

S P O N S O R S H I P & P A R T N E R S H I P P R O P O S A L

FIFTYBY60

Every State. Every Story. Every Freedom.

JUNE 14–19, 2026

A promise 60 years in the making.
Finished in the Dakotas.
Filmed during America’s 250th.

SELIKA JOSIAH TALBOTT • SAMANTHA ORTEGA • LORI DUNN



50

STATES

COMPLETED
June 2026

Legacy • Freedom • America

THE STORY

A Journey 60 Years in the Making

Legacy. Freedom. America.

WHAT DOES IT MEAN TO DREAM IN AMERICA?

Selika Josiah Talbott, former senior USDOT advisor and national infrastructure leader, set a goal decades ago: **visit all 50 states before her 60th birthday**. Not as a tourist, but as a Black American woman claiming every corner of her own country.

A promise she made to herself. In honor of her mother.

On June 14–19, 2026, that promise is fulfilled in the Dakotas. During America's 250th anniversary.

What began as a personal mission becomes something larger:

- A portrait of a country seen in full, together.
- A journey of legacy, leadership, and what it means to belong in America.

Documented as a feature-length documentary. Releasing 2027.

Selika Josiah Talbott:
One of very few Black American women to visit all 50 states.

THE TRAVELERS

Three Distinct Perspectives. One National Narrative.



SELIKA JOSIAH TALBOTT

*Creator · ExecProducer · Mobility Leader
Black American*

The force behind **Fifty by 60**, Selika brings this story to life through a decades-long pursuit to reach all 50 states.

What began as a personal goal now anchors a national narrative exploring movement, access, and identity across America.



SAMANTHA ORTEGA

*Traveler · Policy & Energy Voice
Latina American*

Bringing a perspective shaped by energy policy and lived experience, Samantha expands the journey beyond travel into how systems, infrastructure, and identity intersect across regions.

Her presence adds depth, context, and a critical lens to the evolving story.



LORI DUNN

*ExecProducer · Operator · Systems Builder
White American*

As Executive Producer, Lori helps shape and scale the project from vision to execution.

With a background in building and advising companies, she brings operational clarity and leadership to ensure the story is delivered at a national level.

+ Professional Photographer & Videographer documenting every moment

THE TRAVELERS

Why This Story Requires All Three

Legacy. Freedom. America.

A legacy trip completed alone is a milestone. Completed together, it becomes a movement.

Selika brings decades of public service, policy leadership, and a family promise. Samantha brings the perspective of a generation navigating energy, infrastructure, and identity in real time. Lori brings the operational lens that moves a vision from story to screen.

Three women. Three backgrounds. Three generations of what it means to move through America.

This is not a solo achievement being witnessed. It is proof that the story belongs to every woman, not just the one with the resume.

Co-authors of a national narrative.

THE JOURNEY

The final stretch of a 50-state journey, completed at a historic national moment.

JUN 14 – 15

ARRIVAL

- LAX → Rapid City Regional Airport (RAP)
- Fly into the heart of the Black Hills

JUN 15

MT. RUSHMORE
CRAZY HORSE

- Two monuments carved into the same Black Hills.
- Two histories. America holding all of its stories at once.

JUN 16

THE BADLANDS

- Badlands National Park with its otherworldly landscapes and the ancestral land of the Lakota people

JUN 17

TRIBAL HERITAGE

- Visit a tribal cultural space in South Dakota or North Dakota
- Honoring Indigenous history and presence

JUN 18

DRIVE NORTH

- Scenic drive into North Dakota; Fargo arrival.
- The 50th state experience begins.

JUN 19

JUNETEENTH

- Final state. Final milestone.
- Selika Josiah Talbott: one of very few Black women to visit all 50 states.

WHY DURING AMERICA'S 250TH?

Completing all 50 states during this milestone is intentional.
Three women seeing the country whole, together.

Arriving in North Dakota, the final state, during this anniversary is
where a personal promise becomes a national moment.

The documentary releases in 2027, extending the story into
America's ongoing 250th celebration.

A personal promise fulfilled at a defining American moment.
A limited number of brands will be part of how that story is told.



1776-2026

THE DOCUMENTARY

What's On Screen

THE FILM

- Three women on the road. Conversations about leadership, career, legacy, and what mobility means in America.
- No staged interviews, real talk at real landmarks.
- At Mt. Rushmore. In the Badlands. On Lakota land. Driving through the Great Plains.
- Organic encounters with people along the way who deepen the story through a question, a comment, a moment.

STRUCTURE & FORMAT

● TONE:	Uplifting, cinematic, intimate
● ARC:	A mother's unfinished dream, completed by her daughter
● FORMAT:	Feature-length documentary (75 to 90 min)
● COMP:	Will and Harper (Netflix, 2024)
● AUDIENCE:	American women 40 to 65
● CHANNELS:	The Transportation Channel + social + festival circuit
● CREW:	Professional videographer + photographer embedded for full journey

S P O N S O R V I S I B I L I T Y

Where Your Brand Shows Up

ON THE ROAD: Days 1-5

- YOU GET:**
- Used across travel, movement, and transition
 - Seen repeatedly across environments
 - Built into the journey, not placed
 - What holds up becomes what's trusted

ON CAMERA: Conversations

- YOU GET:**
- Worn and used in real conversations
 - No callouts, no scripting
 - Consistent presence across all three women
 - Trust built through repetition, not promotion

ON SOCIAL: Real-time

- YOU GET:**
- Real-time story, not ads
 - Daily posts, transitions, behind-the-scenes
 - Brand appears inside the narrative
 - Immediate discovery during the trip

ON SCREEN: Documentary & Beyond

- YOU GET:**
- Embedded across a 75–90 min film
 - Festival, press, and streaming lifecycle
 - Seen in context, not isolation
 - From first frame to final credits

Product in use, not placement.

