



L.O.V.E. Is The Answer TV Series

The L.O.V.E. Is The Answer TV series is an exciting new TV series for the people, by the people — ordinary people helping their neighbors through loving acts of kindness.

In the first episode, a teacher in Howard County, MD, who has been a blessing to his students and fellow teachers, gets the surprise of his life when members of more than a dozen organizations in his own community come together to be a blessing to him.

Watch the Premiere Episode of the L.O.V.E. Is The Answer TV Series at <https://trylovenow.com/the-tv-series/>.

MORE ON L.O.V.E. IS THE ANSWER AND THE TV SERIES...

L.O.V.E. Is The Answer is the premier provider of media and educational programs that foster more open-mindedness and empathetic leadership in individuals and a more inclusive and supportive workplace and community. Our evidence-based teaching model is successful because we address the root causes of bias and other negative behavior, help to heal the trauma that comes from that bias and negative behavior, and teach people at every level how to lead and serve with more empathy and understanding to create a more productive and growth-centered environment.

Our website is www.trylovenow.com. The movement was birthed by an award-winning film called **WALKING WHILE BLACK: L.O.V.E. Is The Answer**, which is one of the highest rated and most successful documentary films of all time. That website is www.walkingwhileblack.com. More than 350,000 people have seen the film so far with no signs of viewership slowing down anytime soon. Many people watch the film multiples times, discovering layers of new perspectives each time. The film is being used in countless high schools and colleges nationwide and is the subject of a 7-page spread in the Black History 365 textbook, which is used by schools nationwide.

L.O.V.E. Is The Answer is also the name of our revolutionary new reality television show! Do you remember when flash mobs first began? They were seemingly spontaneous events, which actually took a lot of planning, where people would show up out of nowhere at a mall or some other public space, someone would turn on some music, people would start dancing in sync, and at the end of the song, people would just walk away like nothing happened. Lately, flash mobs have been co-opted by groups of people who have been rushing into stores and stealing high end goods. L.O.V.E. Is The Answer's high-energy feel-good TV series takes the flash mob concept and turns it into something positive, fun and meaningful. We are creating L.O.V.E. Mobs that will surprise unsuspecting people or families in need with life-changing blessings!



Each episode features a group of people coming together seemingly out of nowhere to deliver much needed surprise blessings to pre-identified people who are struggling and have been referred to us through trusted sources such as law enforcement agencies, health agencies, schools, nonprofits, and other community groups. Picture a flash mob mixed with the reveal portion of “Undercover Boss” and that’s the L.O.V.E. Is The Answer TV series!

After the shock and awe of the surprise delivered by the L.O.V.E. Mob, the subject receiving the blessings, along with some of the folks involved in the planning, will share their feelings in confessional style interviews. There will be tears of joy!

Each highly-addictive episode will be 12-22 minutes long and will air on YouTube and various other social media platforms, boosted by sponsor dollars to ensure that each episode is viewed at least 100,000 times. Some of the episodes won’t even need a boost and some may go viral and garner millions of views. The world needs more love and that’s what we deliver!

The TV series is part of a larger global movement by the same name, putting “L.O.V.E.” into action through this acronym: LEARN about people, OPEN your heart to their needs, VOLUNTEER to be part of the solution in their lives, and EMPOWER others to do the same. The show, like the movement, focuses on people coming together with a spirit of Aloha as “Ohana” (family in Hawaiian) to give time working in the service of others in need — and by doing so becoming more loving individuals in a stronger, safer, more close-knit community.

L.O.V.E. Is The Answer is part of the solution for America’s problems with violence, bullying, poverty, medical debt, social determinants of health, and other issues related to a shortage of empathy, compassion, and social responsibility — a shortage of love! In partnership with the National Organization of Black Law Enforcement Executives (NOBLE), it’s the first TV series actively improving relations between peace officers and the communities they serve, and helping people of all backgrounds learn how to love their neighbor. In an age where we are bombarded with one nightmarishly violent act after another, comes a television show that strives to be a welcome ray of optimism and newfound understanding.

