

SINCERELY,

Love

BRAND SPONSORSHIP

AN ORIGINAL SERIES CREATED BY DENNIS WILLIAMS



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PILOT PRESENTATION SCREENING

HOSTED BY



KIKI AYERS



151
Posts

104K
Followers

715
Following

CELEBRITY PUBLICIST // ENTREPRENEUR // PUBLIC SPEAKER

SCREENING DETAILS

WED, JUNE 21, 2023 // LOS ANGELES, CA (Hosted by Kiki Ayers)

FRI - SUN, JULY 21 - 23, 2023 // ATLANTA, GA

THUR, AUG 10, 2023 // WASHINGTON, D.C.



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CREATIVE BRAND REACH

According to Statista, media networks have experienced a growth in original scripted content across TV/Streaming platforms due to the increase of viewership and demand from global audiences.

What does this mean?

With scripted content on the rise, the new TV series "Sincerely, Love" bridges 3 generations of audiences through relatable storytelling. This presents a unique opportunity for your brand to position itself across the competitive landscape by use of media to:

- Re-target its reach to Multi-cultural Millennials, Gen-X and Gen-Z.
- Maintain product relevancy
- Introduce new products to the market
- Filter products throughout (but not limited to) Sincerely, Love episodes, private screenings and social channels



The Growth of Scripted Content: [Reference](#)

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SCREENING DEMOGRAPHICS

ATTENDEES: 300 – 350

Inclusive of All Gender Identities

Multi-Cultural Millennials + Gen-X

TV/Film Executives

Hosted by Celebrity Publicist

Media Outlets, Lifestyle, Culture, Blogging,
Influence, Contributing Editors

SCREENING REGIONS

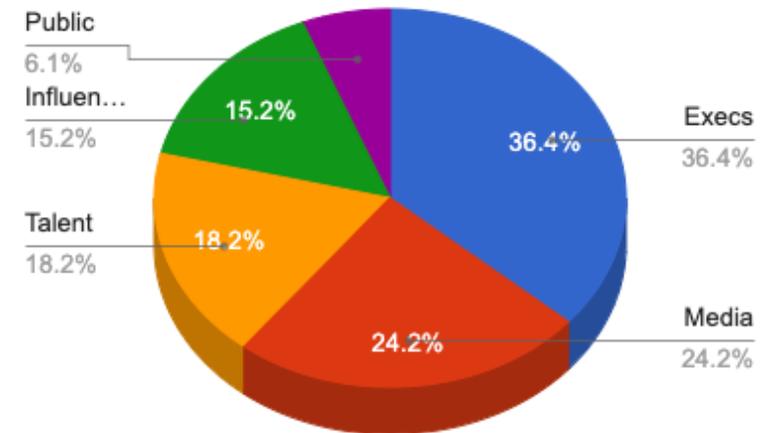
Three U.S. Markets: LA, ATL, DC

PARTNERSHIP THROUGH SPONSORSHIP

The executive team has identified your brand as a partner for sponsorship for the screening of Sincerely, Love. Your product directly targets the demographics of our viewers.

Scripted television (series) has the proven ability to capture and grow its audience week-after-week, while influencing culture and integrating brands through the lens of powerful storytelling.

ATTENDEE PROFILE



- Cross-Generational Between Ages of 25 – 55
- Media + Film Executives of Diverse Educational Background
- Media + Film Executives of Inclusive Background
- Lifestyle/ Brand / Social Influencers
- Talent (Host/Actors/Actresses)

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SHOW DEMOGRAPHICS

Multi-Cultural Millennials + Gen-X

US / EMEA (NOT LIMIED TO)

Inclusive of Gender Identities

VIEWERSHIP PROFILE

- Primarily adults between 20 – 40s
- Social Climate and Unrest
- Celebration of Cultural Moments
- Lifestyle / Fashion / Travel
- Explorers of Relationship
- Career-driven
- Friendship Dynamics
- Self-Love / Discovery
- Therapeutic Relief
- Breaking Co-Dependency

BACKGROUND

Executives across the film and tv industry independently produced the pilot presentation of the new scripted TV series, *Sincerely, Love*, a show centered around two friends that navigate their 30's in East Point Atlanta. They change the world at one of the leading marketing agencies, but face nuances in their personal worlds when family and societal norms impact their decisions to engage in emotionally-charged complexed relationships.

