

BLACK
HERO
MONTH
2025



IMPACT^{TV}
watchimpact.com



MISSION:

Authentically engage viewers in positive ways through enriching entertainment.

IMPACT- FASTING GROWING DESTINATION FOR FAMILY FRIENDLY BLACK TARGETED CONTENT

Impact is the largest 100%, independent, black owned family network in television. Currently covering over 60% of US AA homes.

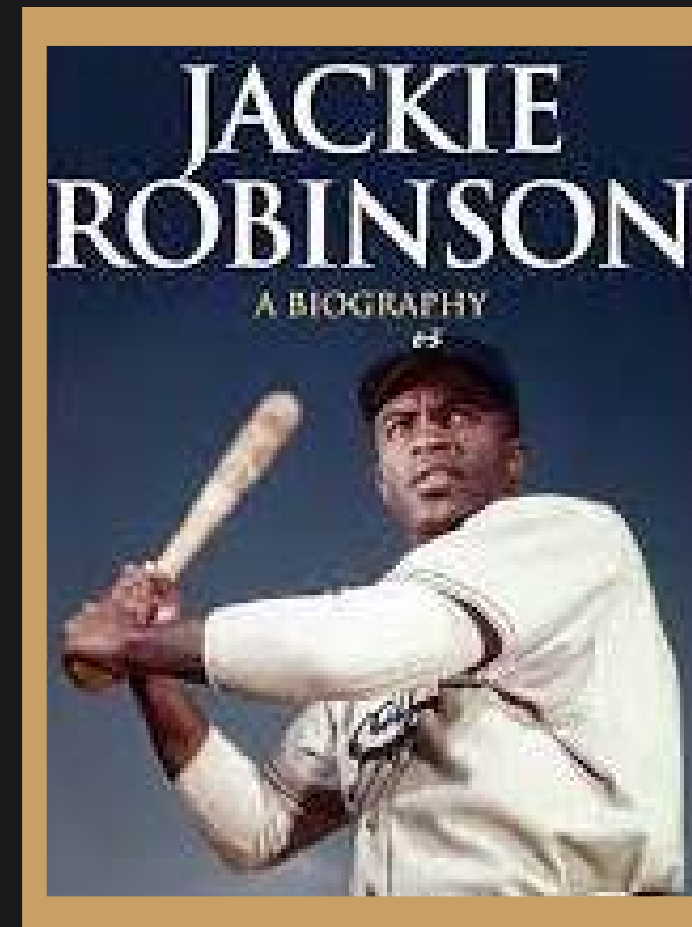
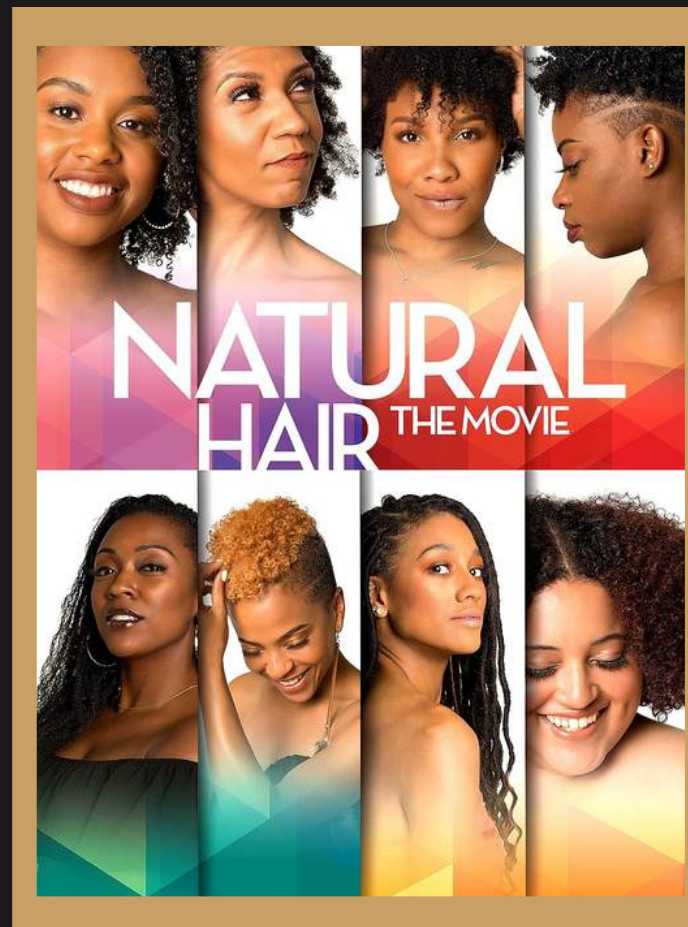
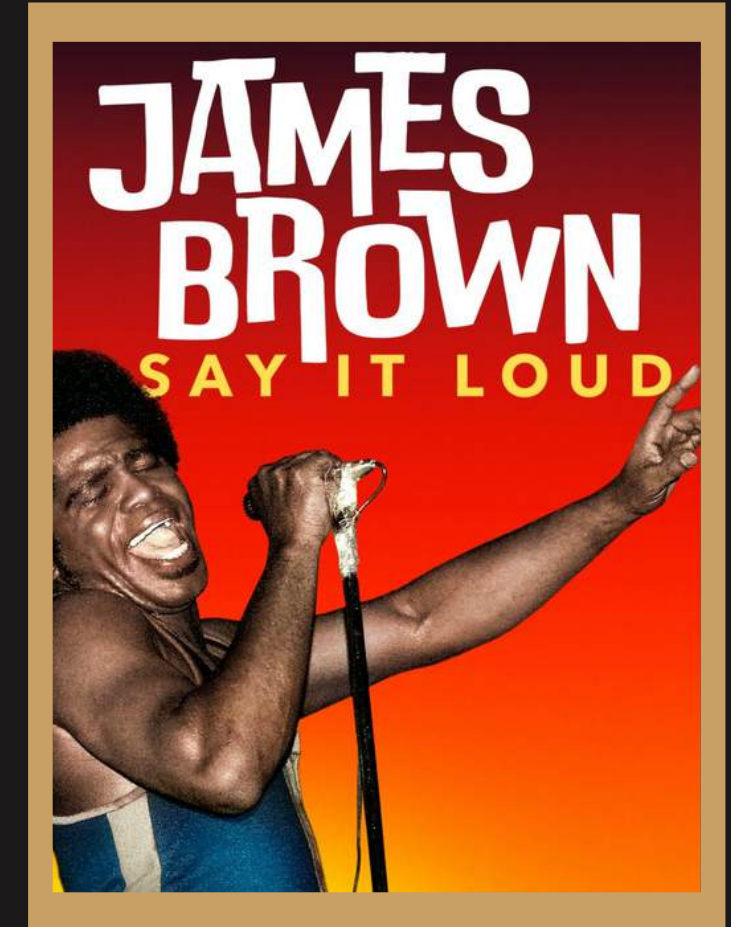
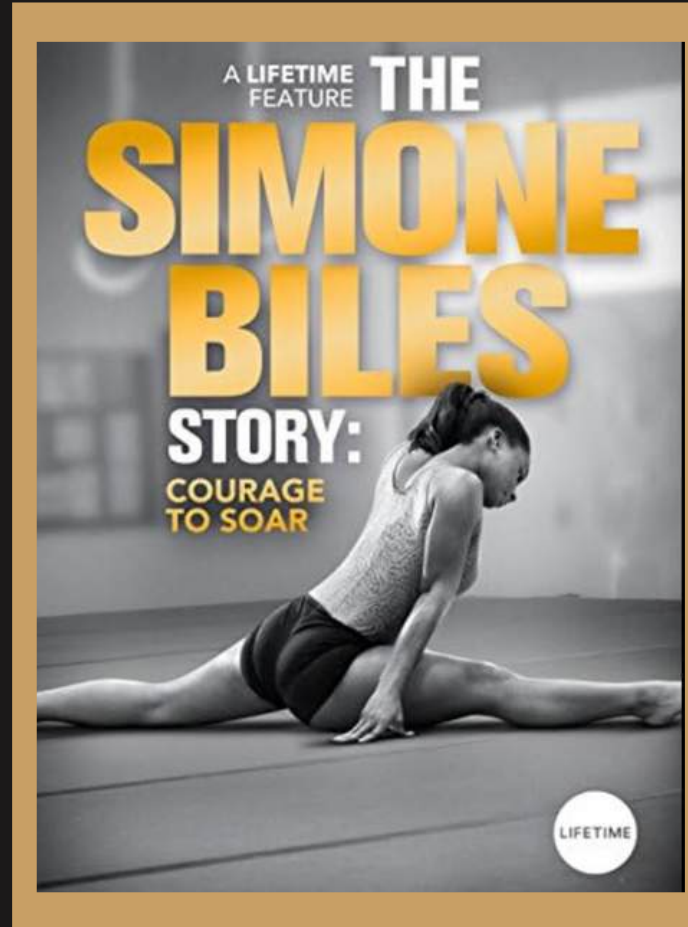


