

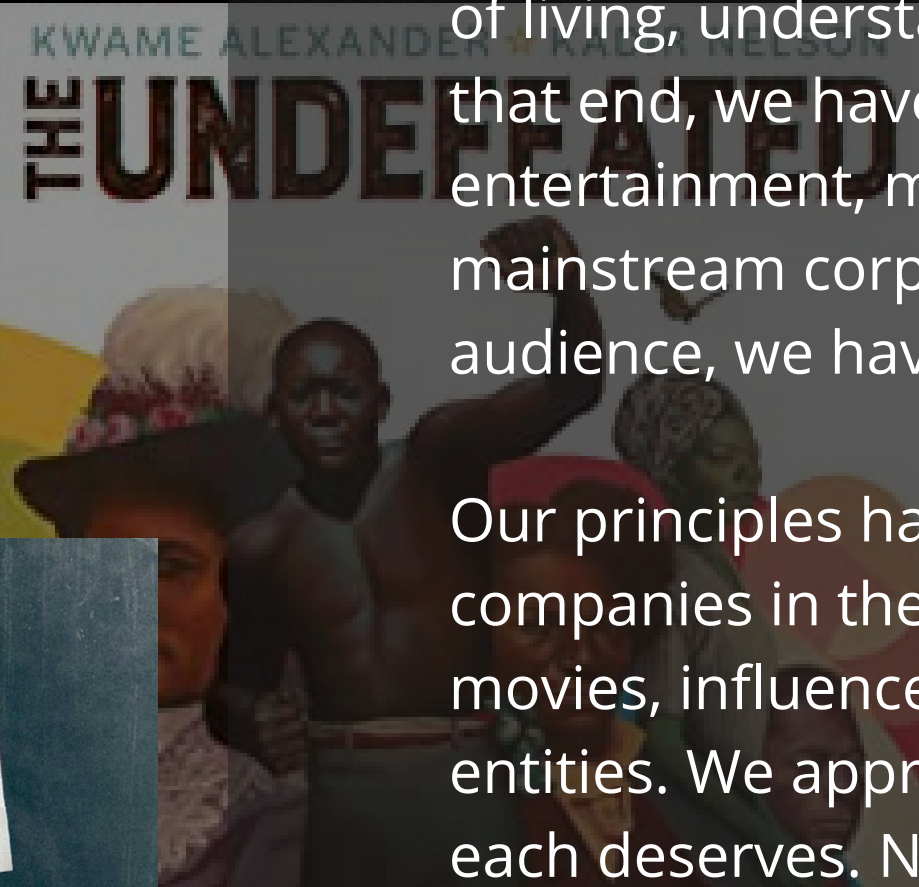
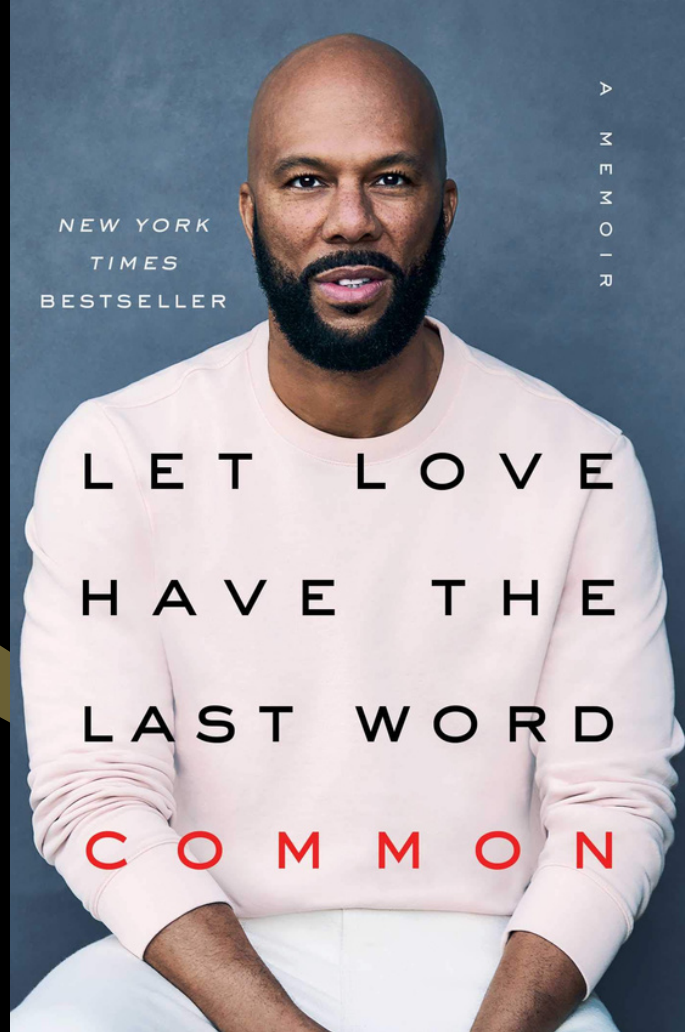
