

# RASTAFARI TV NETWORK



STRATEGIC PARTNERSHIP PROSPECTUS

2026-2029



From Roots to Royalty.  
*Culture You Can Feel.*



PRESERVING  
HERITAGE



INSPIRING  
CONTENT



EMPOWERING  
CREATORS



BUILDING  
COMMUNITY



CREATING  
IMPACT

@ VILLA LALIBELA, CULTURAL SANCTUARY | JAMAICA



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## ANALYTICS

RasTafari TV Network is a popular digital stream catering to a unique niche market with 100% organic growth worldwide.

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## THE OPPORTUNITY

Access to a growing digital heritage archive + streaming network & online community of creators.

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## THE VISION

Transform Jamaica into a global cultural and creative sanctuary.

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## WHAT WE ARE BUILDING

A luxury-rooted cultural production sanctuary in the upscale and historic community of Coral Gardens, Montego Bay, Jamaica

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## STREAMING PLATFORMS

Roku, Apple TV, Android TV, Fire TV, Mobile Apps, Smart TVs

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## ORIGINAL CONTENT

Original programming featuring music, film, roots culture, inspiration, youth animation & gaming, wellness, and healing arts.

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## LIJ YOUTH NETWORK

Train and showcase youth in animation, gaming, filmmaking, editing, coding, livestreaming, AI, and podcasting.

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## PARTNERSHIP OPPORTUNITY

We welcome strategic partners, sponsors, investors, grant funders, telecom allies, and streaming collaborators.

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## THE FOUNDER'S INVITE

Fan'aye SunLight Zena-Selassie invites aligned visionaries worldwide to help build a purpose-driven ecosystem rooted in culture, innovation, and global impact.

12-14

## 1-3 YEAR BUDGET

Building RasTafari TV into a global streaming and cultural media ecosystem

ORGANIC



## 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!

150+

Nations

45+

Languages

### AUDIENCE BY AGE

|             |       |     |
|-------------|-------|-----|
| Men & Women | 18-24 | 13% |
|             | 25-34 | 35% |
|             | 35-44 | 20% |
|             | 45-54 | 17% |
|             | 55-64 | 10% |
|             | 65+   | 5%  |



### TOP 10 COUNTRIES

- United States
- United Kingdom
- South Africa
- Ghana
- Kenya
- Brazil
- Canada
- Germany
- France
- Singapore

### TOP 10 CITIES

- Accra, Ghana
- New York, NY
- Nairobi Kenya
- London UK
- 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

3M+

MONTHLY  
WEBSITE  
VISITORS

326K+

FACEBOOK  
SUBSCRIBERS

108K+

INSTAGRAM  
FOLLOWERS

13K+

YOUTUBE  
SUBSCRIBERS

18K+

TIKTOK  
SUBSCRIBERS

**ORGANIC** 

# The Opportunity

## ABOUT US

RasTafari TV Network, Inc. is a global cultural media network preserving and elevating authentic heritage, history, music, and creative voices through curated streaming, original productions, educational media, and a growing community of creators.



## THE OPPORTUNITY

The Future of Cultural Media Belongs to Communities That Own Their Audience

- Major social platforms control visibility through changing algorithms.
- Most creators never truly own their audience or content ecosystem.
- Demand for authentic, educational, and culturally rooted programming continues to grow worldwide.

RasTafari TV is building a trusted destination where creators, communities, and audiences connect through purpose-driven media.

## WHY RTV?

- Newly launched premium cultural media platform
- 12+ years of curated heritage archives
- Audience in 150+ nations
- Original productions and exclusive member content
- Multiple revenue streams: memberships, advertising, sponsorships, MERKATO, events, and experiences

## POSITIONING

RTV is more than a streaming platform.

It is a global cultural media network connecting heritage, original content, education, community, commerce, and meaningful experiences under one trusted brand.

### Contact

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Montego Bay, Jamaica

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# The Vision

Transform paradise Jamaica into a global cultural and creative sanctuary.

