically charged environment, corporations have the opportunity to show their efforts toward building a Diverse Work- place and contributions to Minority Causes
2. BlackFacts is becoming a cultural ICON and resource that aggregates all relevant cultural contributions by people of color from sites all across the Internet.
3. BlackFacts is Expanding our Content from 100,000 Unique Facts to over 1Million Artifacts and growing organically daily
4. Flexible content delivery with Push and Pull content where you can find what you want by going to the site or have it delivered daily via social media or email
5. Our Fact of the day (FOTD) Widget allows you to add relevant historical content (or specifically filtered content) on any website
6. Blackfacts is an educational Platform currently used by hundreds of schools and thousands of students world-wide
7. BlackFacts Inspires people and students while showcasing accomplishments of people of color – by category (no longer limited to just historical facts)
8. BlackFacts will be a learning tool as we add Game Theory to let people showcase their knowledge
9. BlackFacts is a resource for research with a repeat audience of thousands of students from hundreds of schools both national and international.
10. BlackFacts is INCLUSIVE and yet it can also be specific and allow the users to search for content by category.
11. BlackFacts has a wide array of content, from Facts to Photos to Videos to Biographies and Speeches
12. BlackFacts News Syndicate is growing by 10s of thousands of "Black" news articles each month and will reach over 1Million searchable news stories in 2021

- ▶ If you go to BlackFacts.com you don't need to look anywhere Else we are the guide and resource for it all
- ▶ Only content from Trusted sites are aggregated
- ▶ Utilizing IBM Watson Machine Learning to properly label and group related content
- ▶ Crowdsourced Content is verified before it is posted
- ▶ Our goal is over **1 Million** facts by the end of **2021**

### TECHNOLOGY ACCESS



91%

91% of African-American TV households have one or more smartphones or high speed internet connection.

# Introducing #blackfactsnews Syndicate - Showcasing "black" news from around the globe : BlackFacts News



In 2020 BlackFacts.com implemented our BlackFacts News Syndicate with a goal of showcasing black news from around the globe and presents it to our community - on any device. This News, dubbed "Wakanda News" went live in the Summer of 2020 and has quickly exploded to be the most popular landing page on our platform - <https://blackfacts.com/news> #blackfactsnews

BlackFacts News currently aggregates news from over 160 sources in the USA, UK, Africa and the Caribbean. Our Proprietary Content Management System (Timbuktu) automatically catalogs, indexes and cross-references all content, even linking related events with past black history events were appropriate. Select stories are shared on our social media networks on a daily basis and has become a popular addition for our followers.

We have over 300,000 news articles in our database and will be well over 1Million by the end of the year. We will soon be using our growing Content to highlight HOT topics like: HBCUs, Black Greek Letter Organizations, Social Justice (past and present) and Diversity and Inclusion; with more to come.

**AFRICAN-AMERICANS SAY THEY SPEND MORE HOURS PER DAY ON SOCIAL NETWORKING SITES THAN THE TOTAL POPULATION**

SELF-REPORTED DAILY TIME SPENT

	1+ HOURS	3+ HOURS
AFRICAN-AMERICAN MILLENNIALS (18-34)	55%	29%
TOTAL POPULATION (18-34)	49%	20%
INDEX	111	144
AFRICAN-AMERICANS 35+	28%	10%
TOTAL POPULATION 35+	26%	8%
INDEX	108	133

Source: Nielsen Scarborough USA+ 2015 Release 2, August 2014–October 2015.

**55%**  
OF BLACK  
MILLENNIALS SAY  
THEY SPEND  
**AN HOUR OR  
MORE DAILY**  
ON SOCIAL  
NETWORKING SITES

# WHO'S BEHIND BLACKFACTS.COM?

BlackFacts.com was started in 1997 by Ken Granderson and Dale Dowdie, two technologists from MIT and Boston University who wanted to change the status quo at the time and show that there were indeed people of color in the Technology field that could develop and implement real solutions. The project was a labor of love and a chance to give back while showcasing their skills. Little did they know that this simple idea would develop a following and draw millions of visitors every Black History month... consistently for over 20 Years!