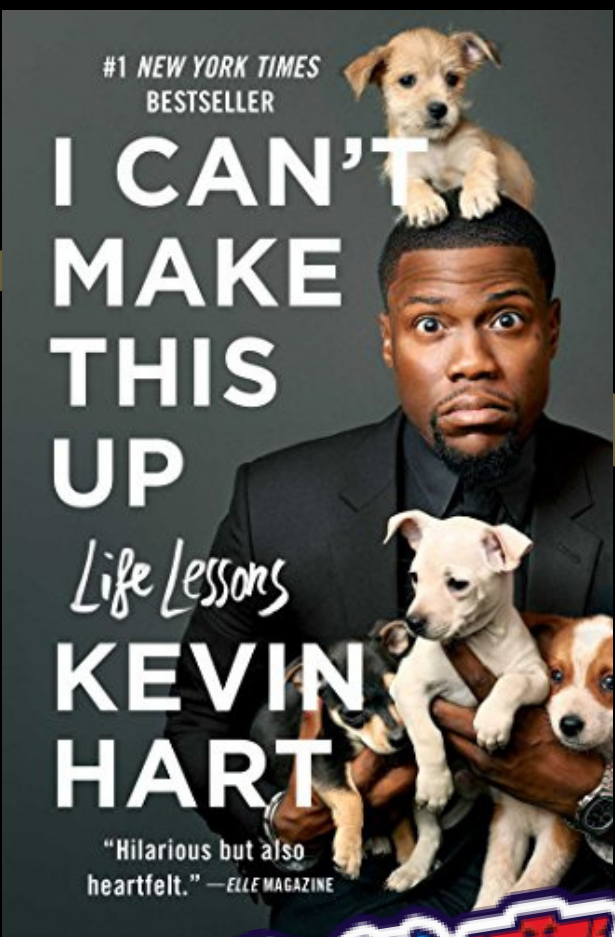
COLLECTIVE 5 ENTERTAINMENT



