Strategic Partnership Proposal

To Carol H. Williams Advertising

NOVEMBER, 2024

By: Dakar Foundation

Overview

This proposal storyboard outlines a strategic partnership with the Dakar Foundation and Carol H. Williams advertising.

Three Main Points of Collaboration:

1. ***"Victory By Valor"*** vignette series
2. Potential Movie: "***Buffalo Soldier: Legacy in the 21st Century"***
3. **Storyfile** x Carol H Williams

Goal: Expand the DOD Civilian Workforce through contemporary and timeless storytelling, and a strategic national marketing plan

Campaign At A Glance

Victory By Valor (VBV) is an integrated strategy utilizing film, museum and speaker bureaus to deliver historical contributions of African Americans in service to the national strategic markets. **VBV** will be activated via military observance days through a connected app-blog HHDPI **HHDPI** will connect local DOD outreach programs to drive awareness, engagement, and two-way communication between instructors, students and DOD field marketing agents about career opportunities and benefits.
VBV will showcase the cross connection between sports and pop culture about civilian Heroes who had a little known second life in the military. This revelation will be delivered via social media and a capture of student assembly screenings short stories (Did-You-Know Vignettes).

The use of Hall of fame athletes, and celebrities will touch influencers and catalyze the conversation about these little known facts.
Embedded in the campaign is a panel discussion supported with vignettes that will challenge students to discuss the definition of a Hero and to find the Hero within. The Heroes component will provide a lesson plan and curriculum for educators to fuel the interactive military timeline with energy from guided resources (For Love Of Liberty Curriculum) to students that may have never been touched by the story of “Service and Sacrifice.

The vignettes bundled with mini-exhibit of military memorabilia, interviews with living legends such as Willie Mays, historians and Hall of Fame NBA player Kareem Abdul-Jabbar will provide a provocative conversation about service and sacrifice and encourage students to discuss acts of heroism in their lives today.

Campaign At A Glance Continued…

HHDPI is an integrated strategy utilizing film, Career workforce news, and a a digital media/ technology speaker bureau to deliver the best of practice diversity case studies to DOD. In addition it will provide an adjunct to existing DOD catalogue of training materials. It's overall purpose is to enrich the DOD catalogue with stories, documents and licensed documentaries and full feature length content with a baked-in social media tools.

HOMAGE first phase of delivery is to educate DOD's content management team about our repository of facts and stories of the armed forces from the beginning of U.S militias to today's modern military. **HOMAGE** speaker bureau is comprised of hall of fame athletes, celebrities, and national influencers that will be integrated with digital media that can be distributed on all platforms.

The speaker bureau will be supported with an embedded content management system designed to provide a vetted catalogue of case studies for DOD to select from for future implementation. Our end-to-end production of events will be captured live, and made for streaming and two way communication. In post production the sessions can be packaged to provide a reusable new library of curricula and lesson plans for future training.

Catalogued experiences, testimonies and question and answer se will offer a social media exchange to provide a long-tail benefit for students and trainers to share successes, needs and general responses for the ever-evolving manpower and readiness initiatives of the armed forces

Campaign At A Glance Continued…

Dakar is a privately owned business located in the Los Angeles area with operations in Central and Northern California. Our organization forges broad efforts in Urban Marketing, Advertising, Event Planning, Content Delivery and Business Development Solutions. We champion to provide foundations for the performing arts, diversity marketing and interactive programs. Our programs span both public and private sectors.

Founder - Kevin Clark has been a content aggregator for more than two decades. His career spans across a broad landscape that has focused on media literacy, content delivery, curatorial science of museum exhibit production. Was executive producer on PBS documentary “For Love Of Liberty” (FLOL) writer, for Victory By Valor, social media timeline of American Heroes who played on the playing-fields and fought on the battlefields.

Retired Brigadier General Arnold Gordon-Bray became chief of the training division at Joint Special Operations command at Fort Bragg, North Carolina in 1990. In 1996, he was named commander of the 1st Battalion of the 508th Airborne Combat Team in Vicenza, Italy. In 1999, he graduated from the Air War College in Montgomery, Alabama with his M.A. degree in military strategic studies; and, in 2001, Gordon-Bray graduated with his M.A. degree in operations management and supervision from the Naval War College in Newport, Rhode Island.

He then assumed command of the 2nd Brigade of the 82nd Airborne Division, known as the “Falcon Brigade.” He led the Falcon Brigade during the early months of the Iraq War in 2003, and then served a second tour of duty in Iraq from 2006 to 2007 as the principal advisor to the Iraqi Ground Force Commander. During 2007, Gordon-Bray became deputy commanding general of the United States Army Cadet Command in Fort Monroe, Virginia. In 2011, Gordon-Bray became deputy director of operations for the United States Africa Command (AFRICOM). He then retired in November of 2012 and then started his own consulting firm, ANGB Consulting, in Fayetteville, North Carolina in January of 2013.

