

SPONSORSHIP OPPORTUNITY

“Stuck In Society”

A GROUNDBREAKING TELEVISION SERIES
ADDRESSING MEN'S MENTAL HEALTH

 **Impact Innovation Foundation**

POWERED BY



Show Synopsis

***"Stuck In Society"* follows the lives of four young men from South Central Los Angeles as they navigate the challenges of adulthood. This series highlights their struggles with mental health, the pressure of societal expectations, and their efforts to break free from the cycles of trauma that have defined their families for generations.**

The main character, Isaiah Johnson, along with his friends Michael, Reggie, and Jamal, represent the untold stories of many young men in minority communities who face systemic challenges. Through their journey, the show explores themes of resilience, brotherhood, and the quest for healing.

KYLE LINDSEY

JOSH LYLES

JAMIR MCCLINTON

The Pilot



Medicine in the Form of Entertainment

This series is designed not just to entertain, but to serve as a form of therapeutic storytelling. By depicting the raw realities of mental health struggles in minority communities, "*Stuck In Society*" aims to **raise awareness, reduce stigma, and provide a platform for discussion around men's mental health.**

Mental Health Focus

The show serves as a "**medicine**" by showing how the characters confront their mental health challenges and find pathways to healing. It **emphasizes the importance of community support, therapy, and self-awareness as tools for overcoming adversity.**

Impact Goal

To **inspire** viewers, particularly **young men** in similar situations, **to seek help and understand that they are not alone in their struggles.** This series also aims to encourage broader societal conversations about mental health, particularly within communities that are often overlooked.



IIF - Impact Innovation Foundation

IIF - Impact Innovation Foundation is a global 501(c)(3) nonprofit dedicated to driving innovation through social entrepreneurship. By supporting startups and youth tackling critical global challenges, IIF provides vital education, mentorship, and funding to help these ventures create sustainable, scalable solutions.

Our vision is to accelerate the cycle of innovation by supporting early-stage startups, ensuring they have the tools and resources needed to create scalable social impact. In addition to shaping the future by nurturing the next generation of change-makers, IIF provides program to support economic development, women, youth and homelessness.



Invitation to Sponsor *"Stuck In Society"*

IIF and Akwire are working together to **foster social change through innovative approaches**. IIF's mission to **empower startups that drive social impact** aligns with Akwire's goal of using media as **medicine in the form of entertainment** to **address critical societal issues like mental health**. Both organizations aim to spark important conversations and provide support to underserved communities. Through Stuck In Society, they combine storytelling with real-world impact, leveraging media to raise awareness and engage audiences around issues that align with both of their missions.

Sponsorship Benefits:

- Gain visibility on major streaming platforms
- Engage with millions of viewers across the globe
- **Align your brand with forward-thinking organizations**
- Support the critical sectors of mental health, youth, veteran, women, and homelessness
- **Access tax-deductible sponsorship options through IIF, a 501(c)(3) nonprofit**



**Impact
Innovation
Foundation**



Benefits of Sponsoring *"Stuck In Society"*

Sponsoring For Exposure Not ROI

Sponsors are **not paying for ROI, they are paying for viewership amongst the masses**. The show's focus on minority communities and mental health ensures a deeply engaged audience that resonates with your brand's values. This is particularly valuable for brands targeting the 18-34 age demographic, a key consumer segment.

Content Alignment

Sponsoring *"Stuck In Society"* aligns your brand with socially responsible content, **enhancing your reputation as a company that cares about critical societal issues such as mental health and diversity**.

Extensive Market Reach

The show will be distributed across one or more global streaming platforms, reaching millions of viewers worldwide. Sponsors will benefit from **exposure on platforms like Netflix, Disney+, and Prime Video**, each with its own vast, engaged audience.

Long-Term Brand Visibility

As the show gains popularity and potentially extends to multiple seasons, **your brand will continue to be associated with meaningful, impactful content, offering long-term visibility and engagement**.



Sponsorship Levels Explained For Our 10 Episodes

Title Sponsor

\$1M For 1 Episode

\$10M For The Entire Season

The **Title Sponsor is our Exclusive Sponsor Level.** There can only be one per episode. **A company can be the sole sponsor for the entire season.** It is first come first serve.

