

### JANUARY/FEBRUARY

#### **New Year, New Business — The Black Entrepreneur Issue**

*How Black couples who are entrepreneurs invested in themselves and won big*

**EDITORIAL FEATURES:** 8 Black Women in Tech + The AfroPunk Mixtape—22 Artists to Watch in 2022

**LICENSING FRANCHISE:** Best in Black Hair Awards

**AD CLOSE:** 12.16.21

**ON SALE:** 1.18.22

### MARCH/APRIL

#### **The Melanated Movement: Women Warriors Fighting Change from The White House to Hollywood**

*A celebration of the firsts and future ones of Black excellence, equity and representation*

**EDITORIAL FEATURES:** The Black Effect: 100 Women in Hollywood including the 2022 Black Women in Hollywood Honorees/ESSENCE Studios

**LICENSING FRANCHISE:** Best in Black Beauty Awards

**AD CLOSE:** 1.7

**ON SALE:** 2.22

### MAY/JUNE

#### **Femme, Fearlessness and Freedom: The Alternative Black Issue**

*Exploring all things on the edge of Blackness, culture, style and sexuality*

**EDITORIAL FEATURES:** Personal Space—A Guide to the Best in Black Home Design + Black Justice & Joy—A Juneteenth Conversation + BeautyCon/Naturally Curly Summer Must Haves

**LICENSING FRANCHISE:** Best in Black Impact Awards

**AD CLOSE:** 3.11

**ON SALE:** 4.26

### JULY/AUGUST

#### **Reunited—Why Sisterhood Is King**

*An open invitation to the connections, conversations and community ahead of the ESSENCE Festival of Culture, returning to New Orleans.*

**EDITORIAL FEATURES:** What's Cooking—A Guide to Global ESSENCE Eats + Insights from ESSENCE's first Global Black Economic Study + Girls United's The New Black Hollywood - Stars to Watch Under 25

**LICENSING FRANCHISE:** Best in Black Travel Awards

**AD CLOSE:** 5.13

**ON SALE:** 6.28

### SEPTEMBER/OCTOBER

#### **The “Bawdy and Lewks” Issue—Black Women Breaking the Rules of Style**

*From our curves to our clothes, Black women have defied fashion and beauty standards while the world was watching. A celebration of those still turning heads*

**EDITORIAL FEATURES:** The Remix—Ageless Beauties: A modernized take on our beloved franchise celebrating women over 50 + The Fall TV Revolution + ESSENCE Ventures: Career Conversations

**LICENSING FRANCHISE:** Best in Black Fashion Awards

**AD CLOSE:** 7.8

**ON SALE:** 8.23

### NOVEMBER/DECEMBER

#### **Holiday Hearts - The Giving Back Issue**

*How people are changing the world by paying it forward*

**EDITORIAL FEATURES:** A Seat at the Holiday Table: Celebrities invite us into their home for a Black family affair, plus a DIY guide on how to make everything in your home (and life) merry & bright.

**LICENSING FRANCHISE:** New Voices Foundation presents The Black Founders of Year + The Black Holiday Shopping Guide

**AD CLOSE:** 9.9

**ON SALE:** 10.25



# ESSENCE

## 2022 EVENTS CALENDAR

### FEBRUARY

**TBD\***

#### Global Black Economic Forum™

Today's most seasoned business moguls, inspiring entrepreneurs and leading minds will illuminate the road ahead towards building economic empowerment and generational wealth within our communities globally.

**Package Range: \$200K - \$500K**

### MARCH

**08**

#### I AM Speaking Conference™

*(International Women's Day)*

Empowering, trailblazing, phenomenal Black women from across the diaspora are gearing up to share their wealth of knowledge and experiences at the ESSENCE I AM Speaking summit! From political leaders to life coaches, to corporate CEOs to entrepreneurs to brilliant creatives and everything in between, this meeting of the minds will convene accomplished women from multiple industries who are impacting change and shifting the conversation forward in each of their respective areas.

**Package Range: \$150K - \$300K**

**24**

#### Black Women in Hollywood™

The annual celebration will shine a spotlight on several Black Women in Hollywood who are owning their narrative and transforming the art of storytelling.

**Package Range: \$300K - \$1M**

SEQUENTIAL  
EVENTS  
PACKAGE

**25**

#### Hollywood House™

ESSENCE Hollywood House™ returns! Attendees will enjoy panels, workshops, conversations, and screenings designed to elevate their career in entertainment.

**Package Range: \$300K - \$1M**

*Note: BWHI & Hollywood House events are sold together.*

### MAY

**TBD\***

#### Road to Festival ending on Juneteenth

3 events bringing a taste of the ESSENCE Festival of Culture to different markets prior to Festival. Final event on Juneteenth. Proposed locations Galveston (Juneteenth), West Coast (LA), and Chicago. Included as Festival major partner benefit.

**Package Range: \$350K - \$500K a la carte with partnership**

### JUNE

**19\***

#### Road to Festival ending on Juneteenth

3 events bringing a taste of the ESSENCE Festival of Culture to different markets prior to Festival. Final event on Juneteenth. Proposed locations Galveston (Juneteenth), West Coast (LA), and Chicago. Included as Festival major partner benefit.