## Our Mission

RasTafari TV Network is a global cultural streaming platform liviicated to preserving and elevating Indigenous Divinity, Rastafari, and Pan-African voices through original content, youth empowerment, creative innovation, and authentic storytelling — while transforming Jamaica into a world sanctuary for culture, consciousness, and creativity.



# Now Launching

RTV WILL INCLUDE:

**ORIGINAL STREAMING PLATFORM**  
Netflix-style streaming service

**NEW SERIES:** Music, Film, Food & Culture Sessions - A Luxury Intimate Arts series

**INDIE FILM SCREENINGS**  
Outdoor Rooftop Cinema Experiences

**PODCASTS & INTERVIEWS**  
Conscious, Enlightening Reasonings

**LIJ YOUTH NETWORK**  
Animation, Gaming, CGI, Media Education

**WELLNESS & RETREATS**  
Meditation, Healing Arts, Culture



## Location: Villa Lalibela

A tranquil 6300 sq ft, luxury-rooted cultural production sanctuary with a panoramic sea view located in the upscale and historic community of Coral Gardens, Montego Bay, Jamaica, featuring:

- Rooftop Cinema
- Music Performances
- Livestream Events
- Creator Retreats
- Inspiring Podcasts
- Wellness & Educational Sessions
- Visiting Artist Residencies



We leverage content marketing, create inspiring and informative content and multimedia to attract and engage our target audience.

# Why Now?

As audiences increasingly seek trusted, authentic cultural voices outside algorithm-driven platforms, RTV is uniquely positioned to become the premier destination for heritage, education, and creative storytelling.

## Platform Roadmap

### PHASE 1

- Website
- Community
- Membership

### PHASE 2

- Apps

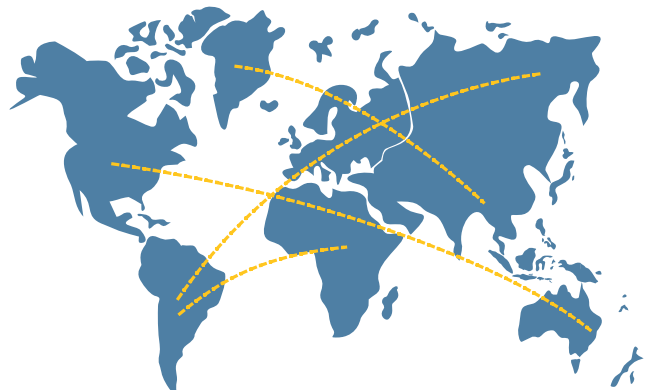
### PHASE 3

- Streaming Channels

## Our Audience: Global Reach

### CURRENT AUDIENCE INCLUDES:

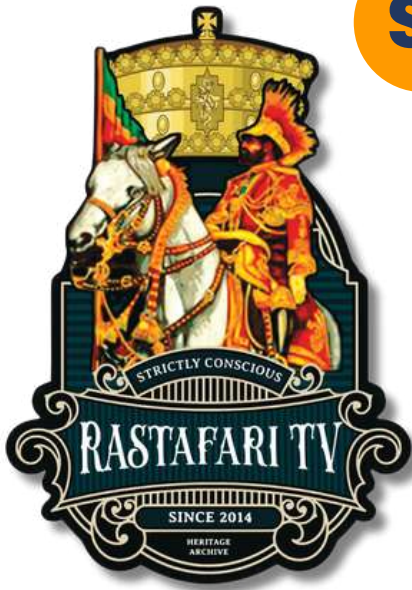
- Rastafari & Indigenous Communities
- Pan-African Communities
- Diaspora Audiences
- Conscious Creatives
- Wellness Communities
- Youth Creators



### REACH:

150+ Nations (Organic Reach)





# Signature Original Series

## "BEFORE THE CROWN"

The Untold Story of Lij Teferi Makonnen

- Episode 1: "A Mother's Prayer"
- TIMELINE: Highlight Days in History
- RTV Originals
- Archive Series
- Heritage Reasonings

## COMING SOON

ACOUSTIC SERIES: The Arts @ Villa Lalibela  
Music, Film, Food, Culture, Rooftop Sessions





LIJ  
H NETWORK  
ANIMATE. ELEVATE.

