



November 12-18, 2023

**BLACK COMMUNITY ECONOMIC EMPOWERMENT  
IN VIEW!**





Urban Trendsetters Television's innovative program, the Shop Black Show, is the first nationally broadcasted daily program dedicated to promoting Black-owned businesses. The program features Black business owners presenting their products and services on television at an affordable rate, and viewers can access these businesses easily thanks to a custom QR code that appears on the screen during the show.

With the addition of the Urban Trendsetters Marketplace Expos, viewers convenient conveniently shop online virtually during our scheduled programs.

**AIRING WEEKDAYS THIS FALL  
BEGINNING OCTOBER 16, 2023 @ 2 PM**

**SHOP BLACK TV SHOW**





**JOIN THE MISSION TO PROVIDE ACCESS TO FREE BLACK TV ACROSS THE NATION!**



**Sharon S. Gordon**  
**CEO/Founder**

**I am excited to meet and  
work with you.  
Let's host a launch event in  
your Cty!**

# **ONE MILLION trendsetters**

**The 1 Million 1 Trendsetters Fall and Winter  
Voice and Vision Tour is set to be an exciting  
and impactful initiative.  
Tour duration is from September 15, 2023 thru  
December 31, 2023**

**TOUR  
FEATURES  
INCLUDE:**

**LOCAL MARKET  
LAUNCH EVENTS  
TOWN HALL  
MEETINGS**

**LOCAL  
NETWORKING  
EVENTS  
WEEKLY MARKET  
ZOOMS**

**NATIONAL  
CONFERENCES  
AND EXPOS**

**LOCAL AND  
NATIONAL  
CONCERTS**

**CAREER FAIRS  
TEAM SEARCH  
PROCUREMENT  
FAIRS**

**LOCAL TALENT  
AND CONTENT  
CREATOR  
PITCH EVENTS**

**NEW FALL  
PROGRAMMING  
MEDIA  
WORKSHOPS**



## SUPPORTING LOCAL BLACK BUSINESSES THROUGHOUT THE COUNTRY

Urban Trendsetters Television Network (UTS TV)  
is the nation's new over-the-air (OTA) broadcast  
network for Black Americans

## CURRENT AFFILIATE MARKETS & LOCAL BROADCAST CHANNELS.

OCTOBER COLUMBUS, OH - CH 32.10  
OCTOBER - DAYTON, OH - CH 40.6  
OCTOBER - NASHVILLE, TN - CH 6.2  
OCTOBER - HUNTSVILLE, AL - TBA  
OCTOBER - BATON ROUGE, LA - CH 14.10  
OCTOBER - NEW ORLEANS, LA - CH 14.10  
NOVEMBER - HOUSTON, TX - CH 46.8  
NOVEMBER - LOUISVILLE, KY - CH 21.12  
NOVEMBER - LAS VEGAS, NV - 25.9  
DECEMBER- ATLANTA, GA- TBA

## NEXT ON DECK!

DETROIT, NC - TBA  
CHARLOTTE, NC - TBA  
DALLAS, TX - TBA  
MEMPHIS, TN - TBA  
MIAMI, FL - TBA  
JACKSON, MS - TBA

**STAY TUNNED IN!**

1. **Keep it 100 Campaign:** The campaign will focus on highlighting 100 businesses every week for 10 weeks leading up to the UTS National Shop Black Week and Telethon.
2. **Initial Focus on 10 UTS TV Broadcast Affiliate Markets:** The tour starts by engaging the first 10 UTS TV broadcast affiliate markets.
3. **Media Sponsors:** Seeking national media sponsors to help spread the word and amplify the campaign's reach.
4. **Multi-Platform Events:** The tour will include a range of events, including live televised broadcasts, pre-recorded shows, special programs, virtual events, expos, workshops, and webinars, all listed on the UTS Events Calendar.