- Exclusive naming rights ("Your Company" presents 'What IIF?')
- Prominent logo placement in opening and closing credits
- Multiple product/logo placements
- Mentions in promotional materials
- Website integration
- 2 Staff Mentors on the show
- Invitations to filming events

Primary Sponsor

\$500K For 1 Episode

\$5M For The Entire Season

The Primary Sponsor is only available to **two companies per episode.** A company can be a sponsor for the entire season. It is first come first serve.

- Prominent logo placement in closing credits
- Multiple product/logo placements
- Mentions in promotional materials
- Website integration
- 1 Staff Mentor on the show
- Invitations to filming events

Secondary Sponsor

\$250K For 1 Episode

\$2.5M For The Entire Season

The Secondary Sponsor is only available to **four companies per episode.** A company can be a sponsor for the entire season. It is first come first serve.

- Logo placement in closing credits
- Product placements
- Mentions in promotional materials
- Website integration
- Invitations to filming events

Sponsorship Levels Explained For Our 10 Episodes

Case Study Sponsor

\$100K For 1 Interview

\$1M For All 10 Interviews

The **Case Study Sponsor is featured at the end each case study's segment.** There can only be ten case study sponsors per interview. A company can be a sponsor for all 10 interviews. It is first come first serve.

- Company logo in case study segment closing credits
- Logo featured on the interview backdrop
- Company Logo and URL in case study materials in the footer
- Company Name On Case Study mentions on Website

Logo Placement

\$50K For 1 Interview

\$500K For All 10 Interviews

The Logo Placement level is available to **twenty (20) companies per case study interview.** When interviews are filmed, all logos for that interview will be displayed on the backdrop. A company can be a sponsor for all 10 interviews. It is first come first serve.

- Logo featured on the interview backdrop
- Company Name in case study materials in the footer
- Company Name in case study segment closing credits