**Package Range: \$350K - \$500K a la carte with partnership**

**30\***

#### ESSENCE Festival of Culture™ *(Live and Virtual)*

ESSENCE Festival of Culture™ is back and live in New Orleans once again! This annual mega event is filled with showstopping concerts, empowering seminars and celebrities, parties and more!

**Package Range: \$450K - \$2.5M**  
*(Does not include media commitment)*

### JULY

**01-04\***

#### ESSENCE Festival of Culture™ *(Live and Virtual)*

ESSENCE Festival of Culture™ is back and live in New Orleans once again! This annual mega event is filled with showstopping concerts, empowering seminars and celebrities, parties and more!

**Package Range: \$450K - \$2.5M**  
*(Does not include media commitment)*

### AUGUST

**TBD\***

#### Girls United Back to School™

*(Built if sold)*

All the tips needed to get ready to go Back to School. In this 3-hour special, hear from the best and brightest young experts as they share their wisdom on time management, fashion, mental wellness and so much more!

**Package Range: \$150K - \$300K**

### SEPTEMBER

**TBD\***

#### ESSENCE Awards™ Gala

The ESSENCE Awards™ was once the largest event celebrating Black Culture and is returning. Along with showstopping performances, the Awards Show will honor Black Women across several industries as Celebrities pay tribute to these community changemakers. The show will also feature roundtable conversations where the who's who of Black culture gather to shed light on topics Black Women care about.

**Package Range: \$300K - \$2M**

**08**

#### ESSENCE Fashion House™

ESSENCE Fashion House™ is an elite experience discovering and recognizing cutting-edge Black creatives in fashion and their contributions. Join us for conversations with industry mavens and celebs about diverse representation and constructing solutions for economic inclusion because newsflash: Black culture IS the culture! Indulge in Black Excellence personified with awe-inspiring runway collections, exclusive designer showcases, post-worthy photo moments, and more!

**Package Range: \$200K - \$1M**

SEQUENTIAL  
EVENTS  
PACKAGE

**09**

#### ESSENCE Street Style™

ESSENCE Street Style™ Leaning in to celebrating the Style of everyday women. Black Women's street style has always set the trends for what we see on the runway. In honor of that, ESSENCE brings back ESSENCE Street Style. This time elevating the event bringing in the elements of Fashion House but setting the stage for everyday women to show up and show out...as we do!

**Package Range: \$200K - \$1M**

*Note: Fashion House & Street Style events are sold together.*

### OCTOBER

**TBD\***

#### ESSENCE HBCU Homecoming

*(Built if sold)*

This weekend-long hybrid experience will feature appearances from HBCU alum and cultural icons. Plus, because no HBCU homecoming weekend is complete without an after hours alumni turn up, tune in for a show stopping performance featuring a few special guests.

**Package Range: \$200K - \$500K**

**TBD\***

#### ESSENCE Wellness + Food Festival: Black Women's Retreat

ESSENCE™ creates a safe space for Black Women to congregate, de-stress and rejuvenate in this all new 3-day exclusive retreat. The all inclusive resort destination will feature stress relief work shops, massages, yoga, wellness conversation (Wellness conversations to be packaged for VOD)

**Package Range: \$300K - \$1M**

**TBD\***

#### Girls United Summit™

Keeping GenZ/Millennials informed with panels and workshops on career, education, finance, technology, politics, content creation, self-care and more!

**Package Range: \$250K - \$750K**

SEQUENTIAL  
EVENTS  
PACKAGE

**TBD\***

#### Entrepreneur Summit™ + NVF Pitch Competition

#### ESSENCE Marketplace™

*ESSENCE Marketplace™ (live and virtual)*

*Entrepreneur Summit:* Some of the best in the business share tips, strategies and other tools you can use to carry your business to higher heights in the New Year!

*NVF Pitch Competition:* New Voices is a ground-breaking, community-building effort designed to build a more inclusive entrepreneurial ecosystem for women of color to advance their significant contributions to our economy and society.

**Package Range: \$250K - \$750K**

*(+\$250K for NVF Pitch competition grant & activation)*

*Note: Entrepreneurship Summit and GU Summit events are sold together.*

### NOVEMBER

**27\***

#### ESSENCE Get Lifted™ Holiday Celebration

Get your spirits lifted as the annual all-star Holiday tribute hits your screen for 2 Sundays back to back! Tune in for powerful words of praise by your favorite spiritual leaders and music by your favorite gospel artist.

*ESSENCE Marketplace (live and virtual):* This ESSENCE-curated live and virtual shopping experience will feature up to 50 Black-Owned Businesses across various categories like Fashion, Beauty, Wellness, Food and Kids.

**Package Range: \$125K - \$350K**

SEQUENTIAL  
EVENTS  
PACKAGE

### DECEMBER

**04\***

#### ESSENCE Get Lifted™ Holiday Celebration

Get your spirits lifted as the annual all-star Holiday tribute hits your screen for 2 Sundays back to back! Tune in for powerful words of praise by your favorite spiritual leaders and music by your favorite gospel artist.

*ESSENCE Marketplace (live and virtual):* This ESSENCE-curated live and virtual shopping experience will feature up to 50 Black-Owned Businesses across various categories like Fashion, Beauty, Wellness, Food and Kid

**Package Range: \$125K - \$350K**



\*Dates subject to change. To Be Determined.