In 2017, due to growing demand from our Millions of Visitors and Social media followers, Ken and Dale decided to take BlackFacts.com to another level and leveraged Artificial Intelligence, machine learning, IBM Watson sentiment analysis and automated content aggregation to make BlackFacts.com the Black Wikipedia and with a goal of making BlackFacts THE source of black content (News, Events, History, Products, Services and More) on the internet.

“Moving into the future we see BlackFacts.com becoming a resource, for Knowledge, Learning Tools, Information Distribution, Diversity and Celebration of our Culture. We hope to become not just a content resource, but also as a resource to highlight technology developed and implemented by people of color” – Dale Dowdie



**Ken Granderson** is an MIT alumnus and tech pioneer who has been driven by a vision of establishing a black presence in the hi-tech industry since the 1990s. After teaching himself to program for Windows 3.0 in 1989, by 1992, Ken sold enough copies of a shareware desktop utility he wrote via the dial-up bulletin board systems that preceded the Internet to quit his I/T job to do programming on his own full-time.

Inspired by the achievement of building global customer base out of his basement apartment with nothing but a computer, a second phone line and a lot of ingenuity and hard work, Ken viewed the up and coming Information Age as a singular opportunity for historically disadvantaged communities to ‘leapfrog’ into parity with those who had created wealth in earlier industries that had high barriers to entry due high capital demands and ‘old boy networks,’ and named his new company Inner-City Software, (a euphemism for Black Software Company), with an initial slogan “Brainz in Da ‘Hood,” which played off the title of the popular 1991 film “Boyz in the ‘Hood.”



**Dale Dowdie** studied Computer Engineering at Boston University, and went on to start 3 companies. The first, Microtek Network Systems, was started in his dorm, while still a sophomore at BU. Mr. Dowdie leveraged his Technical and Project Management skills to work for such companies as NASA, IBM, various banks and financial institutions. In 1993 Mr. Dowdie started Intellitech Consulting Enterprises, Inc. ([www.intellitech.net](http://www.intellitech.net)) – which developed a team of expertise in merger and Acquisitions, data center buildouts, technology assessments/IT governance and vertical market application development.

As a leading edge business based in Boston, Intellitech continues to grow its diverse staff and pursue internal development projects that have an impact. Intellitech’s clients range from educational institutions (Harvard University) to Insurance Companies (Liberty Mutual) and a host of other organizations in need of proven skills in complex infrastructure deployments and technical documentation.

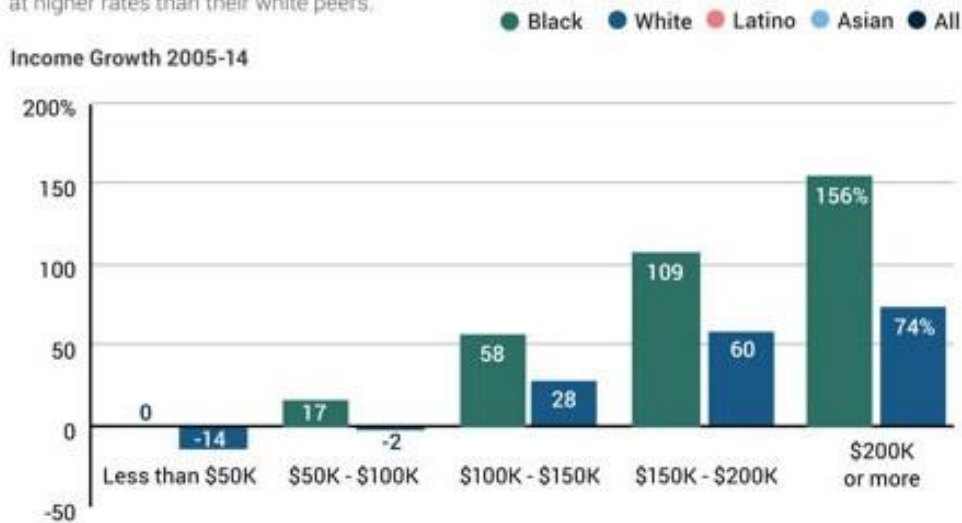
“The human connection is not lost in the Internet, it is only expanded, Our solutions always keeps that fact in mind and in the forefront of the minds of our customers.”



# Benefits of Sponsorship

## Black Consumer Power Is Growing

Black consumers are increasingly a powerful force in the marketplace. Their annual household income is growing rapidly—at more than double the rate of whites in the \$200,000+ bracket. Not only are black Americans younger and more plugged in online, they're also now enrolling in college at higher rates than their white peers.