Hosted by A.J. Ali, a service-disabled U.S. Air Force veteran, award-winning director and producer, and lead subject of the film WALKING WHILE BLACK: L.O.V.E. Is The Answer, the show picks up where the award winning film left off, by bringing people together in powerful, meaningful, and life-changing ways that demonstrate that “L.O.V.E.” truly is the answer. For more information, to sponsor an episode, to have your team or community featured in the show as an unforgettable team-building or social responsibility activity, to nominate someone to be blessed in the show, or if you have a large fanbase and you’d like to be a celebrity guest host of an episode, email the Producer and Host, A.J. Ali, at ajaliwins@gmail.com.

L.O.V.E. Is The Answer can bring added value to charity events:

We plan to film many of our episodes at charity events. They are the perfect “cover” for setting someone up for a surprise and they are self-contained to cut down on variables such as people wandering on the set.

We plan to connect with charity event organizers and pre-arrange to have someone in desperate need of help to come to the event to share their hardship story. For example, at a cancer-related charity event, we’ll choose a family affected by cancer. They will think they are being asked to do that to support the charity, but in reality, we are setting them up for the surprise of their life.

During the event, our team we’ll participate in the event just like everyone else, but we’ll be undercover. The event organizers and some of the participants will know we are filming a TV show but many of the event participants and the person or people we’ve selected to receive the blessing will not know.

At the lunch, dinner, award ceremony, or concert, we will have the unsuspecting recipient share their story and then we will surprise them with cash, gifts, and other support to make a dramatic impact in their life! The attendees will be asked to take out their phones, video the action, and share it on social media. They will also be invited to give to support the chosen person or family through a GoFundMe that will also be open to the public. At that time, some of the participants and sponsors who are “in the know” will seed the GoFundMe with large and small donations and we’ll all see the numbers swell in real time! We’ll show the GoFundMe on a big screen, live, so that people can see the giving increase in real-time (which will encourage more giving).

After the event, we’ll bombard social media with posts to increase giving. Within one or two weeks of the event, we’ll post a fully-produced 12-2 minute-long episode including background videos and confessional-style video interviews of the recipient and some of the participants.

The charity will benefit from the increased exposure, the goodwill generated, and the added entertainment value to their event. All the excitement will mean increased giving to the charity overall at the event and after the event. Everyone wins!

Here’s a snapshot of how the show will be filmed at a Celebrity Basketball event:

The family selected to be the recipient of the **surprise** blessing will be invited to the celebrity basketball game as special guests to “share their hardship story” in support of a local charity. Perhaps we’ll choose a family affected by cancer. They will think they are being asked to speak in support of a local cancer charity, but in reality, we are setting them up for the surprise of their life.

At halftime, we will have the unsuspecting recipients share their story and then we will surprise them with a giant check of \$5,000 or more, gifts, and other support to make a dramatic impact in their life! The attendees will be asked to take out their phones, video the action, and share it on social media. They will also be invited to give to support the chosen person or family through a GoFundMe that will also be open to the public. At that time, some of the participants and sponsors who are “in the know” will seed the GoFundMe with large and small donations and we’ll all see the numbers swell in real time on a video screen! We will also make a donation to the local charity that participates in the surprise.

After the event, we'll bombard social media with posts to increase giving. Within one or two weeks of the event, we'll post a fully-produced 10-12 minute-long episode including background videos and confessional-style video interviews of the recipient and some of the participants at the event. The episode is assured of attracting local news coverage and could potentially garner national news coverage.

Here's a snapshot of how the show will be filmed at a charity golf outing:

The family selected to be the recipient of the **surprise** blessing will be invited to the charity golf outing awards dinner as special guests to "share their hardship story" in support of a local charity. They will think they are being asked to speak in support of the charity, but in reality, we are setting them up for the surprise of their life.