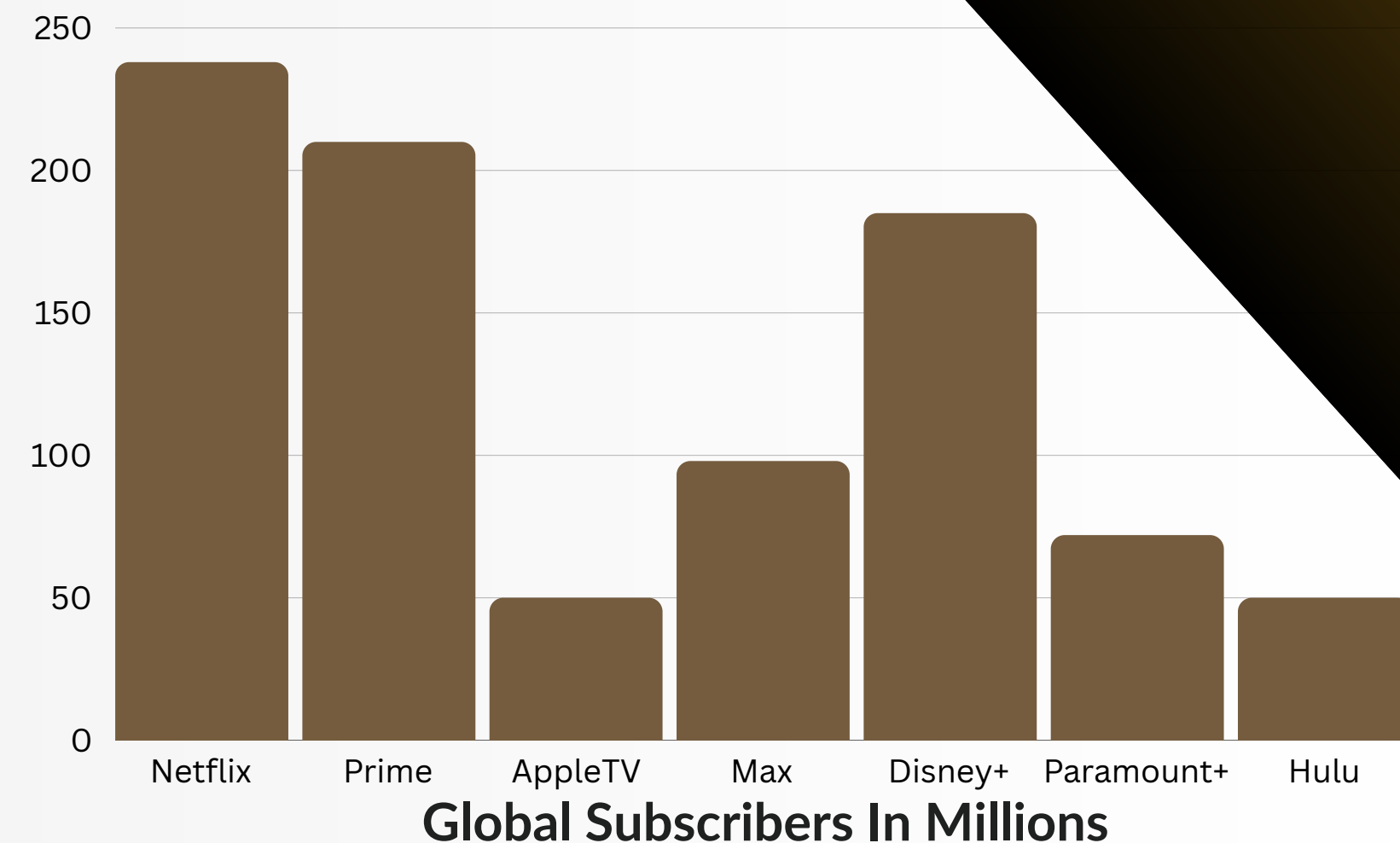
Your Global Sponsorship Reach



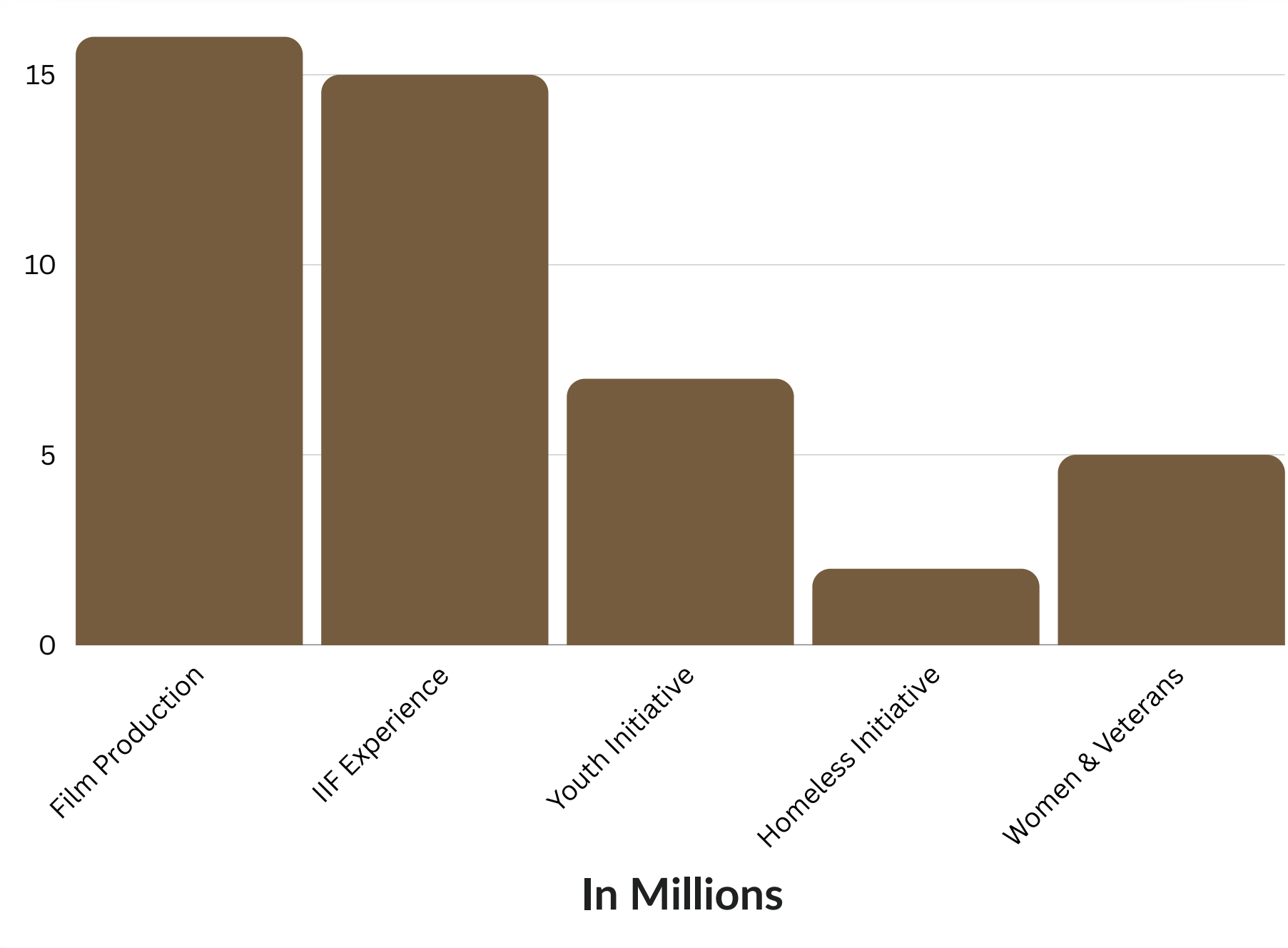
Sponsoring "*Stuck In Society*" presents a unique opportunity for your company to reach millions of engaged viewers in a rapidly growing and highly competitive market. The global streaming services market is experiencing significant growth, driven by the demand for original content and technological advancements.

