



RASTAFARI TV NETWORK

PLANT BASS[®] SERIES

PARTNERSHIP OPPORTUNITY

MUSIC • FOOD • FILM • CULTURE



VILLA LALIBELA • MONTEGO BAY, JAMAICA

PLANT BASS™

ACOUSTIC SESSIONS

AN INTIMATE VIP CULTURAL DINING EXPERIENCE

9-COURSE DINING • WELLNESS • HERITAGE REASONING
ACOUSTIC PERFORMANCE • INDEPENDENT FILM



LIMITED TO 30-50 GUESTS
VILLA LALIBELA • MONTEGO BAY, JAMAICA

PRODUCED & FILMED BY RASTAFARI TV NETWORK
Conceptual campaign image. Featured artists and culinary partners to be announced.



THE GUEST JOURNEY

A CULTURAL EXPERIENCE DESIGNED FOR THE CAMERA

01

ARRIVAL IN THE GARDEN

Welcome ceremony, meditation and sound bath

02

THE TABLE

Nine-course menu with story, heritage and tasting

03

THE REASONING

History, culture and wellness with invited speakers

04

THE SESSION

Close acoustic performance and artist reasoning

05

CINEMA UNDER THE STARS

Featured independent film and filmmaker spotlight

Value for Artists, Filmmakers & Sponsors.

- Professionally filmed performance and interview
- Cinematic food, hospitality, and sponsor storytelling
- Drone views of Villa Lalibela and Montego Bay
- Indie film and creator profiles
- RTV episode, social edits, and enduring archive features

**Supports the RTV Repository and
preserves culture for future generations**

PARTNERSHIP VALUE

- Product placement within the filmed experience
- Authentic product review or tasting, with disclosure
- Episode credit and selected banner visibility
- RTV website, newsletter, and social media features
- Guest access and Villa Lalibela hospitality options
- Reusable branded clips, subject to agreed usage rights

PROPOSED PRODUCTION CALENDAR

- **September 2026:** Series announcement and private preview
- **October 31, 2026:** First filmed artist session
- **November 28, 2026:** Second filmed artist session
- **December 31, 2026:** Grand New Year's Eve production
- **January 7, 2027:** Plant Bass™ Ethiopian Christmas—Genna Finale





PARTNERSHIP LEVELS: HOLIDAY SERIES

PRESENTING PARTNER: \$25,000 (1 at this level)

Category exclusivity, lead credit, premium integration, hospitality, and content package

EXPERIENCE PARTNER: \$7,500 (3 at this level)

Named segment, product integration, guest access, and social features

CULTURAL GUARDIAN: \$3,500 (4 at this level)

On-screen credit, selected digital features, and event recognition

In-kind partnerships are considered for food, beverages, transportation, wellness, travel, décor, and production.



BUDGET

ILLUSTRATIVE PILOT BUDGET • USD

Production area	Budget
Villa Lalibela rental and artist accommodations	\$5,000
Featured artist, band and performance rights	\$15,000
Filmmaker screening fee and appearance	\$5,000
Nine-course culinary experience	\$7,500
Film crew, sound and post-production	\$7,500
Camera, audio, lighting and drone	\$4,500
Design, décor, rentals and venue preparation	\$4,000
Cultural speakers, sound bath and wellness	\$2,500
Promotion, PR and guest communications	\$3,500
Security, transport and event operations	\$2,500
Insurance and permits	\$1,500
Production contingency	\$5,000
ESTIMATED PILOT TOTAL	\$63,500

Projected Pilot Revenue

VIP guest contributions: 50 × \$500 — \$25,000

Partnership campaign target — \$61,500

Revenue beyond production costs supports the RTV Repository, E.A.T. garden club, programming, and future cultural productions.

BOOK A PARTNERSHIP CONVERSATION • site@sitemedia.us • +1 (954) 673-6823



RASATAFARI TV NETWORK

ORGANIC REACH. CULTURAL IMPACT.

PLANT BASS™ PARTNERSHIP PROFILE

150+ NATIONS • 45+ LANGUAGES

CULTURE WITHOUT BORDERS

ESTABLISHED LEGACY • GLOBAL ORGANIC REACH

A trusted cultural audience—grown through community.

Since 2014, RasTafari TV has grown through cultural trust, community sharing and word of mouth—without relying on paid advertising. Audiences engage across our website, social platforms and live streams, connecting with authentic heritage content from Jamaica to Ethiopia and beyond.

DIGITAL COMMUNITY

3M+

COLLECTIVE NETWORK
VISITORS PER MONTH

327K+

FACEBOOK
SUBSCRIBERS

109K+

INSTAGRAM
FOLLOWERS

24K+

TIKTOK
FOLLOWERS

13K+

YOUTUBE
SUBSCRIBERS

AUDIENCE BY AGE

MEN & WOMEN • ALL CHANNELS



TOP 10 COUNTRIES

01 United States	06 Brazil
02 United Kingdom	07 Canada
03 South Africa	08 Germany
04 Ghana	09 France
05 Kenya	10 Singapore

A cross-cultural audience united by heritage, learning and purpose.

TOP 10 CITIES

- Accra, Ghana
- New York, USA
- Nairobi, Kenya
- London, UK
- Addis Ababa, Ethiopia
- Kingston, Jamaica
- Mexico City, Mexico
- Johannesburg, South Africa
- Kampala, Uganda
- Lagos, Nigeria

TOP 10 LANGUAGES

- English (US)
- English (UK)
- French (France)
- Spanish
- Portuguese (Brazil)
- Spanish (Spain)
- Italian
- German
- Dutch
- Portuguese

Plant Bass™ —Produced by RasTafari TV Network at Villa Lalibela, Jamaica



The Opportunity

ABOUT US

RasTafari TV Network is an independent global media platform preserving and elevating authentic heritage, music, history, wellness, and creative expression.

Built upon more than 12 years of cultural archiving and community engagement, RTV connects conscious creators with audiences seeking meaningful, educational, and culturally rooted programming.

THE OPPORTUNITY

Audiences are moving beyond algorithm-driven entertainment in search of experiences that feel real, enriching, and connected to purpose.

Plant Bass™ meets this moment with an intimate, premium cultural series created for both a live audience and lasting global distribution.

Each production unites acoustic music, italy cuisine, wellness, heritage reasoning, and independent film within the beautiful setting of Villa Lalibela.

WHY PARTNER WITH RTV?

- An established cultural legacy with a newly expanded media platform
- A loyal international audience across multiple digital channels
- Professionally filmed, evergreen content with enduring value
- Authentic brand integration within a trusted cultural environment
- Direct support for heritage preservation and community development

OUR POSITIONING

Plant Bass™ provides the cultural experience.

Villa Lalibela provides the destination.

RasTafari TV provides the audience and global distribution.

E.A.T. Preservation Society carries the impact forward.

Together, we are creating more than an event—we are building a living cultural legacy.



Plant Bass™—Produced by RasTafari TV Network at Villa Lalibela, Jamaica.”



CONTACT:

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