Demographics and data pulled from comparable shows

SPONSORSHIP PACKAGES

Become an official sponsor of the Sincerely, Love screening and maximize your brand reach through strategic product placement. Re-target your clientele through creative impactful storytelling by selecting a sponsorship tier below to achieve immediate and long-term brand visibility.

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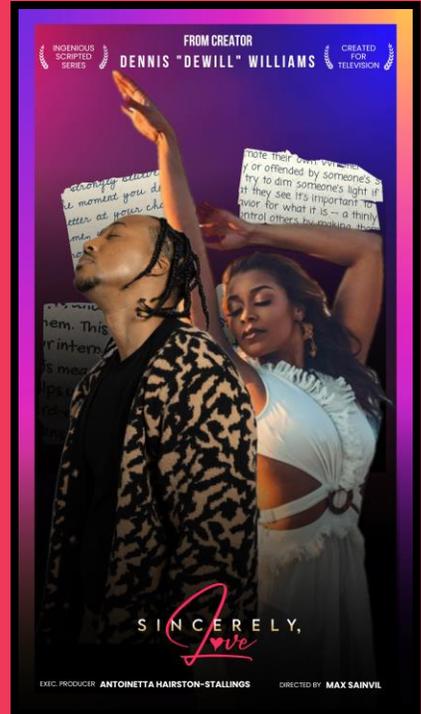
SPONSORSHIP TIER	THE CULTURE	INFLUENCE	EVOLUTION
30 – 45 SECOND ROTATIONAL PREVIEW	Up to 2 Ads	1 Ad	x
PROGRAM PRODUCT PLACEMENT CONTRACT (SEASON 1: 2 EPISODES)	√	x	x
TRAILER PLACEMENT (1 EPISODE)	√	x	x
DIGITAL PROGRAM (DESCRIPTION)	1 Page	½ Page	Listed
HOST MENTIONS	√	√	√
SOCIAL MEDIA PLATFORM PLACEMENT	√	√	√
MEET & GREET W/ CAST + PRODUCERS	√	√	√
SCREENING PASSES	6	4	2
SCREENING COVERAGE ACROSS 3 MAJOR MARKETS	3	2	1
AD BANNER + LINK ON DIGITAL GUEST INVITATION	√	√	Logo
PRODUCT BOOTH	√	x	x
GIFT BAGS	√	√	√
POST-SCREENING TASTING	√	x	x
SPONSORSHIP TIER COST	10K	7K	5K