Branding • Content Development • IP • Marketing

The Future of Entertainment

Collectively we are certified ACDBE, DBE and MWBE

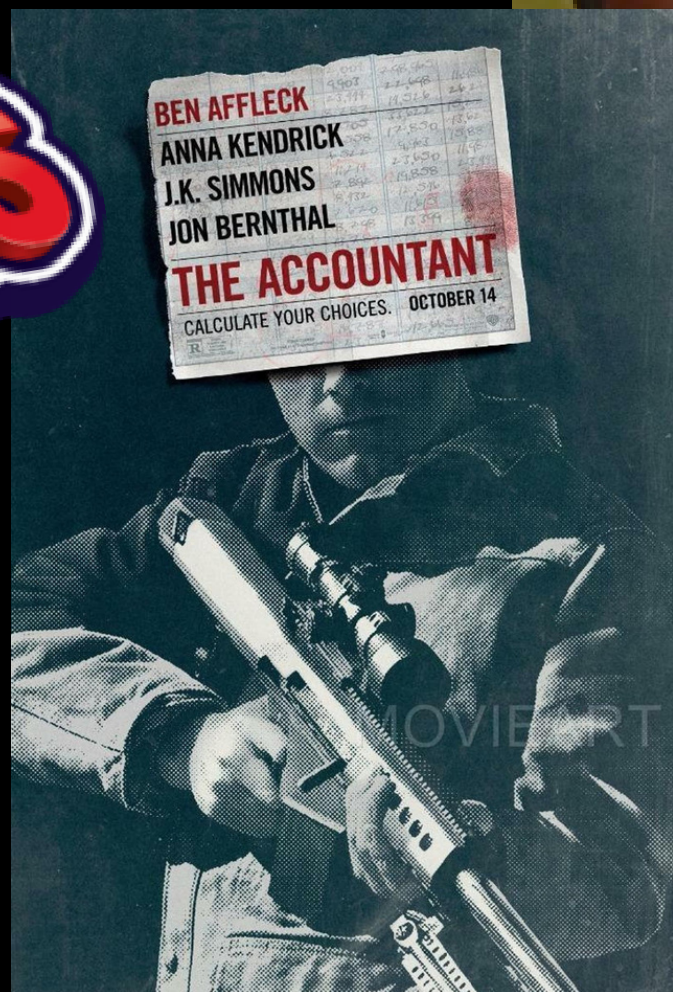


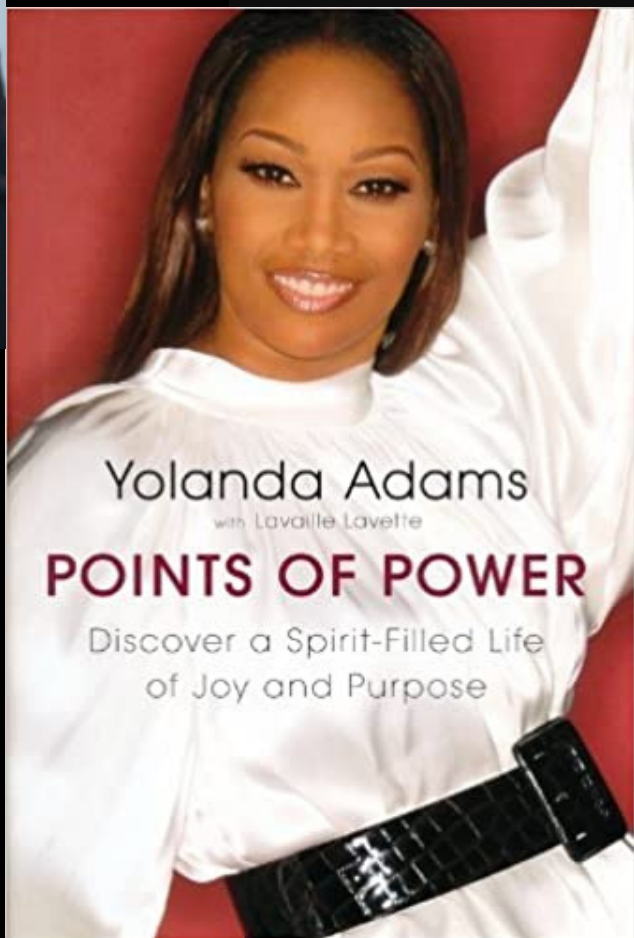
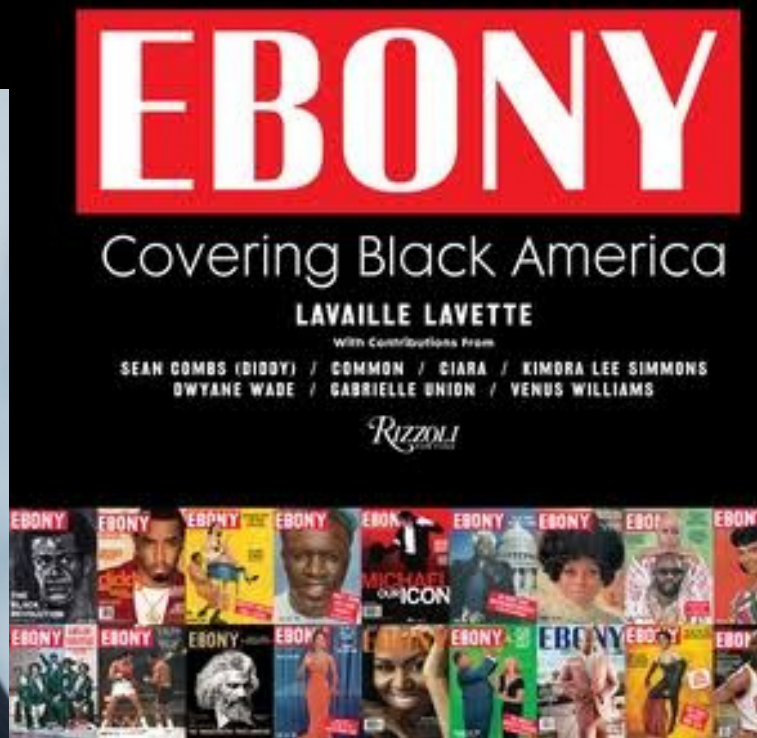
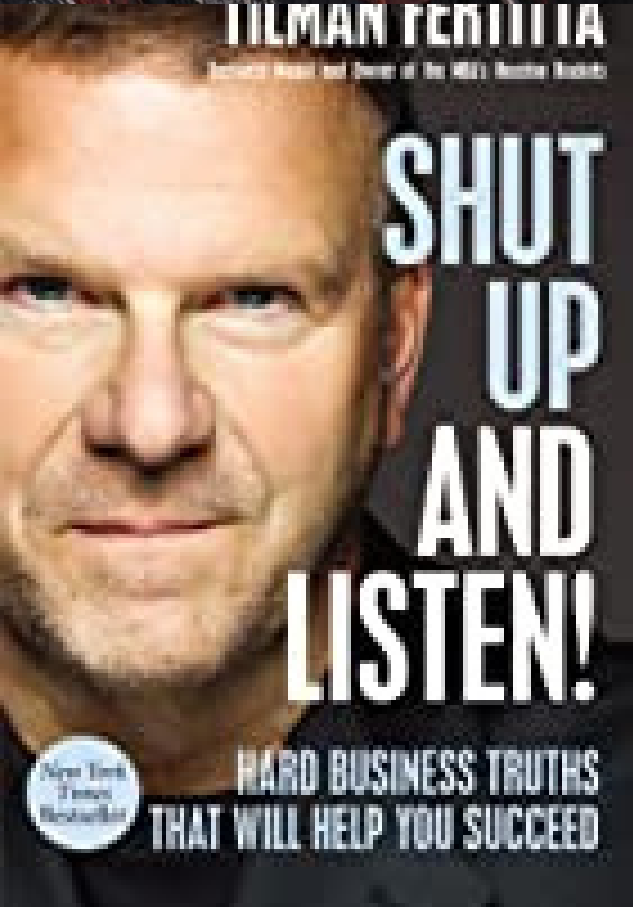
From Marketing to Brand Building

As people of color, we have had and continue to have the experience of living, understanding, and to being in tune with all audiences. To that end, we have the ability to reach anyone in any field--entertainment, media, faith-based, education, publishing, nonprofit, mainstream corporations, and consumer brands. Whatever the target audience, we have the proven skills to reach them.

Our principles have worked with and for some of the biggest companies in the world. We have successfully launched and marketed movies, influencers, books, television shows, music and publishing entities. We approach each product and project with the keen focus each deserves. No two projects are alike, and therefore each requires a unique campaign.

In addition to relationships with traditional media outlets, c5e works with social media influencers—from Tik Tok to Facebook and from Instagram to LinkedIn—offering the ability to connect with a wider audience who is in alignment with your initiatives.