**November 12-18, 2023**



**ONE  
ONE  
ONE  
MILLION  
trendsetters**

## **OUR GOAL**

**During the NBSW campaign our goal is to recruit 10,000 Businesses and Vendors and 1 Million consumers, sponsors, and partners.**

### **The ASK:**

**Consumers - Spend a minimum of \$100 with Black-Owned Businesses.**

**Businesses & Corporations - Invest minimum of \$500 in products and services to support these businesses.**



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## **HOW TO WATCH & SHOP!**

**There are multiple options to watch the Urban Trendsetters National Shop Black Week:**

- **Tune in to UTS TV during regular Shop Black Week showtimes, Monday through Friday at 2 pm and a second weekday airtime at 12 midnight. The NSBW telethon in November 16, 2023.**
- **Access the show via our OTT (ROKU and Firestick) Streams.**
- **Watch the event live on the urbantrendsetters and UTS TV websites.**





**LOCAL BROADCAST**

**32 WCSN**  
COLUMBUS • OHIO

Connecting the Miami Valley  
**WRCX**  
DAYTON, OHIO

**WBNA 21**  
LOUISVILLE • KENTUCKY

**WRTN** CH. 6  
CH. 17  
NASHVILLE'S COMMUNITY TV

**PELICAN**  
BROADCASTING

NEW ORLEANS  
BATON ROUGE

**46 KBPX 27**  
Houston Texas



 **LIVE** **UTSTV.COM**

# utstv ACCESS

## Ways to Watch

Our 24-hour programming completes our full-service media company and allows us to reach even more people with our message of Black Excellence.

We are dedicated to promoting diversity and inclusion and to providing trusted, high-quality content to our audience.

**UTSTV LIVESTREAM  
GLOBAL 24-7**



**Roku TV**

**firetv**



## **BUSINESS SPOTLIGHTS**

**ONE ON ONE  
INTERVIEWS**

**GROUP PRESENTATIONS**

**BUSINESS WORKSHOPS**

**EVENT PRESENTERS**







Urban Trendsetters

# Your Holiday B.A.M.!

(Branding. Advertising. Marketing.)  
Content Distribution Connection!



PODCASTS



EVENTS



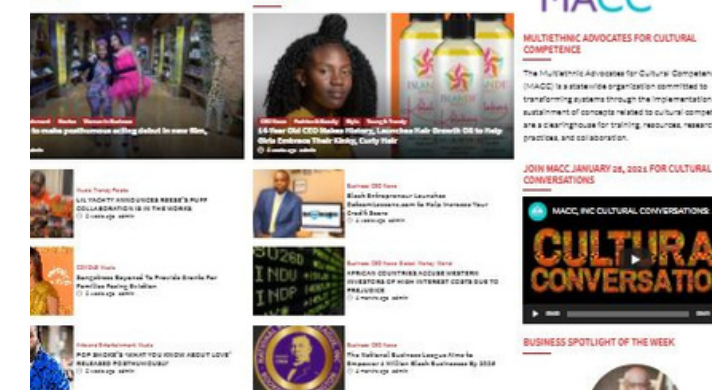
COMMERCIAL



CONTENT E-BLAST



PRINT AD



ONLINE

CLICK IMAGES FOR EXAMPLES





**SPONSOR**





November 12-18, 2023

Doing our part to impact the community!

SHOP NOW

[www.utstv.com/nsbw](http://www.utstv.com/nsbw)

**ONE MILLION trendsetters**

**I IN A MILLION**

I TOOK THE KEEP IT \$100 PLEDGE  
**Thomas King**  
Anywhere, USA

@1MILLION1UTS  
Facebook  
[WWW.UTSTV.1MILLION1](http://WWW.UTSTV.1MILLION1)



## OUTREACH STRATEGY

- 80 MILLION COMBINED HOUSEHOLDS
- OVER 1 MILLION IMPRESSIONS
- OVER 2500 30 SEC COMMERCIALS IN ROTATION PER WEEK
- PARTICIPANT EMAIL MARKETING TO OVER 75,000 UTS NATION EMAIL SUBSCRIBERS
- RADIO ADVERTISEMENT ON IHEART RADIO, RADIO ONE & LOCALLY OWNED BLACK RADIO STATIONS
- DISPLAY ADS AND CONTENT IN PARTNER NEWSPAPERS AND WEBSITES.

Sponsor and Participation Acknowledgement.

National Outreach Media Partners





CARLA HALL

EMMY AWARD-WINNING  
HOST, CHEF & AUTHOR

HOSTED BY  
LONI LOVE

CARI CHAMPION

HOST & SPORTS  
JOURNALIST

MENTORING QUEENS

Annual quarterly docu-series celebrating Black female mentors and the strides they make towards the betterment of young women.