**BlackFacts.com** is #1 in Search Results on Google, Bing and Yahoo for “Black Facts”

**BlackFacts.com** has been Online for over 20 years

**BlackFacts.com/news** has exploded and will make us one of the top sites for "Black News" on the Internet by year-end with over 100 Million page views in 2021.

**BlackFacts.com** Fact-of-the-day is a Skill on Amazon Alexa™

**BlackFacts.com** is extending its reach to 100s of Urban and Gospel Radio Stations who will read the “BlackFacts.com Fact-of-the-day” as part of their programming

**BlackFacts.com** Diversity Showcase: <http://www.blackfacts.com/diversity>

Blacks with household incomes of \$100,000+ are more likely than whites with similar incomes to:

Shop for These Items Online:



**+27%**  
Movie tickets



**+17%**  
Groceries



**+12%**  
Wine

Use Social Networks to:

**+44%**

Show support for favorite companies and brands

**+44%**

Meet or network with professional contacts

**+29%**

Learn about products and services

**+14%**

Find information about news or other current events

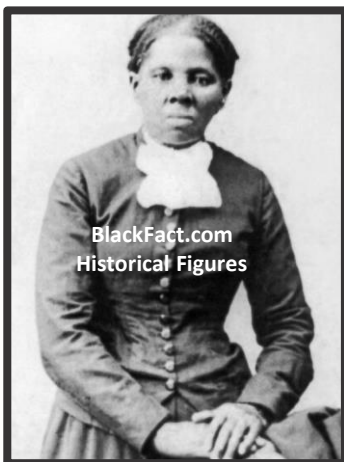
## “Corporate Diversity Showcase” Special offer for our Sponsors

1. Dedicated page focused on the Sponsor's Corporate Diversity efforts
2. Highlight BIOs and Achievements of Minority Executives in the company
3. Showcase programs directed towards Diversity – past and present
4. Links to Grants/Scholarships for Minorities
5. Press releases related to past accomplishments that showcase Corporate contributions to Minority causes and/or diversity
6. Have video messages/ads from corp executives with a message about diversity
7. This Showcase is a page: [www.blackfacts.com/sponsorname](http://www.blackfacts.com/sponsorname) - on the website and available for a set period of time Links for the showcase will be on main banner Slide and Fact of the Day Showcases that are from that sponsor Showcase will also be part of Social Media Posts related to this Sponsor

**SPONSOR****PARTNER** A.K.A. Name Sponsor (\$150,000)

# Maximum Exposure

*Like having your name on a Ball Park. Even if there are lots of ads and other things INSIDE of the park. The Name of the Part (One YEAR only) is assigned to the Name Sponsor*



Harriet Tubman

- There will only be **one** "Partner"
- The **partnership** will be for a 1-year period, extendable as agreed by both parties
- During the 1 year, all blackfacts.com media will reference "brought to you by..." your company name here!
- **Partner** will be added to Logo on all real estate:
  1. Blackfacts.com
  2. Facebook Twitter
  3. \*Additional co-branded swag available
- **Partner's** name will be added to a branded RSS Widget (all free widgets will be co-branded)
- Logo on scrolling marquee

## Other Considerations

- Main Hero Shot will be available to partner for specific targeted content.
  1. Premium Ad package is included.
- Specific "**Corporate Cultural/Diversity Showcase Pages**" will be dedicated to Partner 4x a year.
  1. Includes 1 during Black History Month
  2. Popular Topics component branding
- 1Fact Of The Day per day (365/year)
  1. Social media fact promotion included
  2. Black history month included
  3. Assumes each fact is promoted to social media