From Packaging Deals to Client Management

BIPOC communities present a skyrocketing opportunity that is often missed by corporations. Companies recognize the possibilities, but are unaware of how to reach those audiences, as well as provide the content the audiences desire. The impact recent events have had on the bottomline of corporations can no longer be denied. Wall Street, Hollywood, brands, and book publishers now recognize what we have known all along--people of color are the greatest opportunity for growth, now and in the future.

Enter c5e (Collective 5 Entertainment) a new company marketing and providing content that the BIPOC communities desire. We also know how to develop, package, and present the content to work with partners. We exist to communicate with, and inspire all communities.

Virtual Events

We produce world class virtual events.

The global changes in the industry have opened up opportunities for brands to connect with audiences in the comfort of their own homes. Utilizing tools such as StreamYard and Zoom, c5e produces online events that put our clients in front of the people who will make the biggest impact and maximize their exposure.

We have the relationships.

Our industry relationships include the mainstream and Black media, national mainstream media, influencers, podcasts, bloggers, schools, reviewers, corporate sponsorships, and celebrities.

We have worked with the best.

As a collective, we have been in the entertainment industry for decades and we apply the skills we have perfected offline into the virtual world. Our team has worked and continues to work with actors, directors, studios, television networks, streaming companies, and the audiences who consume all of their content.

We have exclusive offerings.

In addition to the scale of unlimited groups, through the use of virtual cocktail rooms, we offer our clients an intimate VIP setting where they can offer private screenings, and interaction with the casts.



Connect with Us

- **Email:** Lavaille@C5entertainment.com
- **Website:** www.C5entertainment.com

The Future of Entertainment...is Now.

About Us



Yona Deshommes

Yona Deshommes is the president of Riverchild Media, a public relations firm specializing in the promotion of books by and for authors of color. She served as an Associate Director of Publicity at Atria Books, an imprint of one of the largest publishers in the world, Simon & Schuster. She has conceived and executed strategic publicity plans for a number of high profile clients that include New York Times best-selling authors Bishop TD Jakes, Taraji P. Henson, Zane, Charlie Wilson, George Clinton, Kevin Hart, Common, Ntozake Shange, Alice Walker and a host of other literary/entertainment luminaries.



Rockelle Henderson

Rockelle Henderson is the president of Rock Inked, Inc., a Creative Marketing and Content Management company. Over a career that spans more than 30 years, Rockelle has held positions at Random House, Penguin, HarperCollins and Disney/Hyperion. She has facilitated and been a part of the marketing campaigns for bestselling books by Tom Brokaw, Michael Crichton, Chris Gardner, Bill Gates, Edward P. Jones, Stephen King, Terry McMillan and more. Rockelle has developed a successful book festival in South Carolina that has hosted authors from around the world, and in 2020 hosted its first Global Virtual Event.



Lavaille Laverne

A bestselling author and editor of numerous books, including *New York Times* bestsellers, Lavaille has worked as a publisher, investment broker, school teacher, marketing executive and served as special advisor to a former US Secretary of Education. She owns several imprints with partnerships with major book publishers. Over the past 20 years, Lavaille has used her branding, merchandising and sales expertise to manage a number of business ventures with Fortune 100 Companies, well-known celebrities and athletes in the publishing, aviation, food, retail and sports industry.



Jeff Rivera

Jeff Rivera is an American writer/producer with an extensive body of work across all platforms, including TV, radio, and online. He is a contributor and entertainment reporter for the Huffington Post where he has interviewed nearly 200 high profile subjects. Rivera has produced social media campaigns, Skype/Google Hangout tours and web content for many high profile influencers, including Mark Cuban, Mark Victor Hansen, Jeff Kinney, Elmore Leonard, Mitch Albom, Stan Lee, Seth Godin, Nicholas Sparks, James Van Praagh and cast members from the Disney Channel and Nickelodeon.

COLLECTIVE 5

ENTERTAINMENT

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