Advancing racial equity by reshaping the development of mainstream entertainment

Launched by leading film and television company Rideback, the organization offers a transformative way forward for our industry.

Popular entertainment is arguably society’s most powerful force for change. But the lack of accurate representation perpetuates the racial divide in American society.

So Rideback Rise is embarking on a new mission to improve the status quo by creating opportunity and racial equity for all.

There’s no shortage of talented, established BIPOC creators, artists, and entrepreneurs. The only scarcity is the opportunity, funding and risk-taking that has existed for others in the Hollywood content machine.

Rideback Rise is determined to help break through these restrictive access points, enlarge the project development funnel, and activate more creators of color to develop feature films, television, digital and audio content, and more.

Not preachy content, but popular entertainment that features more people of color, created by people of color, so our culture fully and truly reflects society.

Rideback Rise marries an innovative approach with the power of non-profit funding and the experience and track record of Rideback. Our expertise is in creating cultural events with mainstream global appeal. Rideback-produced films have grossed over $5 billion in worldwide box office.

We’re committed to creating a more empathic world. We believe stories have the power to unite people, bridge cultures, and achieve racial equity.

Please join us.

For more information on the Rideback Rise program and to learn how you can fund this work, please contact Michael LoFaso at michael.lofaso@rideback.com

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Rideback Rise is a new non-profit creative hub and content accelerator empowering the next generation of Hollywood leaders

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How the Rise Fellowship works

**ANNUAL COHORTS**
BIPOC Creator/Entrepreneur Fellows, 5 in first year, scaling to a goal of 25 in year five, use the Rideback “brain trust” process to achieve creative excellence and magnify the amount of BIPOC content entering the Hollywood’s film and TV development funnel

**MENTORSHIP**
Rise Fellows are mentored by high-level non-writing BIPOC creatives and Rideback executives

**IP FUND**
Rise Fellows access our IP Fund to option material, reducing barrier of perceived risk of BIPOC-related IP

**VISUALS FUND**
Rise Fellows are given the ability to create visuals, storyboards, etc., to help develop their projects

**SALES SUPPORT**
Rise Fellows are guided through the sales process

**DEDICATED CREATIVE CAMPUS**
Rideback Ranch provides collaborative work and performance space and year-round programming to support the creative process

**VIRTUOUS LOOP**
In success, Rideback Rise Fellows give back to the next generation of Fellows in the program