The global streaming services market was valued at **USD 95.61 billion in 2023** and is projected to reach **USD 176.48 billion by 2028**, growing at a Compound Annual Growth Rate (CAGR) of 13.2%. This explosive growth offers sponsors access to a large, expanding audience actively seeking high-quality, original content across various platforms.

Sponsoring "*Stuck In Society*" offers your company a powerful opportunity to connect with a global audience, boost brand visibility, and strengthen your corporate social responsibility efforts, all within a fast-growing and highly competitive streaming market.



Use of Funds



\$15M	Film Production & Distribution Fees
\$19.9M	\$4.9M: The IIF Experience Education Program: 90 Startups Fellowship: 80 Startups \$3M: Conduct Research \$12M: Innovation Fund - Launch Alumni’s Startups
\$4.8M	K12 Program: 700 Students Growth Achievement Program: 50 Youth
\$3M	The Innovation Housing Project: Development & Building Program
\$3.3M	Virtual Entrepreneurship Program: 625 Women Veteran’s Program: 125 Veterans

The IIF Experience

The IIF Experience is a unique, comprehensive journey that supports social impact startups through a two-step process, offering both education and mentorship. Unlike traditional accelerator programs, IIF's approach is tailored to meet the specific needs of each startup, equipping them with the tools and resources required for long-term success.

Step 1: Education Program with Mentorship

Forms the foundation of the IIF Experience, offering a business-focused education designed to help startups build sustainable and impactful ventures. This program allows startups to learn essential business skills, enhance innovation, and develop creative solutions.

Step 2: Fellowship Program with Mentorship

A six-month immersive experience designed to prepare startups for launch. Participants create their Startup Launch Packet, a comprehensive business guide that outlines every aspect of their startup, making them ready to implement their plans and secure funding.