At the golf outing, we will have a couple of teams of camera people there filming throughout the day. We will interview guests and get their feelings of the day, under the ruse of doing a promo video of the outing for the organizers. During the golf outing, as each team passes through a designated tee box, we will inform them of the reason we are really there — to surprise a dinner guest. We will ask them to support the mission of helping the family financially. We will film them putting money into a bucket or going on their phone to make a donation at GoFundMe. Then, they will participate in a long-drive or closest to the pin contest that we will sponsor with a nice prize at stake.

At the awards dinner, we will have the unsuspecting recipients share their story and then we will surprise them with, the cash we collected, a giant check of thousands of dollars, gifts, and other support to make a dramatic impact in their life! The attendees will be asked to take out their phones, video the action, and share it on social media. They will also be invited to give to support the chosen person or family through a GoFundMe that will also be open to the public. At that time, some of the participants and sponsors who are "in the know" will seed the GoFundMe with large and small donations and we'll all see the numbers swell in real time on a video screen! We will also make a donation to the local charity that participates in the surprise.

After the event, we'll bombard social media with posts to increase giving. Within one or two weeks of the event, we'll post a fully-produced 12 minute-long episode including background videos and confessional-style video interviews of the recipient and some of the participants at the event. The episode is assured of attracting local news coverage and could potentially garner national news coverage.

The charity event host will also receive copies of some of the videos we shot earlier in the day for their promotional use — the videos of celebrities and VIP's talking about how nice the event was. The TV series episode featuring the charity, and the video testimonials, will bring the charity a lot of added value helping them attract more participants to future events, and more funding throughout the years.

Are you ready to participate in a L.O.V.E. Mob?

Let's not just talk about it, let's be about it! Let's do it!!!

Sponsorship opportunities:

Presenting Sponsorship

Exclusive Presenting Sponsorship of an episode is \$20,000 (plus hosting of a venue for shooting the episode and food and beverage for a minimum of 100 cast and crew members). We will have up to one Presenting sponsor each episode. The episode will literally be built around that sponsor's brand and people, just like "Undercover Boss." Presenting Sponsorship of an episode includes:

- the company's branding, product and people on camera for a significant amount of time (think product placement on steroids);
- a guarantee of at least 100,000 views on social media;
- inclusion of the sponsor's website link and social media tag in our promo pieces for the episode;
- participation (speaking roles) in the reveal and giveaways of cash and other blessings to the beneficiaries of the episode;
- prominent recognition on the GoFundMe page we create for the beneficiaries of that episode;
- access to the mailing list we develop from their episode;
- exclusive media and promotional opportunities;
- opportunities to interact directly with fans of the show through every major social media channel where the episode and promo pieces appear.
- and more!

Category Sponsorship

There are opportunities for multi-episode sponsorships of certain categories such as auto, beverage, food, snacks, insurance, apparel, etc. We are open for discussion of these categories and more. We will feature up to four category sponsors each episode for \$5,000 per episode or \$4,500 per episode with a commitment to a minimum of 3 episodes in a 12-month period. Category Sponsors receive a minimum of 30 seconds of product placement in scenes, a couple of on-camera shots of a couple of their people participating in the show, inclusion in our social media promotions with links to company website and social media tag, and inclusion in the credits.

Supporting Sponsors and Special Thanks Mentions

Anyone who contributes \$500 or more to our GoFundMe campaign will have their name listed in the Sponsors section of the credits in the show. Anyone who contributes \$100 to \$499 to our GoFundMe campaign will have their name listed in the Special Thanks section of the credits in the show.

The GoFundMe link is: <https://www.gofundme.com/f/help-us-put-love-into-action>

** Sponsorship at Presenting or Category levels guarantees the sponsor category exclusivity of that episode. There will only be one auto dealer, one beverage company, one financial services company, etc.*