LOVE JONES



FEELS LIKE

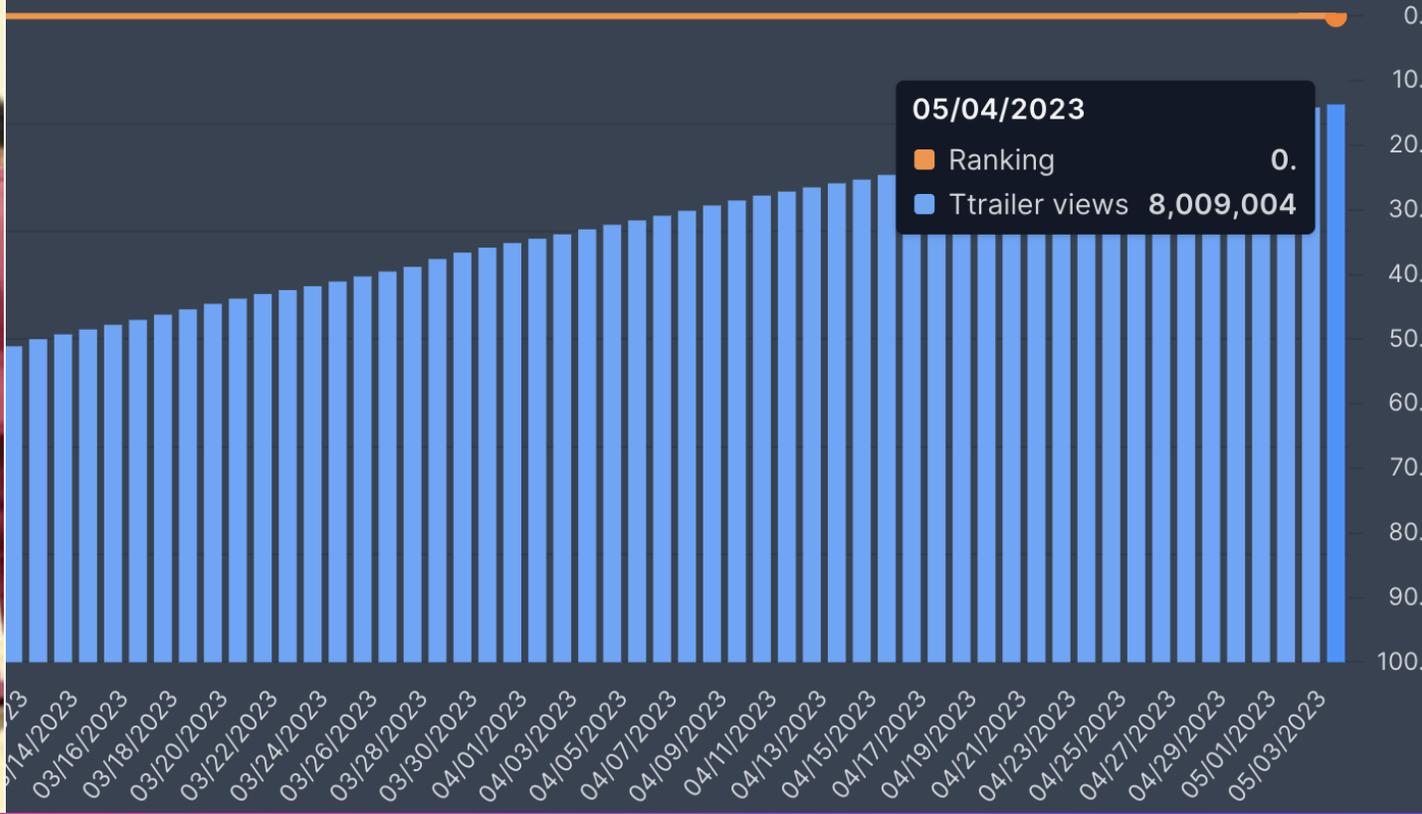




TRAILER STREAMING VIEWS

02/04/2023 📅 — 05/04/2023 📅

Last 3 months Last 6 months Last year All-time



TRAILER VIEWS (LONG-TERM POTENTIAL BRAND VISIBILITY)