# SPONSOR

## ADVOCATE (\$60,000)

BLACKFACTS.COM

#blackfactsmatter BLACK HISTORY EVERYDAY



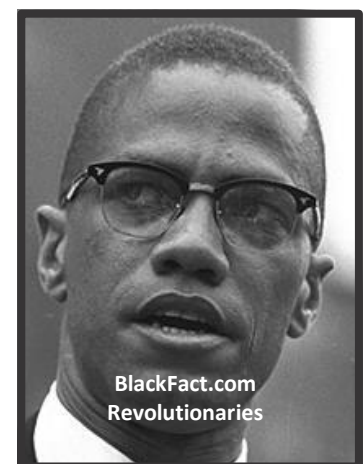
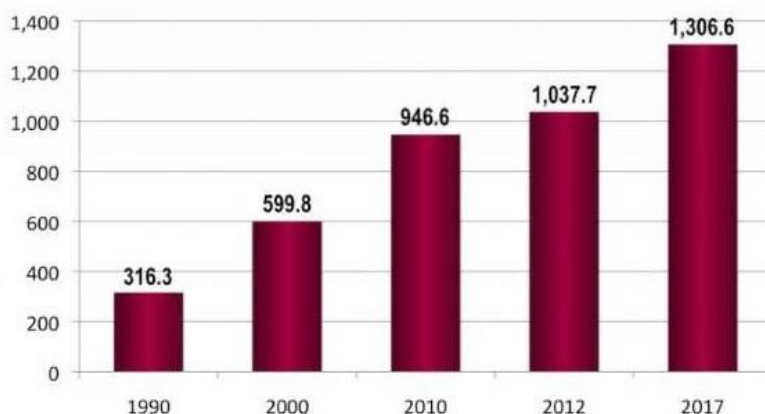
- **Advocate** sponsorship is for a 1-year period
- 3x Showcase facts of the Day per month (36) will be “brought to you by”
  1. Includes 3 during Black history month
- **1x Cultural/Diversity Showcase Page** during Black History Month
- **Standard Ad Package**
- 2x facts of the day per month (24/year)
  1. Additional facts are \$100/fact
  2. Premium added for facts in February
  3. Social media fact promotion included
- Logo on scrolling marquee

## Messaging

*Leverage our platform  
to showcase your  
brand and your  
messaging to the Black  
Consumer*

### U.S. Buying Power Statistics by Race

Black Buying Power (Billions)



Malcolm X

# SPONSOR

## Contributor (\$20,000)



- Basic Ad package
- Single fact of the day per month brought to you by...
  1. Additional facts are \$100/fact
  2. Premium added for facts in February
  3. Social media fact promotion included
- Logo on scrolling marquee

## Join us

*The diversity and Cultural Intelligence Movement has started... Join Us!*



BlackFact.com  
Women of Color

Rosa Parks

92% OF THE TOTAL GROWTH IN U.S. POPULATION FROM 2000 TO 2014, CAME FROM MULTICULTURAL CONSUMERS

	POP (MILLIONS)	2014 (%PEN)	2060 (%PEN)
HISPANIC	56	17.6%	29.3%
NON-HISPANIC WHITE	197	62.1%	42.6%
AFRICAN-AMERICAN	40	12.7%	14.7%
ASIAN-AMERICAN	16	5.0%	8.2%
OTHER/2+ RACES	14	4.3%	8.2%



# Black History Month Special

## BHM GOLD Sponsor (\$30,000 / Feb 2021)

BLACKFACTS.COM

#blackfactsmatter BLACK HISTORY EVERYDAY



Our Home is  
your home

*Make our  
Homepage yours  
during the most  
impactful Month  
of the year for  
Black History.*

- The BHM Gold Sponsor will be for a 1-month period, extendable as agreed by both parties
- During February 2021, all blackfacts.com media will reference “brought to you by...” your company name here!
- **BHM Gold Sponsor** will have logo added to select Social Media and other Real Estate:
  1. Blackfacts.com
  2. Facebook, Twitter, LinkedIn, and Instagram
  3. \*Additional co-branded swag available
- **BHM Gold Sponsor’s** name will be added to a branded RSS Widget (all free widgets will be co-branded)
- Logo on scrolling marquee

### Other Considerations

- Main Hero Shot will be available to partner for specific targeted content.
  1. Premium Ad package is included.
- Specific “**Corporate Cultural/Diversity Showcase Pages**” will be dedicated to **BHM Gold Sponsor** during Feb 2021.
  1. Includes 1 during Black History Month
  2. Popular Topics component branding
- 1x Fact Of The Day per day (28 Days in Feb 2021)
  1. Social media fact promotion included
  2. Black history month included
  3. Assumes each fact is promoted to social media



