

ASPIRETV STUDIOS

PARTNERSHIP OPPORTUNITY



AspireTV is a diverse operated and targeted multimedia network super serving Black Culture and Urban Lifestyle enthusiasts. We offer authentic and entertaining culture-centric content including original, unscripted lifestyle series, independent documentaries and films as well as Black Hollywood movies that allow viewers to connect with and experience our “See Yourself Here.” call-to-action.



ASPIRETV STUDIOS

AspireTV launched AspireTV Studios, a purpose driven, growth focused, DE&I business development strategy to help build a more diverse and equitable creative supply chain. AspireTV Studios sources and connects brands with diverse owned, operated and targeted content creators and production companies helping advertisers achieve DE&I related KPIs.

DE&I IMPACT

COLLABORATIVE PARTNERSHIP

100% written, developed & produced by Black owned & operated content creators and production companies

CONTENT CREATION

Original long and short form production for linear, streaming, digital and social media platforms

CULTURAL CONNECTION

authentic content that’s relevant, representative and resonate in an endemic programming environment

COMMUNITY EMPOWERMENT

building a more diverse, equitable and inclusive supply chain by employing Black/BIPOC content creators

PARTNERSHIP OPPORTUNITIES

AspireTV Studios offers brands a 360 marketing and media solutions that reach Black and BIPOC audiences with culture-centric content that organically amplifies an advertiser’s brand messaging.

- **Co-Production Presenting Series Sponsor** – Advertiser receives high profile mentions and recognition in the on-air promotional campaign via Tune-Ins, In-Show Lower Thirds, Web-Drivers and Billboards. Advertiser also receives exposure on aspire.tv and custom social posts on Instagram, Twitter and Facebook driving viewers to original series premieres.
- **In-Show Integration*** - Advertiser receives multi-episode integrations, product placement and custom in-show branded segments that feature key messaging.
- **Custom Content** – Custom digital and social content that organically aligns with Advertiser key brand messaging distributed on-air and across digital and social media platforms.
- **Experiential Activation** – Where applicable, Advertiser can extend reach and enhance the overall brand experience with experiential extensions.

DISTRIBUTION CHANNELS



Social Media



Digital Video



Linear, FAST & SVOD



Experiential

REPORTING & TRACKING CAPABILITIES

- ✓ Consumer Engagement
- ✓ Brand Affinity and Attribution
- ✓ Press and publicity earned media