

SUPPRESSED BY DESIGN

STAND UP WISCONSIN AND
PROTECT YOUR RIGHT TO VOTE

4-PART DOCU-SERIES



Partnership Proposal



PURPOSE

The purpose of the 4-part docu-series is to examine the inequality of voter suppression with and for the people who are affected by it, incorporating data, media, solutions and historical context into our work.



SYNOPSIS

Voting rights are under attack as states pass voter suppression laws. These attacks have led to substantial burdens for eligible voters. These attacks have also led us to inspire people to stand up and protect their most fundamental, constitutional right by creating a 4-part video/audio series exploring, educating, and explaining voter suppression.

Coming Soon...

**APRIL
2022**

YouTube

facebook



AUDIENCE

COMMUNITY
Empower those who live in under-represented communities (e.g. the working class, communities of color, elderly and those with felonies) through education and awareness.

AUTHORITY

Encourage those in power to recognize the imbalance and pursue a change.



OVERALL GOAL

The overall goal of the series is to inspire Wisconsin voters and government officials to stand up and take the necessary action to protect their fundamental and constitutional right to vote, including:

- ✓ Supporting the push for non-partisan representatives to be in charge of creating voter maps
- ✓ Stand-up against voter suppression
- ✓ Take the necessary steps to ensure their vote counts
- ✓ Know and understand voting rights

PRESENTED BY:



IN PARTNERSHIP WITH:



CONTACT INFORMATION:

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ABOUT THE 411 LIVE

The 411 Live is a registered 501c3 organization that trains, educates & informs the community through media, social awareness campaigns and outreach events. We provide unique ideas and resources through multimedia outlets that make you look at your life or problems differently.

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OTHER COMPONENTS & TIMELINE



The complete Suppressed by Design project includes a 4-Part Docu-Series, 4 podcasts and a live Virtual Event. Below is the timeline of events:

Official release 4-Part Podcast Series called **"Gerrymandering Gone Wild!"**

Podcast Replay

Official release of the 4-Part Docu-Series called **"Suppressed By Design: Stand Up Wisconsin and Protect Your Right to Vote!"**

Docu-Series Release

90-minute virtual event designed to open the voter suppression conversation with detailed calls to action.

Virtual Event

FEB 27 - MAR 22

WEEK OF APRIL 10

APRIL TBA

ENGAGEMENT METHODS



VIEWING

The 4-part series will appear on various social media platforms that will solicit feedback, comments, and real-time engagement from the audience.



POST VIEWING

After each viewing, the audience will be asked to provide perspective, feedback, and solutions to the issues and concerns presented.



FINALE

After the finale of the 4-part series, there will be a virtual community talk-back and panel discussion to highlight solutions from the community.

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WE NEED YOUR HELP

SUPPRESSED NO MORE THE CAMPAIGN

During the last week of March, we are launching the **"Suppressed No More"** marketing campaign. It is designed to:

- ✓ Educate voters on the 5 ways voters are suppressed.
- ✓ Provide voters with step-by-step instructions on how to overcome voter suppression.
- ✓ Provide voters with valuable resources to ensure their votes counts.

THE MARKETING CAMPAIGN WILL CONSIST OF:



SOCIAL MEDIA MARKETING



EMAIL MARKETING



DIGITAL ADS



PRESS RELEASES

All Eligible Americans – Regardless of Race, Ethnicity, Financial Status or Political Party – Deserve to Have Their Vote Counted. Help Us Spread the Word, Consider Partnering with Us...

BELOW ARE THE 3 WAYS YOU WORK WITH US...

PREMIER SPONSOR

\$5,000 (Limited to 4)

- ✓ Recognized as a Docu-Series sponsor during the opening of 1 of the 4 series
- ✓ Recognized during live event
- ✓ Name included during the Docu-Series' credits
- ✓ Logo on website and posted on social media
- ✓ Link to Simulcast Docu-Series on Social Media

We ask all partners to share provided campaign marketing materials with their communities

ADVOCATE SPONSOR

\$2,500 (Limited to 10)

- ✓ Recognized as a sponsor on the **"Man on the Street"** short videos
- ✓ Recognized during live event
- ✓ Name included during the Docu-Series' credits
- ✓ Logo on website and posted on social media
- ✓ Link to Simulcast Docu-Series on Social Media

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SUPPORTING SPONSOR

\$500

- ✓ Name included during the Docu-Series' credits
- ✓ Logo on website and posted on social media
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