WHY THIS PARTNERSHIP MATTERS

A rare combination of trust, spending power, and attention.

80%

Travel Decisions

80% of all travel decisions are made by women (Forbes, 2024)

1 in 8

Seen in ads

Only 1 in 8 women 55-75 feel accurately represented in advertising (Zappi/Marketing Charts)

\$236B

Annual Travel Spend

Americans 50+ spend over \$236 billion a year on leisure travel (AARP, 2025)

89%

Trust People, Not Ads

89% of consumers most trust recommendations from people they know (Nielsen)

WHY TRADITIONAL ADVERTISING DOESN'T REACH THIS AUDIENCE

- This is the most under-represented, highest-spending demographic in travel. They don't respond to traditional ad buys, they respond to people and stories they trust.
- In an era of AI-generated content and influencer skepticism, this is something a brand cannot manufacture: a real story, real women, a real promise kept. No scripts. No algorithms.
- Selika has trust built over decades of public service, scholarship, and media presence. That solves an access problem most brands can't solve with a media buy.
- Viewers won't just watch, they mirror the women on screen. What these women choose, wear, and rely on becomes a reference point for their own decisions.

PARTNERSHIP OPPORTUNITIES

The Infrastructure Behind the Story

AUTOMOTIVE: Vehicle Partner

ASK: 2 vehicles for 5-day SD + ND drive for 6

- YOU GET:**
- Vehicle featured in documentary
 - Product in use, not staged placement.
 - Dedicated drive-segment coverage
 - Editorial photography at landmarks

AIRLINE: Flight Partner

ASK: Round-trip flights LAX ↔ Rapid City & Fargo for 6

- YOU GET:**
- Featured in departure & arrival moments
 - Product in use, not staged placement.
 - Airport & in-flight content
 - Aligned with America's 250 narrative

HOSPITALITY: Hotel Partner

ASK: 5 nights lodging in Rapid City &/or Fargo for 6

- YOU GET:**
- Property featured in documentary
 - Room tour & lifestyle content
 - Social tagging during stay
 - Featured in documentary press

FINANCE: Travel Credit Card & Loyalty Partner

ASK: Official card for all travel for 6

- YOU GET:**
- Official payment partner
 - Product in use, not staged placement.
 - On-screen booking + access
 - Aligned with America's 250 narrative

PARTNERSHIP OPPORTUNITIES

The Infrastructure Behind the Story

WARDROBE: Clothing Partner

ASK: Wardrobe for on-camera talent, 5-day shoot for 3

YOU GET:

- Worn across all five days of filming
- Appears in movement, conversation, and transition
- Consistent across multiple environments
- Becomes part of how the audience remembers the journey

BEAUTY & HAIR: Makeup, Skincare, & Hair Partner

ASK: On-set beauty support + product for 5-day shoot for 3

YOU GET:

- Used continuously on camera across all conditions
- Visible across lighting, weather, and long shoot days
- Represents multiple skin tones and hair textures
- Signals reliability without explanation

CULTURE: Culture & Brand Partner

ASK: Co-brand through product, platform, amplification, and financial support

YOU GET:

- Deep integration into trip narrative & doc
- Product in use, not staged placement.
- Editorial photography across locations
- Aligned with America's 250 narrative

OUTDOOR: Hiking & Gear Partner

ASK: Outdoor gear for 5-day SD + ND shoot for 3

YOU GET:

- Used in motion across terrain and landscapes
- Appears in active, not staged, environments
- Supports real movement and conditions
- Associated with capability and function

DISTRIBUTION

Where This Story Goes

Confirmed: The Transportation Channel (distribution partner)

Targeted: Festival submissions for documentary circuit, late 2026 into 2027

In development: Streaming platform distribution (2027)

Immediate: Social content drops during the June 14 to 19 trip create real-time visibility during America's 250th

Brand presence begins during the journey and continues through release. Seen first in real-time, then embedded in the film. This is not a one-week activation.

A story with a confirmed distribution home and a national audience already paying attention.

BE PART OF HISTORY

Join the Fiftyby60 Final Journey filmed during USA's 250th 2026

Filmed during America's 250th anniversary, this is a national story with limited partner integration.

One presenting partner. Limited category exclusivity.

Partner selection is underway.

Secure your category

Contact: SelikaTalbott@gmail.com | (202) 744-8492

1776-2026

FIFTY BY 60



Every state. Every story. Every freedom.

South Dakota · North Dakota: filmed during America's 250th Anniversary 2026

Filmed for documentary release · 2027

Selika Josiah Talbott · Samantha Ortega · Lori Dunn

LEGACY · FREEDOM · AMERICA