BlackFact.com  
Cultural ICONS

John Lewis

# Black History Month Special

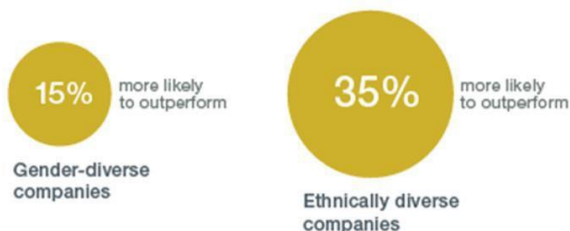
## BHM SILVER Sponsor (\$15,000 / Feb 2021)



- BHM SILVER Sponsor is for a period of 1 Month (Feb 2021)
- Includes 5 Showcase Facts-Of-The-Day being brought to you by the BHM SILVER Sponsor during Black History Month - Includes 3 during Black history
- **Cultural/Diversity Showcase Page** during Black History Month
- 3 Facts-Of-The-Day social media Posts will be included with BHM SILVER Sponsorship
- 1. Additional facts are \$100/fact
  2. Premium added for facts in February
  3. Social media fact promotion included.
- Logo on scrolling marquee

### Diversity's dividend

What's the likelihood that companies in the top quartile for diversity financially outperform those in the bottom quartile?¹



¹Results show likelihood of financial performance above the national industry median. Analysis is based on composite data for all countries in the data set. Results vary by individual country. Source: McKinsey analysis

## A Seat at the Table

*Join the conversation  
celebrating our Nation's  
diversity.*



Common



# Black History Month

## BHM BRONZE Sponsor (5,000 / Feb 2021)



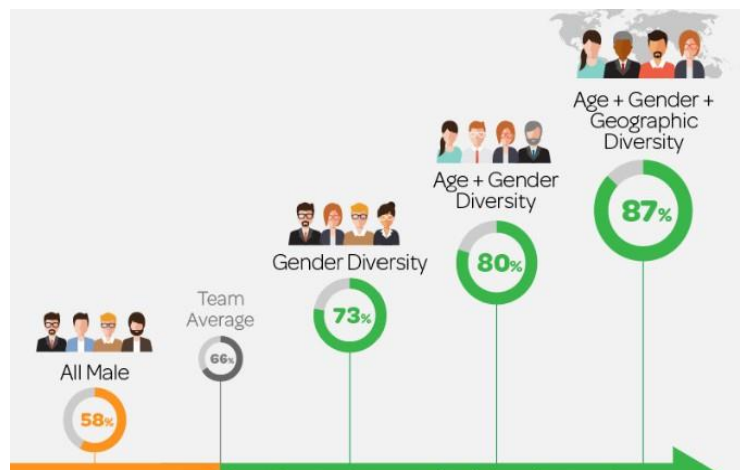
- ▶ BHM BRONZE Sponsor is for a period of 1 Month (Feb 2021)
- ▶ Single fact of the day per month brought to you by...
  1. Additional facts are \$100/fact
  2. Premium added for facts in February
  3. Social media fact promotion included
- ▶ Logo on scrolling marquee

