

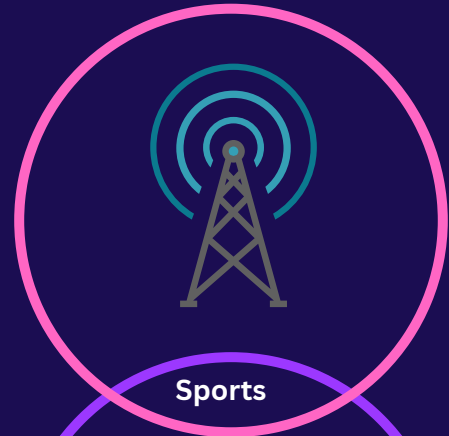
OUR PILLARS & PURPOSE

Our Three Pillars

1

BROADCAST PRODUCTION

Developing Black producers, directors, technical leads, and creatives for live sports and studio entertainment.

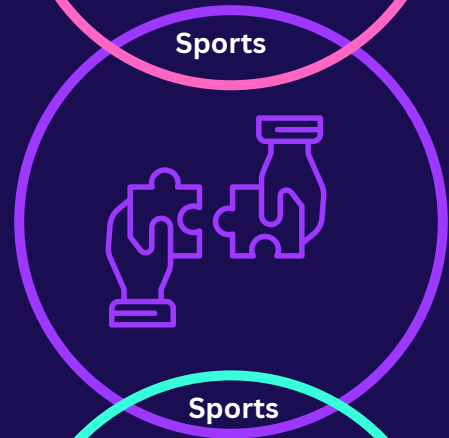


Sports

2

BRANDS & PARTNERSHIPS

Connecting Black talent with top brands like Spotify, Amazon, JD, and FootLocker to drive branded content, campaigns, and strategy.



Sports

3

LIVE & EXPERIENTIAL EVENTS

Supporting Black professionals to produce and direct sporting events, festivals, and branded entertainment experiences.



OUR APPROACH



- Access to industry mentors and hands-on training
- Our vision includes building partnerships with broadcasters, brands, and event companies such as Spotify, Amazon, LiveNation, and JD to co-create access and opportunity.
- Building self-belief in talent from under-represented backgrounds
- Real examples: Sponsored placements, skills training, campaign shadowing, live event experience