Source: <https://flixfpatrol.com/title/the-white-lotus/trailers/>

TRAILER STREAMING VIEWS

01/05/2023 📅

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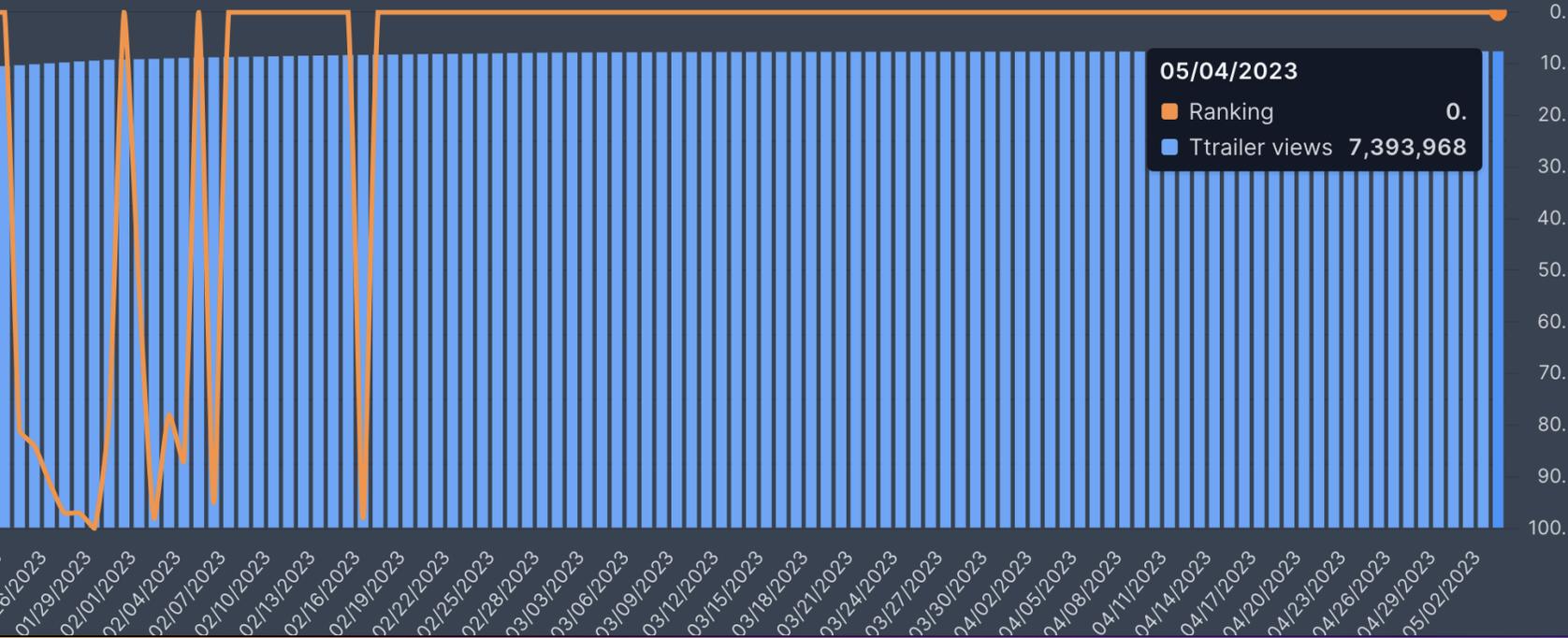
05/04/2023 📅

Last 3 months

Last 6 months

Last year

All-time



TRAILER VIEWS (LONG-TERM POTENTIAL BRAND VISIBILITY)

Source: <https://flixpatrol.com/title/harlem/trailers/>



ONWARD,
OKAY?!

insecure

HBO ORIGINAL

TRAILER STREAMING VIEWS

12/13/2021

05/04/2023

Last 3 months

Last 6 months

Last year

All-time



TRAILER VIEWS (LONG-TERM POTENTIAL BRAND VISIBILITY)

Source: <https://flixpatrol.com/title/insecure/trailers/>



CONFIRMATION OF PARTNERSHIP

We look forward to creating and establishing a partnership through sponsorship with your brand. There are endless opportunities to creatively position your product throughout the journey of the new show Sincerely, Love.

ONLINE

PLEASE CONFIRM YOUR SPONSORSHIP BY JUNE 5, 2023 BY 6 P.M. EST. BY VISITING
<https://www.legendarystudioshows.com/brandexperience>

QUESTIONS? CONTACT.

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PLAY TRAILER

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DEENA (RENELLE)



TAYLOR (KEYSHA E)



BRE (PATRICE)

THE CAST

KNOWN AS:

RENELLE NICHOLE (*SNOWFALL, CHICAGO MED, POWER*)

LA'KEYSHA EDWARDS (*A FALL FROM GRACE*)

PATRICE COVINGTON (*A LEAGUE OF THEIR OWN, GENIUS- ARETHA, THE COLOR PURPLE BROADWAY*)

NIGEL COX

RODNEY RIKAI (*HOPE STREET HOLIDAY*)

CHRISTOPHER DEON



BRANDON (NIGEL)



SEAN (RODNEY)



DAMION (CHRISTOPHER)

A city skyline at dusk with a large black silhouette of a hand pointing towards the text.

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THANK YOU!