Campaign At A Glance Continued…

Mass penetration marketing and social immersion campaign that will deliver global presence, positive perception and social network participation between Community Based Organization (CBO's), educational institutions(16-24) and the DOD to deliver a central data exchange to be managed by Dakar Foundation

Speaker's bureau, General Arnold Bray
Will provide customizable and moderated conversations, which will include a showcase of rare media properties integrated into an air and ground campaign.

Experience will feature:
Kareem Abdul-Jabbar, civilian motivational speakers to deliver the key strategic messages of the campaign.
CBO programs specific to their interests, strengths and career paths
VR/AR methods to create memorable experiences for the CBO's and, more importantly, begin a relationship with CBO's that will allow on-going communications.
Platform to redefine perceptions of their localized efforts by culling data and sharing for analysis
Post-military career benefits going unused.
Deliver massive milestone wave to focus on quality CBO's who, in the past, may not have considered working with DOD as a viable career option.

OUTCOMES

To share with pre-selected students the price of liberty and the heroism of those that served in the Armed forces, and to appeal to those who may take some action in their community to find a personal way to serve those who served. (Veterans Day)

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Through the sponsorship, the U.S, Army will have the opportunity to use the VBV awareness campaign as a tool for engaging, retention, education and goodwill.

VBV project will allow prospects to interact with influencer virtually and in localities that are poised to activate their human resources to build events that are powered by the students themselves. Programs will encourage user generated content from students as class assignments and competition for prizes as well as their interpretation of the subject matter.

By sharing their presentations of service to others, students will be paying tribute to those who have heroically served while engaging a larger audience (99 percent of non-combatants, historically) a more substantial question "why do I care", and I do care, what can I do?

•To show the general public the price of liberty and the heroism of those that serve and served in the military as well as further educating all on American history.

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The campaign will use VBV as a tool for education, entertainment and goodwill. VBV will allow the general public the opportunity to experience Patriotism through the Legacy of Service, through the eyes of men and women that have served and sacrificed. Thereby sharing their stories and showing their concept of patriotism and service.

Opportunities

Repurposing Existing Content

- Victor by Valor
- StoryFile AI interviews with veterans

New Content:

- “***Buffalo Soldier: Legacy in the 21st Century”***
- Stand-alone or complimentary interactive interviews.