REORES

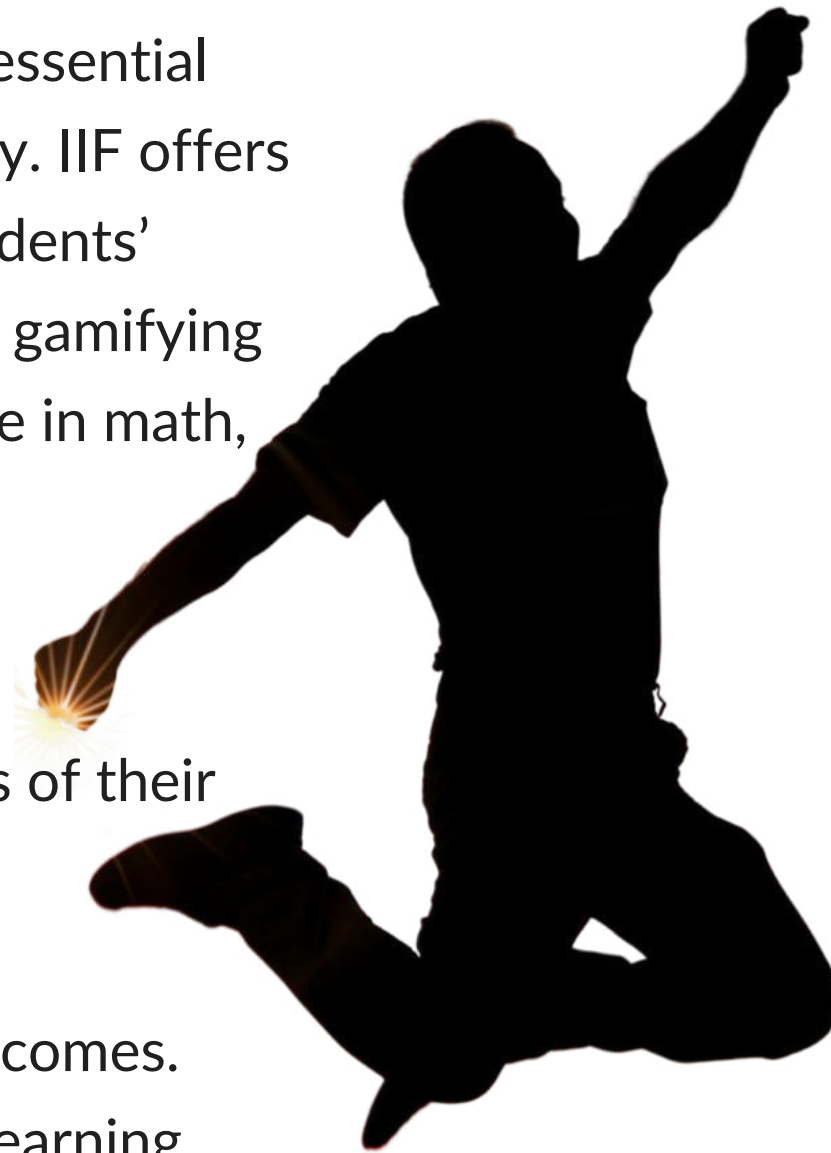
Youth Initiatives

Close the Achievement Gap (K-12)

Addresses educational disparities by providing essential resources to help students succeed academically. IIF offers remote learning environments that improve students' literacy in math, reading, and writing, while also gamifying the learning process to increase their knowledge in math, language arts, science, and social studies.

Goals:

- Prepare students for the academic demands of their future studies and careers.
- Provide a supportive and engaging learning environment that enhances educational outcomes.
- Empower students to take control of their learning journey and achieve their goals through mentorship and incentives.



Growth Achievement Program (GAP): Zero to Hero

Equips youth and young adults (ages 13-30) with essential technology and entrepreneurship skills, ensuring they are prepared for future careers in the digital economy. **Program Focus Areas:**

- Software Development
- AI, AR, and VR
- Cybersecurity
- Digital Design & Content Creation
- Business & Entrepreneurship

Goals:

- Bridge the digital divide and provide high-quality education to youth from diverse backgrounds.
- Equip participants with technology skills that are in high demand in today's job market.
- Foster innovation and cultivate the next generation of leaders in the technology sector.

The Innovative Housing Project

The Innovative Housing Project addresses homelessness by providing a holistic program combining stable housing, vocational training, mental health support, and job placement. The 12-18 month program equips participants with the resources needed to rebuild their lives, utilizing storytelling as a tool for healing through "Medicine in the form of Entertainment" by Akwire Media Group.

Program Components:

- Housing & Utilities (Months 1-18)
- Technology Support (Laptop & WiFi)
- Vocational Training
- Job Shadowing & On-the-Job Training
- Job Placement (Months 11-13)
- Mental Health Support (Ongoing)

Goals:

- Provide stable housing and resources
- Equip participants with job-ready skills
- Support mental health through creative expression