# RASTAFARI TV NETWORK LIJ YOUTH NETWORK

Offer a platform to showcase and train youth in:



- CGI animation
- Video game creation
- Filmmaking
- Editing
- Coding
- Livestreaming
- AI tools
- Podcasting



# Current Opportunities

SPONSOR:

- Series
- Episode
- Newsletter
- Community
- Youth
- Technology
- Content
- Events

# Active Revenue Streams

- Advertising
- Merchandise
- Membership
- Sponsorship

# Current Initiatives

- Licensing
- Events
- Streaming





# AN INVITATION TO BUILD A LEGACY

For more than a decade, RasTafari TV has grown organically into a trusted cultural media platform dedicated to preserving history, amplifying authentic voices, and inspiring future generations. Every step has been built with purpose, community trust, and an unwavering commitment to creating meaningful impact. Today, we are entering an exciting new chapter.

With the launch of our renewed platform, original programming, and expanding global community, we are inviting visionary partners to help shape the future of independent cultural media. Together, we can preserve priceless heritage, empower creators, educate audiences, and build a sustainable ecosystem that serves communities for generations to come.

Our work extends beyond media. Through SITEMEDIA, we provide branding and digital innovation. Through RasTafari TV, we preserve and share culture through film, music, education, and storytelling. Through our broader initiatives, including Ecology Agriculture Trade (E.A.T.) and MERKATO, we connect creativity, sustainability, commerce, and community into one integrated vision.

This is more than an investment in a media company. It is an opportunity to help build a lasting institution where culture is preserved, creators are empowered, communities are connected, and authentic stories continue to inspire the world. We invite you to become part of that legacy.

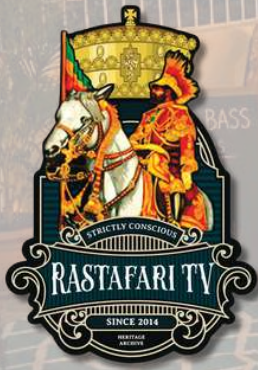
With Love & Honor,

Sista Fan'aye SunLight Zena-Selassie  
Founder & Executive Director  
RasTafari TV Network, Inc.



"Preserving the past.  
Empowering the  
present.  
Inspiring the future."





# PHASE 1 FOUNDATION

## CATEGORY

## BUDGET

|                              |                 |
|------------------------------|-----------------|
| Streaming Platform & Apps    | \$40,000        |
| Camera & Film Equipment      | \$75,000        |
| Podcast & Audio Equipment    | \$15,000        |
| Editing Computers & Storage  | \$45,000        |
| Website & Technology         | \$20,000        |
| Livestream Equipment         | \$20,000        |
| Marketing & Branding         | \$40,000        |
| Team Salaries & Stipends     | \$350,000       |
| Creative HQ Lease & Setup    | \$180,000       |
| Youth Animation & Gaming Lab | \$60,000        |
| Travel & Production          | \$35,000        |
| Legal & Operations           | \$20,000        |
| YEAR 1 TOTAL                 | ≈ \$900,000 USD |



# PHASE 2 GROWTH



- Expand Streaming Platform
- Increase Original Productions
- Launch More Livestream Events
- Expand Youth Programs
- Build Global Partnerships
- Grow Subscriber Base

| CATEGORY             | YEAR 2 BUDGET | BUDGET        |
|----------------------|---------------|---------------|
| Expanded Staff       |               | \$550,000     |
| Production & Content |               | \$250,000     |
| Streaming Expansion  |               | \$60,000      |
| Marketing & PR       |               | \$120,000     |
| Events & Retreats    |               | \$90,000      |
| Youth Programs       |               | \$100,000     |
| HQ Expansion         |               | \$180,000     |
| YEAR 2 TOTAL         |               | ≈ \$1.35M USD |

