



SD MELANIN

Building community and curating safe spaces for Black, Indigenous and Persons of Color.



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SDMELANIN.COM



VISIT US [SDMELANIN.COM](https://sdmelanin.com) | EMAIL US AT TEAM@SDMELANIN.COM



ABOUT US

SD Melanin was founded in April 2017 to enhance the culture ecosystem for professionals of color. Founder, Loren Cobbs, recognized a severe lack of networking, community, and social opportunities specifically designed for diverse professionals which impacts levels of happiness and also exacerbates regional brain drain of diverse professionals.

Thus, we focus on curating inclusive experiences that elevate community connectivity, happiness, and increase retention rates. Our mission is to build community and recreate the entertainment and hospitality landscape to truly welcome and serves people of color as the prototype versus as a by-product.

We believe that our communities are stronger when we are all served. Our unique events are grounded in creativity and customer service. We've curated over 150 events and have served more than 10,000+ guest. Our diverse event catalogue includes rooftop soirees, bar crawls, healing circles, networking happy hours, and many more.

SD MELANIN DEMOGRAPHICS

AUDIENCE

Top Audience Locations: San Diego, Oceanside, Los Angeles

Gender Split: 62% women and 38% Men

Race & Ethnicity: Black- 72% | Hispanic- 18% | Caucasian- 6% | Asian- 4%

Age: 65% between 25-34 | 25% between 35-44 | 10% between 18-24

Parental Status: 30% have children and 70% do not

EVENTS

1 5 0 +

Events Produced

6 0 0 +

Average Event Attendance

1 0 , 0 0 0

Diverse Professionals Served

SOCIAL REACH

INSTAGRAM

IG Followers
1 0 , 2 0 0 +

Weekly IG Reach
5 4 , 4 0 0 +

Weekly IG Impressions
8 0 , 0 0 0 +

FACEBOOK

FB Followers
5 , 4 0 0 +

Weekly FB Reach
8 , 5 0 0 +

Weekly FB Impressions
8 , 5 0 0 +

EMAIL SUBSCRIBERS

5 , 5 0 0 +

MEETUP MEMBERS

1 , 7 5 0 +



REASONS TO PARTNER

INCREASE BRAND RECOGNITION

Increase your brand recognition by expanding your company's exposure to hundreds of thousands of impressions via multiple platforms marketing, influencers, email marketing, social media ads, meetups, and more!

Reach new customers and expand your market share by exploring an underserved buyer group! Directly connect with your target audience in a meaningful way that leaves a lasting impression.

INCREASE COMPANY SALES

REVITALIZE AND REINVEST

Revitalize your marketing plan by investing in diverse communities with significant purchasing power! Be recognized as a major investor of African American, Hispanic, Asian and diverse young professionals.

Get access to new content that provides you with relevant audiences to target and fresh material to expand your content strategy. Also benefit from user-generated content that features your business!

EXPAND CONTENT STRATEGY