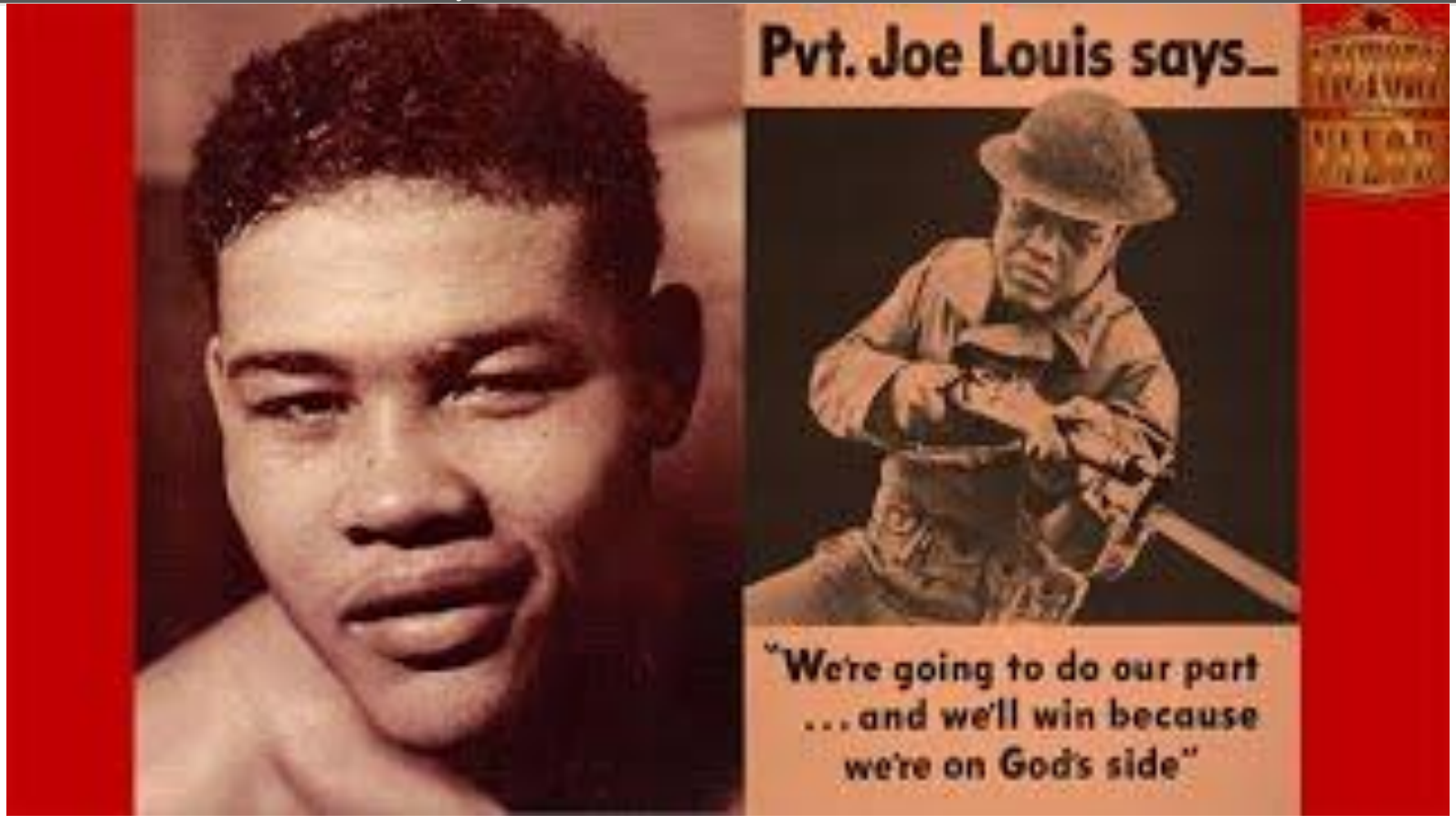
Interactive AI Content Tools





Mount Rushmore for VICTORY BY VALOR

Augmenting the people now who inspire the youth, lead with compassion, and keep our world safe through dedicated integrity through authentic Hero's who wore the Army uniform, but are household names in civilian life.



2nd Lieutenant JACKIE ROBINSON



SGT. SUGAR RAY ROBINSON



WILLIE MAYS



1st Lieutenant ARTHUR ASHE



Lieutenant Colonel EARL WOODS



Lieutenant DAVID ROBINSON

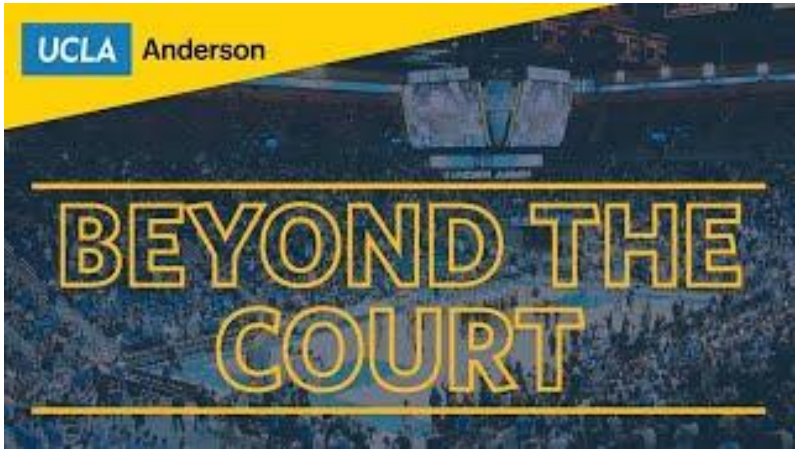


EVENT ACTIVATION * PRODUCT PLACEMENT



EVENT ACTIVATION * PRODUCT PLACEMENT





STORYFILE

WWII Veterans

Voices from the Front offers unique insights into the emotions and challenges faced by 18 men and women living through World War II

[Talk to Romay Davis]





Romay Davis discusses being in the 6888 African American Women's unit in Europe.

