



Multimedia Production



Real Estate & Land Preservation



Food Forests & Natural Resources



Wellness Retreats & Health Fairs

# ENDOWMENT



**SITEMEDIA**  

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**DIGITAL ANGELS**

FULL SERVICE MULTIMEDIA & BRANDING  
A 501(C)(3) ECO-FRIENDLY PUBLIC CHARITY

# PRESENTATION OUTLINE

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# P R E S S   R E L E A S E

## FOR IMMEDIATE RELEASE

### **SITEMEDIA Launches Crowdfunding Campaign to Support RasTafari TV Network's Educational Cinematography & Animation Series**

**Miami, FL - July 11, 2023**

SITEMEDIA, a 501c3 public charity based in Miami, Florida, is excited to announce the launch of a crowdfunding campaign in support of RasTafari TV Network's heritage cinematography and educational animation series. This groundbreaking initiative aims to preserve our ancient indigenous and Divine Faith and Culture while providing captivating and educational content for posterity.

RasTafari TV Network, in collaboration with SITEMEDIA, will produce a multimedia heritage and animation series that chronicles the teachings, history, and traditions of the lineage of the indigenous peoples of the earth with a focus on the Solomonian Dynasty and Tewahedo faith in a chronological order. Through the use of hyper-realistic CGI animation, viewers will be transported to ancient Afrika/Ethiopia, immersing themselves in the rich cultural and spiritual heritage of the region.

Recognizing the need to bridge the gap between ancient wisdom and modern media, SITEMEDIA and RasTafari TV Network, are seeking support from the community through a crowdfunding campaign. The funds raised will be used to cover the costs of animation production, script development, voice acting, sound design, and distribution, ensuring the highest quality and reach for the animation series.

We believe that storytelling and animation have the power to educate, inspire, and preserve our cultural heritage," said Haile Giorgis the Multimedia Director at SITEMEDIA. "Through this animation series, we aim to engage young minds while nurturing a deep appreciation for the ancient Tewahedo and other indigenous benevolent faiths. We are thrilled to launch this crowdfunding campaign and invite the community to join us in this important endeavor."

Supporters can contribute to the crowdfunding campaign through various platforms, including Patreon, Kickstarter, Indiegogo, and other crowdfunding sources. In addition to funding the animation series, the campaign will also provide multimedia services and financial support to RasTafari TV Network,, enabling them to expand their reach and impact within the community.

Preserving our stories and sacred texts is essential for the continuity and vitality of our cultural heritage. By supporting SITEMEDIA's crowdfunding campaign, individuals can make a tangible difference in preserving the ancient wisdom of Afrika/Ethiopia, while providing educational and entertaining content for future generations.

For more information about the crowdfunding campaign or to pledge an endowment or contribution, please visit [www.rastafari.tv](http://www.rastafari.tv) or contact Sis. Fan'aye SunLight Zena-Selassie at + 954.673.6823 at [site@sitemedia.us](mailto:site@sitemedia.us) or [info@rastafari.tv](mailto:info@rastafari.tv)

**ABOUT SITEMEDIA:** SITEMEDIA is a 501c3 public charity based in Miami, Florida. The organization is dedicated to preserving and promoting cultural heritage through the use of multimedia and innovative storytelling techniques. SITEMEDIA collaborates with various partners and initiatives to create engaging content that educates, inspires, and preserves our diverse heritage.

**ABOUT LIJ (YOUTH) NETWORK:** The LIJ (Youth) network is a vital platform within the Rastafari TV Network, dedicated to empowering young individuals with knowledge about the ancient faith and their indigenous cultural roots. Through multimedia initiatives and gaming, the LIJ Youth network aims to inspire the younger generation to connect with their heritage and preserve their sacred texts and traditions.

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# ENDOWMENT FUND



# LLJ



**DONATE + DIGITIZE**

# The Solomonic Dynasty

A DAVIDIC & MESSIANIC BLOODLINE

@rastafarity

ANCIENT DIVINITY





# **PRESERVING ANCIENT WISDOM: SITEMEDIA DIVINITY & HERITAGE ENDOWMENT EDUCATIONAL SERIES**

## **INTRODUCTION:**

We invite you to join us in supporting SITEMEDIA, a 501c3 public charity based in Miami, Florida, as we embark on an inspiring mission to create a captivating multimedia heritage and animation series. Our project aims to shed light on the ancient Africentric faiths, told in chronological order, through powerful cinematography to hyper-realistic CGI animation. This initiative, in collaboration with the Rastafari TV Network seeks to educate and entertain young minds while preserving our sacred texts and stories for posterity.