## Welcome

*Join us in celebrating black history month.*

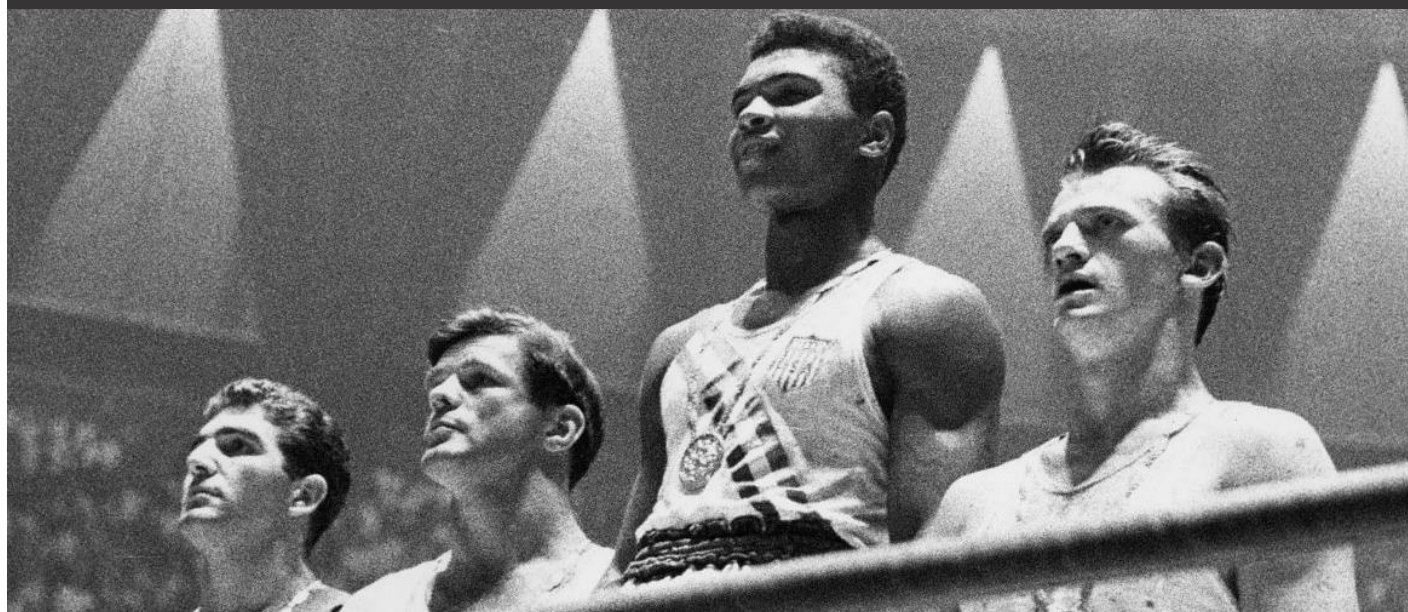


Maya Angelou



# AD PACKAGE

## Details and A la Carte Pricing



### PREMIUM (Valued at \$15,000)

1. Preferential placement
2. 30% rotational percentage

### STANDARD (Valued at \$7,500)

1. Tier 2 placement
2. 15% rotational percentage

### BASIC (Valued at \$2,500)

1. Tier 3 placement
2. 5% rotational percentage

AD PLACEMENT	RESPONSE RATE (Click-Thru %)
Content (In Stream Ads)	44.66%
Heading (Hero Shot)	27.32%
Left Panel	7.88%
Right Panel	9.28%
Rotating (Scrolling)	4.74%
Below the Fold (Footer)	1.93%

A LA CARTE PRICING - FEATURE	COST
<b>Additional Facts/Day</b>	\$100.00
February (Black History Month) Premium	\$150.00
<b>Cultural "Diversity" Showcase - 1 Month</b>	\$2,500.00
February (Black History Month) Premium	\$1,000.00
<b>Showcase Fact of the Day</b>	\$350.00
February (Black History Month) Premium	\$200.00
<b>Hero Shot Promotion - 1 month</b>	\$1,500.00
February (Black History Month) Premium	\$2,500.00
<b>Logo on Scrolling Marquee</b>	\$500.00



# PREMIUM AD Package Details

Ad Type - Size	Home Page	About Us	Just The Facts	Fact Details	News Page
Right Sidebar 250x250	●	●		●	
Left Sidebar 250x250	●	●		●	
In-Stream Ad	●		●	●	●
Header Leaderboard Ad 468x60	●	●	●		●
Footer Leaderboard Ad 728x90	●	●	●	●	●

30% OF ALL AD SPACE

# STANDARD AD Package Details

Ad Type - Size	Home Page	About Us	Just The Facts	Fact Details	News Page
Right Sidebar 250x250	●	●		●	
Left Sidebar / Instream 250x250	●	●	●	●	●
Footer Leaderboard Ad 728x90	●	●	●	●	

15% OF ALL AD SPACE

# BASIC AD Package Details

Ad Type - Size	Home Page	About Us	Just The Facts	Fact Details	News Page
Left Sidebar /Instream 250x250	●	●	●	●	
Footer Leaderboard Ad 728x90	●	●	●	●	

5% OF ALL AD SPACE

# Contact Us

BlackFacts.com is a Service of  
Intellitech Consulting Enterprises, Inc

Send all Correspondences to:

Dale Dowdie

Email: [outreach@blackfacts.com](mailto:outreach@blackfacts.com)

Contact: (617) 573-5113

#blackfacts #blackfactsnews

