

SPONSORSHIP & PARTNERSHIP PROPOSAL

# 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.

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**SELIKA JOSIAH TALBOTT • SAMANTHA ORTEGA • LORI DUNN**



# 50 STATES

COMPLETED  
June 2026

*Legacy • Freedom • America*

# THE STORY

*A Journey 60 Years in the Making*

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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*

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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 250<sup>TH</sup>?

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.

A large, faint circular graphic in the background, resembling the Great Seal of the United States. It features a ring of stars around the perimeter and a central banner with the text "1776-2026".

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

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

# SPONSOR VISIBILITY

## Where Your Brand Shows Up

### ON THE ROAD: Days 1-5

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- YOU GET:**
- Vehicle, gear, and wardrobe visible in every driving, hiking, and landmark scene
  - Product in the frame, not in a logo bar
  - Natural, editorial integration

### ON CAMERA: Conversations

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- YOU GET:**
- Beauty and styling visible across all three women in every filmed conversation
  - Wardrobe visible in every scene transition and location change
  - Real wear, real conditions, real visibility

### ON SOCIAL: Real-time

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- YOU GET:**
- Daily content drops during the June 14 to 19 trip: behind-the-scenes, short-form video, photo stories
  - Sponsor tags in real-time posts reaching the Juneteenth content cycle
  - Immediate visibility, not deferred to 2027

### ON SCREEN: Documentary & Beyond

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- YOU GET:**
- Logo in documentary credits
  - Featured in festival submissions and press materials
  - The Transportation Channel distribution
  - Streaming platform release 2027
  - 12+ months of sponsor exposure from trip to premiere

## 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.

# PARTNERSHIP OPPORTUNITIES

## *The Infrastructure Behind the Story*

### **AUTOMOTIVE:** Vehicle Partner

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

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- YOU GET:**
- Vehicle featured in documentary
  - Logo in social + credits
  - Dedicated drive-segment coverage
  - Editorial photography at landmarks

### **AIRLINE:** Flight Partner

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

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- YOU GET:**
- Featured in departure & arrival moments
  - Logo in documentary credits
  - Airport & in-flight content
  - Aligned with America's 250 narrative

### **HOSPITALITY:** Hotel Partner

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

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- 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

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- YOU GET:**
- Official payment partner
  - Logo in documentary credits
  - 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

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**YOU GET:**

- Wardrobe featured throughout documentary
- Logo in social + credits
- Dedicated styling across key scenes
- Editorial photography in landscape environments

**BEAUTY & HAIR:** Makeup, Skincare, & Hair Partner

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

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**YOU GET:**

- On-camera beauty across all filmed scenes
- Logo in social + credits
- Natural + editorial look continuity across 3 skin tones & hair textures
- Aligned with America's 250 narrative

**CULTURE:** Culture & Brand Partner

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

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**YOU GET:**

- Deep integration into trip narrative & doc
- Logo in social + credits
- 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

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**YOU GET:**

- Gear featured in active + landscape scenes
- Logo in social + credits
- Integration across movement sequences
- Editorial photography in terrain environments

# 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

Sponsor visibility begins the moment the trip starts and extends through documentary release. 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 250<sup>th</sup> 2026*

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

1776-2026



# FIFTY BY 60

*Every state. Every story. Every freedom.*

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South Dakota · North Dakota: filmed during America's 250<sup>th</sup> Anniversary 2026

*Filmed for documentary release · 2027*

Selika Josiah Talbott · Samantha Ortega · Lori Dunn

LEGACY · FREEDOM · AMERICA