## **THE CHALLENGE:**

In today's fast-paced digital world, the rich cultural and spiritual heritage of the ancient and original peoples are at risk of being lost or forgotten. As technology rapidly advances, traditional storytelling methods struggle to capture the attention and imagination of modern society, especially the youth. Recognizing this challenge, SITEMEDIA and the RasTafari TV Network have come together to bridge the gap between ancient wisdom and contemporary media, empowering our people to connect with their cultural roots.

# OUR SOLUTION

We invite you to join us in supporting SITEMEDIA, a 501c3 public charity, as we embark on an inspiring mission to create a captivating multimedia children's animation series. Our project aims to shed light on our ancient Divine faiths, told in chronological order, through hyper-realistic CGI animation and powerful cinematography. This initiative, in collaboration with Rastafari TV Network's LIJ Youth network, seeks to educate and entertain young minds while preserving our sacred texts and stories for posterity.

## Benefits of Supporting Us:



### Preservation of Cultural Heritage:

By supporting our project, you will contribute to the preservation and dissemination of the ancient Divine faiths, ensuring that future generations can connect with their roots and appreciate their cultural heritage.



### Educational Entertainment:

Our cinematography and animation series will provide a unique and engaging educational experience for all viewers, enabling them to learn about ancient faiths, history, and values of The Motherland while enjoying captivating storytelling and high-quality animation.



### Empowering the LIJ Youth Network:

Your support will not only fund our animation series but also empower the LIJ Youth network to continue their important work. By collaborating with SITEMEDIA, they will gain access to multimedia services and funding, enabling them to expand their reach and impact within the community.





# CONCLUSION:

Preserving our stories and sacred texts is crucial for the continuity and vitality of our cultural heritage. By supporting SITEMEDIA's crowdfunding campaign for RasTafari TV Network's cinematography, educational and animation series, you will play a vital role in bringing ancient wisdom to life through captivating hyper-realistic CGI animation.

Join us in this transformative journey to educate and inspire young minds while safeguarding our cultural heritage for generations to come. Together, we can make a difference and create a lasting legacy.



# ANALYTICS + DEMOGRAPHICS

RASTAFARI TV NETWORK, INC.



Average monthly  
website visitors

A unique niche market with  
100% organic growth



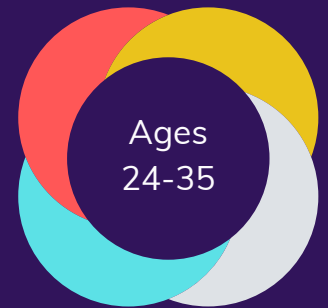
Average daily  
countries tune in

We've grown by word-of-mouth  
and user share our content.



Organic  
Audience

Users hail from all walks of life and  
share RTV all over the world.



75% Male  
25% Female

Subscribers are intelligent history  
buffs and lovers of travel & wellness



## CURATED CULTURAL ARCHIVE & DIGITAL TIMELINE OF ARTIFACTS

*Organic Growth*

SINCE 2014

Rastafari TV Network is a unique niche market having 100% organic growth, famous for never having to advertise. Viewers engage through our website, social media, share our content and refer other subscribers through word of mouth. Simply going live, we've welcomed viewers on our stream hailing as far as Ethiopia, Tibet and Monaco!

145+

Nations

45+

Languages





75%



25%

Audience:  
Ages 24-35



## TOP 10 COUNTRIES

- United States
- Canada
- Kenya
- United Kingdom
- Germany
- Finland
- Netherlands
- Ireland
- Singapore
- France

## TOP 10 CITIES

- Accra, Ghana
- Nairobi, Kenya
- London, England
- New York, NY
- Addis Ababa, ET
- Kingston, JA
- Mexico City, MX
- Johannesburg, ZA
- Kampala, Uganda
- Lagos, Nigeria

## TOP 10 LANGUAGES

- English (US)
- English (UK)
- French (France)
- Spanish
- Portuguese (Brazil)
- Spanish (Spain)
- Italian
- German
- Dutch
- Portuguese (Port.)

**\$3M+**

MONTHLY  
WEBSITE  
VISITORS

**\$100K+**

INSTAGRAM  
FOLLOWERS

**\$293K+**

FACEBOOK  
SUBSCRIBERS

**\$12K+**

YOUTUBE  
SUBSCRIBERS



# LEAD TEAM

We are a family of creatives passionate about preserving our rich heritage and culture for posterity. By focusing on empowering and nurturing our youth, we develop a comprehensive content production plan, including scriptwriting, animation production, and post-production processes, with clear timelines and milestones.