MOVIES TO MOVEMENTS



MOVIES TO MOVEMENTS

Impact is celebrating Black Hero Month by airing a special lineup of content that highlights Black heroes, heroic moments, and movements from both the past and present. This historical and heritage-driven programming will honor the individuals and events that have shaped Black history and culture.



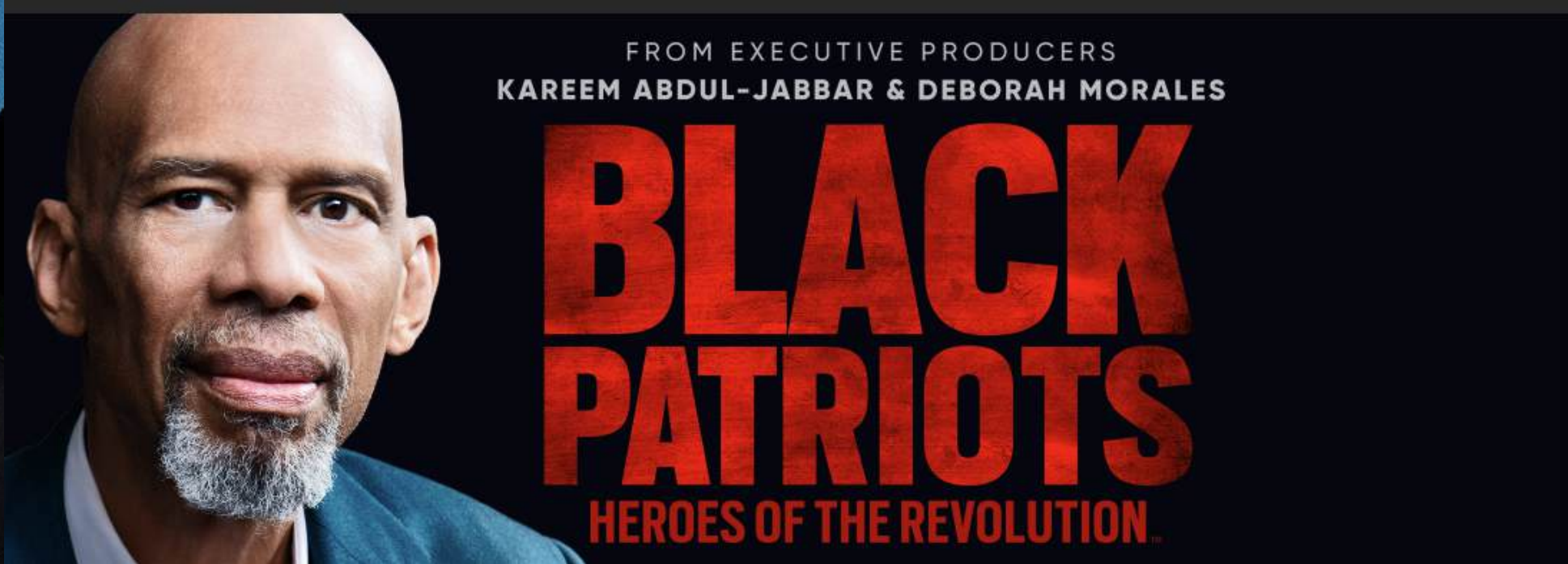
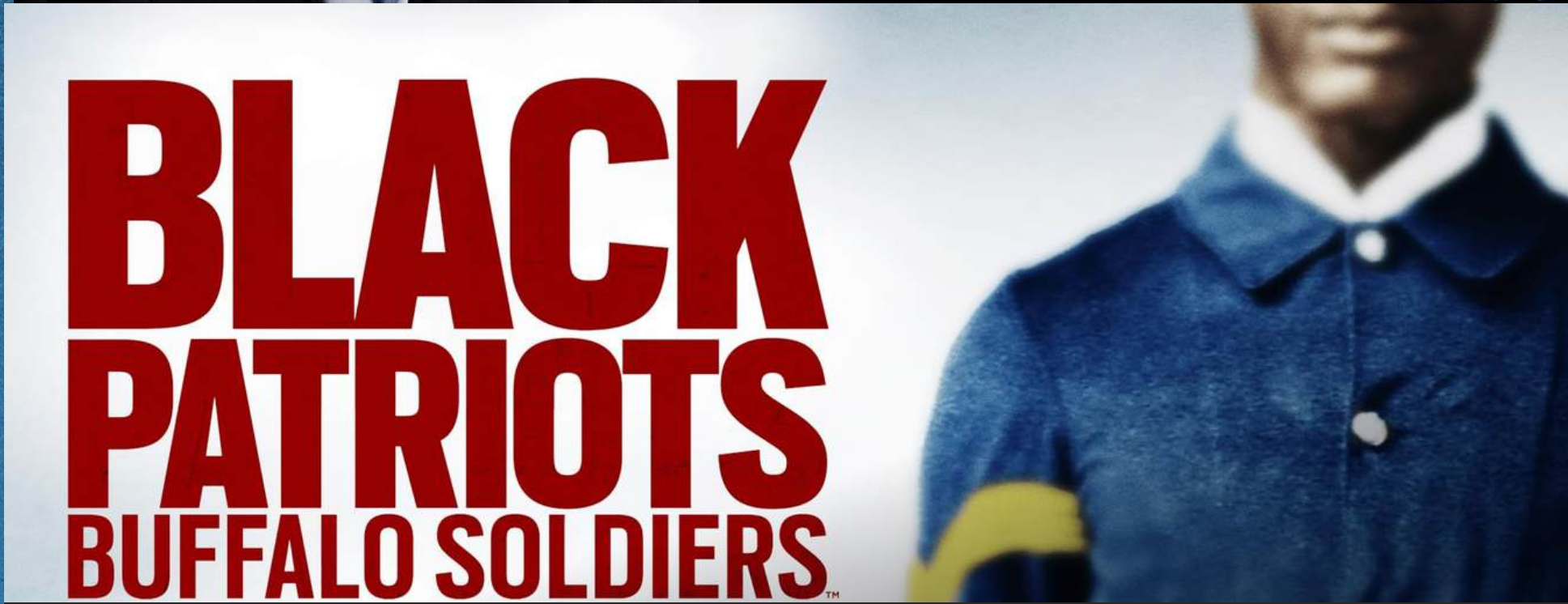


BLACK PATRIOTS

3 PART SPECIAL

Black Patriots dives into the often overlooked, yet pivotal roles African Americans have played throughout America's formative years—from the Revolutionary War to key movements that shaped the nation's identity. With Abdul-Jabbar as both a guide and advocate, the series uncovers the heroism, courage, and spirit of Black patriots who fought for freedom, justice, and equality.

BLACK HERO MONTH



Strength IN STORIES

MARKETING ELEMENTS

This campaign will honor iconic Black figures from both the past and present who have made history and shaped culture. From groundbreaking artists and athletes to trailblazing inventors and visionaries, these heroes represent the strength, resilience, and impact of Black excellence across all fields.