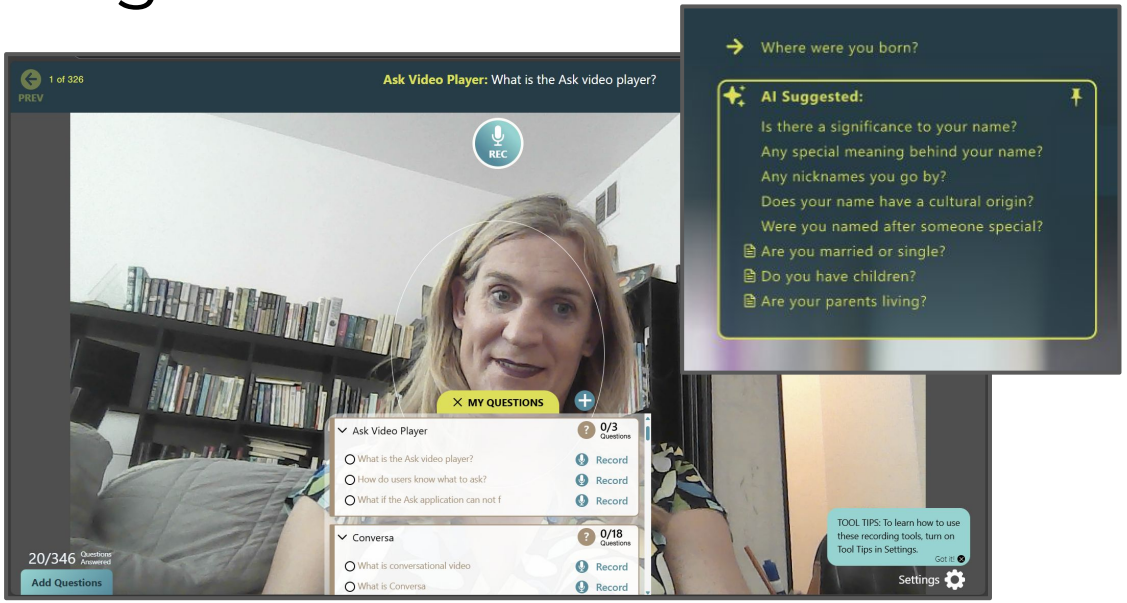
STORYFILE

AI Video Recording

Quickly record personal stories or expert knowledge to create interactive video.

Real-time Recording
Instant upload from any device with a web camera

AI Guidance
AI generated follow-up questions and feedback

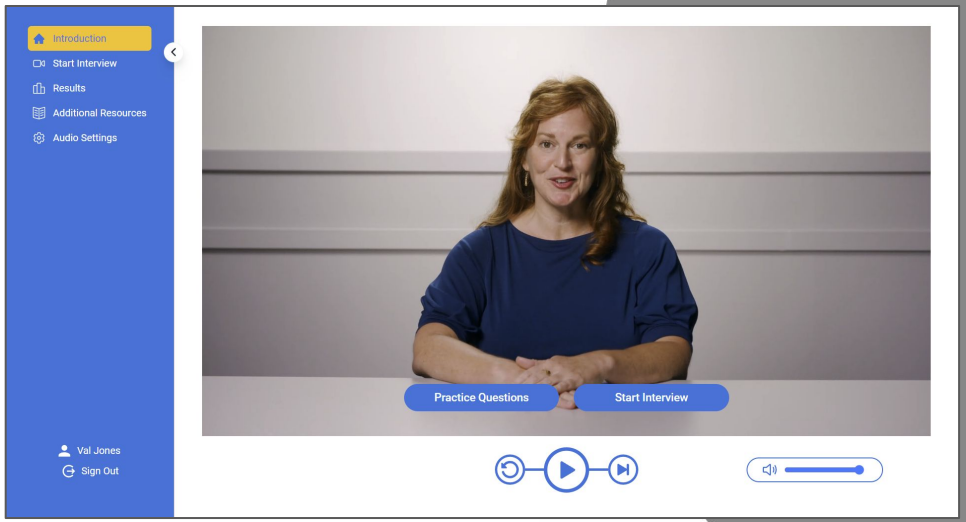


Question Library
Build a script from from predefined or AI generated questions

STORYFILE

Job Training

Provide AI practice interview feedback to job seekers to develop communication skills, example-based storytelling,, tone, and language.



Question Score

7.8

The candidate proides a good answer overall, effectively addresses the situation, tasks, and action taken, but could improve by highlighting specific skills and providing quantifiable results.

STORYFILE Collaboration





Augmenting the people now who inspire the youth, lead with compassion, and keep our world safe through dedicated integrity.

Placing these files and augmentations across the various museums, institutions of higher education, and installations at exhibits, galleries, and individual collections.

APPRENTICESHIP PARTICIPATION





DAKAR MEDIA ASSETS



Kareem Abdul Jabbar History Exhibit



Anthony Powell, Buffalo Soldiers

DAKAR INTELLECTUAL PROPERTY ASSETS





LIVE STREAMING EVENT PRODUCTION





AIR/GROUND CLASSROOM ACTIVATIONS 18-24







HARDWARE/SOFTWARE DONATION TO DAKAR





Hardware/Software Donation To Dakar