By gifting an endowment, you will enable us to invest in talent acquisition and partnerships to ensure the production of high-quality and authentic content. We will establish a dedicated team responsible for audience engagement, community management, and content promotion across various digital platforms. We will implement a robust marketing and communication strategy to raise awareness of the LIJ Channel and its offerings, targeting an international audience.



Sis. Fan'aye SunLight Zena-Selassie  
Founder, MatriARC

Creative Director  
Executive Administrator



Manley Richard  
CEO I-Tech Caribbean

Software Engineer  
Executive Director of IT



Honey Abdul  
Brand Awareness

Content  
Management  
Social Media  
Development



Haile Giorgis  
Audio & Video  
Production

Multimedia  
Director of  
CGI & Animation

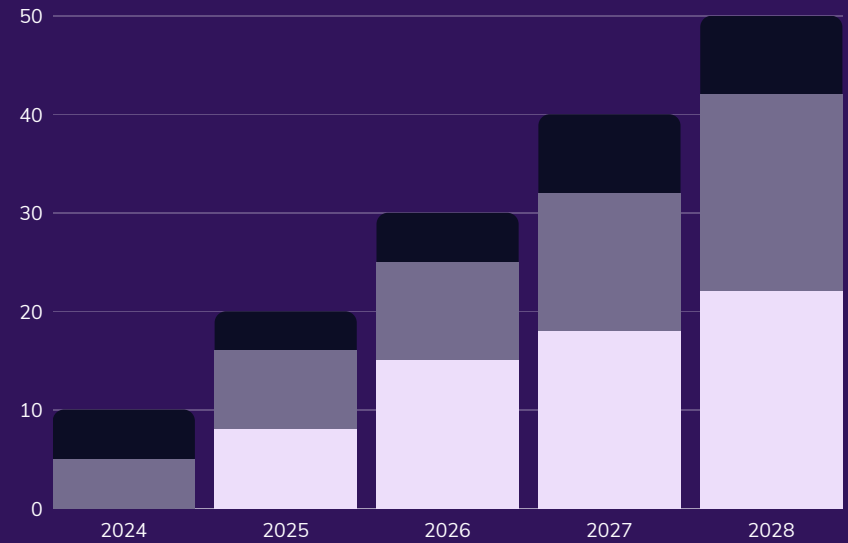


# IMPLEMENTATION:

1. **Develop** a comprehensive content production plan, including scriptwriting, cinematography, animation production, and post-production processes, with clear timelines and milestones.
2. **Invest** in talent acquisition and partnerships to ensure the production of high-quality and authentic content.
3. **Establish** a dedicated team responsible for audience engagement, community management, and content promotion across various digital platforms.
4. **Implement** a robust marketing and communication strategy to raise awareness of RasTafari TV Network, and its offerings, targeting both conscious communities and the wider public.
5. Develop strategic partnerships with like-minded organizations, scholars, and experts to enhance the content's credibility and reach.
6. Engage in regular evaluation and data analysis to measure the impact of the LIJ Channel's content and initiatives, making necessary adjustments and improvements.
7. Cultivate relationships with donors, sponsors, and supporters to ensure ongoing funding for RasTafari TV Network's operations and growth.
8. Continuously adapt to technological advancements, embracing new platforms and digital tools to engage with the target audience effectively.
9. Foster a culture of innovation, creativity, and collaboration within the organization to drive continuous improvement and excellence.

By following this organization strategy, SITEMEDIA Rastafari TV Network will position itself as a leading multimedia platform dedicated to preserving and promoting ancient indigenous faiths and culture. The implementation of this strategy will require careful planning, dedicated resources, and continuous evaluation to ensure its effectiveness and success.

# FINANCIAL PROJECTIONS & KEY METRICS



Our optimistic projection is to get 10M personally and systemically responsible customers, with 15% convention rate by the end of 2024.



Subscribers



Conversion  
Rate

# CURRENT STATUS

We are transcribing ancient texts and creating AI avatars to narrate various scripts. We are working diligently, and have reached out to content creators and multimedia professionals to join our growing team of creatives worldwide.



## Research & Fact Checking

Verifying historical data, validating sources, cross-referencing information, and ensuring the accuracy and authenticity of archived materials.



## Content Creation & Production

Responsible for researching, curating, and preserving historical materials while employing innovative storytelling techniques to engage and educate audiences.



## Business Development

Develops and implements plans to preserve and promote the heritage archive, while the production team ensures efficient and accurate digitization, cataloging, and maintenance of the archival materials.





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