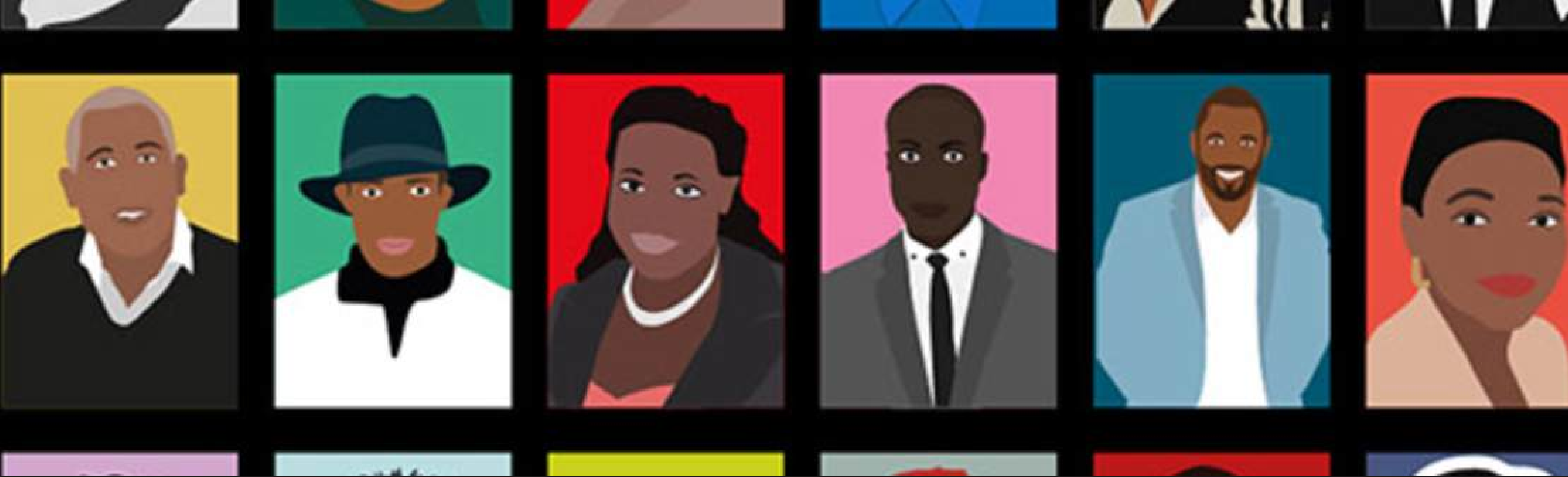




Vignette Concepts #1

LEGENDS OF CHANGE

The Black Hero Month campaign vignettes will explore pivotal moments in black history and culture and how these heroic moments became a catalyst for change within the black collective experience and beyond.



Vignette Concepts #2

VOICES OF VALOR

For the "Voices of Valor" campaign, the vignettes will delve into defining moments in Black history and culture, showcasing how these acts of bravery and resilience sparked transformative change within the Black community and resonated far beyond. Each story will highlight the profound impact of these heroes, underscoring how their voices continue to inspire progress and unity today.

Presenting Sponsor

MAKE YOUR IMPACT

Presenting Sponsorship

3 Episode Sponsorship: Black Patriots (3 Part Series)

- **Strength in Stories Vignette: 1 x :30** Vignette to air 8 times
 - Choice of Vignette Concept #1 or #2
- **Black Patriots BBs: 9 x :10** Billboards
 - 3 x Premieres
 - 6 x Encores
- **Make Your Moment BBs: 4 x :10** Billboards
- **Tagged Tune-Ins: 10 x :20** tagged Tune-Ins

Media Commitment: \$195,000

Supporting Sponsor

MAKE YOUR IMPACT

Supporting Sponsorship- Black Patriots

3 Episode Sponsorship: Black Patriots

- **Black Patriots: 3 x :05 Billboards to air in Black Patriots Premiere**
- **Make Your Moment BBs: 3 x :05 Billboards to air in Black Patriots Encore**
- **Tagged Tune-Ins: 10 x :20 tagged Tune-Ins**

Media Commitment: \$115,000

CONTACT
FOR
PACKAGES



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THANK YOU

**IMPACT**^{TV}
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