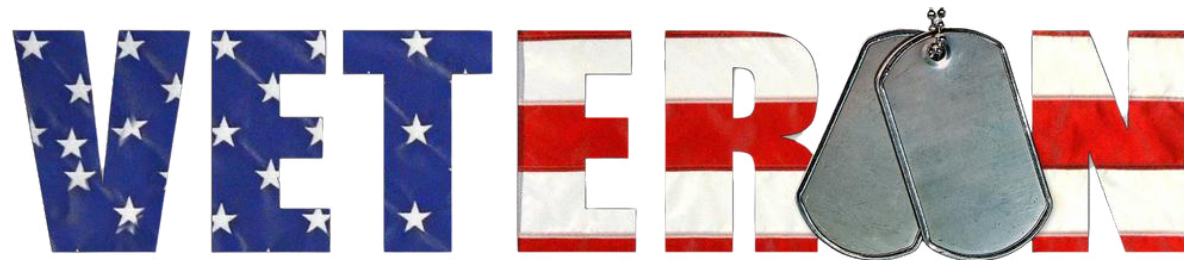


Veteran & Women's Initiatives

Veteran Pathways to Success

The Veteran Pathways to Success program supports veterans transitioning to civilian life by offering career development in IT Support, Programming, Project Management, Cybersecurity, Sales, and Entrepreneurship. The 12-18 month program equips veterans with technical skills and job placement support. **Program Focus Areas:**

- IT Support & Programming
- Cybersecurity
- Project Management
- Sales & Customer Service
- Entrepreneurship



Goals:

- Leverage veteran's skills in high-demand career fields
- Provide technical training and mentorship
- Ensure long-term career success for veterans

Women's Virtual Entrepreneurship Development Program

This Program has been designed to empower women in high-poverty areas in California and across 24 counties throughout the nation by facilitating the establishment of home-based businesses through virtual training, community support, and mentorship. This program aims not only to generate income for families, but also contribute to the economic growth of their communities.



The program utilizes virtual platforms for delivering training and support, making it accessible to a wide audience without the constraints of a physical location. The program actively engages with community leaders and organizations to identify and recruit potential participants. Our goal is to directly contribute to the economic upliftment of individuals and communities by creating new income opportunities and fostering a sustainable economic environment.

Exploring the Mental Health Impact: Case Study Opportunity

1

Overview

"Stuck In Society" is not only a show; it is a tool for mental health advocacy and research. The show provides a unique opportunity to explore how media can influence mental health awareness, stigma, and help-seeking behaviors, especially in minority communities.

2

Research Focus

The study will investigate how viewers relate to the characters, how the show's portrayal of mental health challenges resonates with real-life experiences, and how the content could be used as a therapeutic tool.

Potential Research Partners



**Black
Mental Health
Alliance**



**AMERICAN
PSYCHOLOGICAL
ASSOCIATION**

National Institute
of Mental Health



SAMHSA
Substance Abuse and Mental Health
Services Administration

MIHA
Mental Health America



The Jed Foundation

Maximizing Brand Visibility Through Mental Health Research

- Partnering exposes your brand to a highly engaged, influential demographic focused on mental health advocacy.
- Enhance brand visibility among healthcare providers and communities nationwide.

- Align your brand with a trusted organization that shapes mental health discourse worldwide.
- Position your brand at the forefront of mental health advocacy and public awareness.

- Connect with a critical, socially conscious youth audience, enhancing brand relevance and trust.
- Access networks reaching millions through mental health campaigns and public health initiatives.

- Align with efforts to promote equity in mental health care, reaching underrepresented populations.
- Engages millions through research, publications, and social media.

The Strategic Value of Sponsorship

- **Cultural Relevance:** This show addresses pressing issues within minority communities, making it culturally significant and relevant to today's social conversations.
- **Brand Association:** Aligning your brand with a show that promotes mental health and resilience positions you as a socially responsible company committed to making a positive impact.
- **Market Reach:** Leverage the expansive reach of global streaming platforms to connect with a diverse, engaged audience.
- **Supporting Research:** Your sponsorship not only funds the production of the show, but also enables groundbreaking research that can have a lasting impact on mental health awareness and intervention strategies.



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**WHY SPONSOR
"STUCK IN
SOCIETY"?**

Ready to Partner with Us?

We look forward to the opportunity to partner with you on this impactful project and bring "***Stuck In Society***" to a global audience. Together, we can create content that not only entertains, but also inspires change and contributes to meaningful research in the mental health field. **Leverage your tax-deductible sponsorship to elevate your brand in the rapidly growing streaming industry, projected to reach USD 176.48 billion by 2028.**

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