HOSTED BY  
PASTOR MIKE, JR. & JAQUETTA MCCLURE

TASTE OF THE HOLIDAYS

MENTORING QUEENS

TRIBUTE TO THE

HOLIDAYS

FALL & HOLIDAY

PROGRAMMING ON

UTS TV

[www.utstv.com/shows](http://www.utstv.com/shows)

11 NOVEMBER

VETERANS DAY

HONORING ALL WHO SERVED





Urban Trendsetters

**NATIONAL OUTREACH**  
*Partnership is Key*

This is an all-inclusive campaign, that includes an unmatched national cross promotions all media strategy.

**OUTREACH INCLUDES:**

- The 1 Million 1 Trendsetters Consumer Network
- Urban Trendsetters Ambassadors and Affiliates
- Over 250 Black Owned Media Outlets
- National Mainstream Media Coverage & Sponsorship
- Influencers
- Community Leaders
- Partnering Social Media Groups





**GET INVOLVED**

**SPONSOR** - Align your brand with this historical event.

**PRESENTER** - Be a speaker or presenter during our Shop Black TV Show, Telethon or Virtual Expo.

**MEDIA PARTNER** - Cross promotional opportunities to partner with us to increase brand recognition and community outreach.

**ADVERTISE** - Be a vendor, advertise your business, products and services. Be a guest.

**BRAND AMBASSADORS & AFFILIATES** - For individuals and organizations that have a membership base or social media following, share the NSBW and 1 Million 1 Trendsetters challenge.

**WATCH PARTY** - Host a "Watch Party" at your business location.

**MARKET LAUNCH EVENT HOST** - Host an event in your city.

**CONSUMER** - Watch Shop Black TV and support our vendors.

# NATIONAL SHOP BLACK WEEK RATES

## Bronze

**\$199**

- ✓ (25) 5 Sec. - UTS TV Sponsor Animated Logo Buzz ROS during NSBW
- ✓ (1) Year Listing on UTS Biz Directory Page
- ✓ Social Media Participation Post

## Silver

**\$399**

### Bronze PLUS

- ✓ (35) 15 Sec. ROS Image Voice Over Spots during NSBW (7 Per Day)
- ✓ (1) Email Blast Announcement of NSBW Participation
- ✓ Vendor Booth during NSBW Marketplace Day.

## Gold

**\$599**

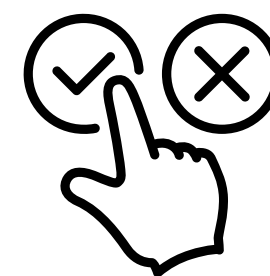
### Silver PLUS

- ✓ 3 Min. NSBW Interview
- ✓ UTS TV On Demand Interview Spotlight on UTS OTT (ROKU & Firestick )Channel
- ✓ 30 Day Video Marketing Calendar

**GET YOUR PACKAGE & SECURE YOUR SPOT TODAY**



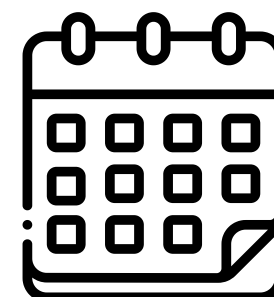
## NEXT STEPS...



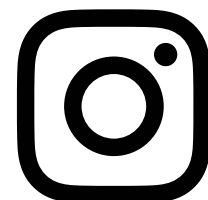
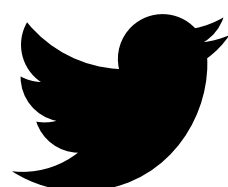
**Make the Decision to join us in this historical movement!**



**Contact Sharon S. Gordon**  
**Email:**  
**[sharon@urbantrendsetters.com](mailto:sharon@urbantrendsetters.com)**  
**Phone: 614-989-9326**



**Schedule a meeting with Sharon S. Gordon**



**SUBSCRIBE**



**[WWW.URBANTRENDSETTERS.COM](http://WWW.URBANTRENDSETTERS.COM)**

**[WWW.UTSTV.COM](http://WWW.UTSTV.COM)**





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