# PHASE 3

## GLOBAL EXPANSION



- 3,000,000+ Subscribers
- International Content Licensing
- Annual Cultural Festival
- Full Creative Campus
- Film + Animation Studio
- Global Media Partnerships

### CATEGORY

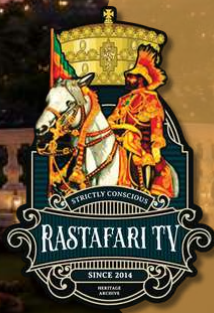
### YEAR 3 BUDGET

### BUDGET

|                             |           |
|-----------------------------|-----------|
| Full Staff Expansion        | \$1.2M    |
| Large-Scale Productions     | \$600,000 |
| Global Marketing            | \$250,000 |
| Creative Campus Expansion   | \$500,000 |
| Animation & Gaming Division | \$250,000 |
| Events & Festivals          | \$200,000 |

YEAR 3 TOTAL

≈ \$3M USD



# Why RTV Wins

## RASTAFARI TV NETWORK ECO SYSTEM

2026 - 2029



### A LIVING ARCHIVE

Over twelve years of preserving authentic cultural history, rare stories, and educational media.

### A GLOBAL COMMUNITY

An established audience reaching more than 150 nations, united by heritage, education, and culture.

### ORIGINAL STORYTELLING

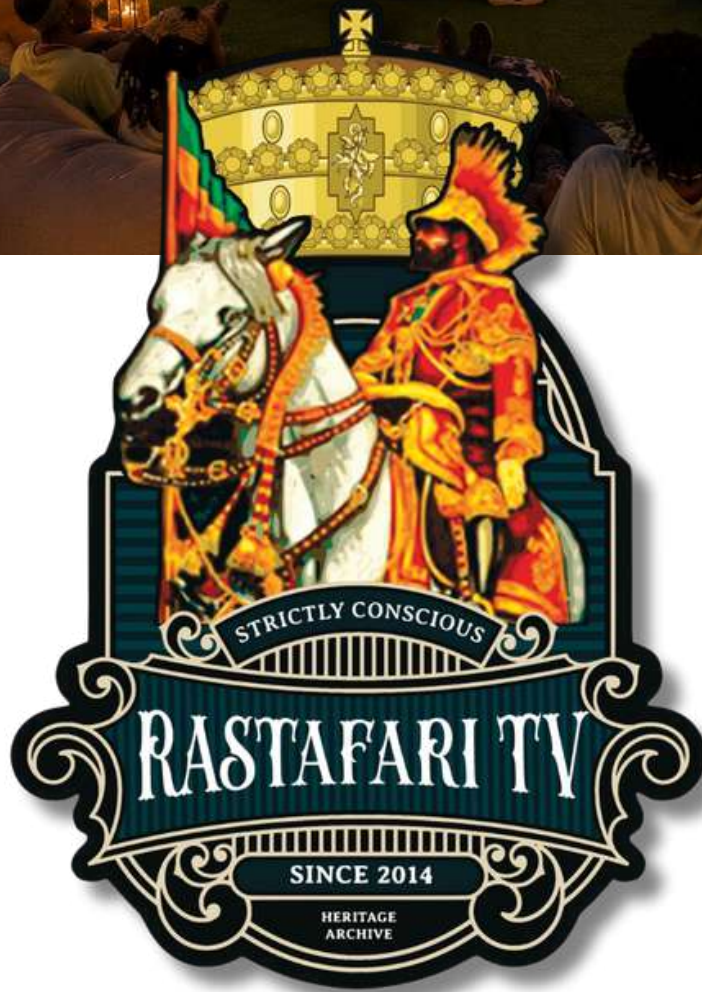
Exclusive documentaries, interviews, timeline series, and premium programming that cannot be found anywhere else.

### A CONNECTED ECOSYSTEM

Streaming, community, commerce, education, and immersive cultural experiences working together under one trusted brand.

### BUILT FOR SUSTAINABLE GROWTH

Diversified revenue through memberships, sponsorships, advertising, merchandise, events, strategic partnerships, and digital products.



# The Future of Cultural Streaming



## CONTACT:

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