THE MUSEUM OF TRUTH

Sponsorship Proposal

Film and original programming, a traveling convention, a free national magazine, and an online video platform

Alan Dean Shariff | Founder and Publisher

The Museum of Truth uses art, books, and film to help people examine inherited beliefs and ask what is right before they act. We invite founding sponsors to help us produce the feature film Felicity: No Time Forever, launch our original video programming, and bring the Museum of Truth's traveling exhibition to communities in the United States and abroad. This proposal also outlines how a free national magazine and an expanded video platform would help the museum reach audiences year-round.

What We Have Built

The Online Museum

The Museum of Truth is already online, with five departments.

1. **Religion** explores God's guidance, examines how inherited beliefs keep believers divided, and considers how deeper understanding can help end those divisions.
2. **Culture** explores what we cultivate and how we are shaped in turn. It examines the power of impression—how the words, images, and examples we encounter shape what we come to accept as normal, how we act, and what we teach the next generation.
3. **Slavery** examines the history of slavery within the larger story of humanity's journey from the Garden and back. It traces the roots of enmity and hatred to Adam and Eve's disobedience and examines how an us-versus-them mentality leads people to deny others the same standards of justice and dignity they expect for themselves. It presents a return to obedience to God as the way back to the Garden, where humanity can overcome enmity and come to know one another as God intended.
4. **The Hall of Honor** recognizes people whose lives and contributions deserve remembrance.
5. **The Video Department** provides a home for the museum's video work and would oversee production of the Felicity feature film and the museum's continuing episodes.

The Four Books

I have published a book for each of the Religion, Culture, and Slavery departments and a fourth book, a novel, that brings their central ideas together through a story.

- Climbing the Stairway to Religion — Seeking God Through Understanding accompanies the Religion Department. It invites readers to examine inherited beliefs, seek God's guidance for themselves, and consider how understanding can help end religious division.

- Understanding Culture and the Power of Impression accompanies the Culture Department. It examines how customs and repeated influences shape what people come to admire, accept, and pass on to their children.

- The Journey of Righteousness and Slavery — From Enmity Back to the Garden accompanies the Slavery Department. It uses the history of slavery to examine what happens when people deny others the standards they expect for themselves.

- Felicity: No Time Forever brings the ideas explored in the first three books into a work of fiction. People from different backgrounds build a community together, then face a test of what they are willing to risk for one another when that community is threatened.

The Trailer and Video Archive

I have completed a trailer for the proposed Felicity feature film and created an archive of 296 short videos on religion, culture, and slavery. The trailer introduces audiences to the story and its characters. The video archive provides material our team can draw on as we develop new museum programming.

What We Plan to Do Next

1. Produce the First Felicity Feature and Develop Continuing Original Programming

Through the Video Department, we plan to adapt Felicity: No Time Forever into a feature film, continue its story through dramatic episodes, and develop educational programming for the museum's departments.

Sponsorship would create paid opportunities for writers, editors, artists, and production specialists to develop these programs.

Feature Film Production Options

- AI-produced feature film. Hire writers, artists, and production specialists to create the film using AI tools.

- Hollywood-level live-action feature film. Work with an established film production company to produce the feature with a professional cast and crew.

The funding and professional partnerships secured would help determine the production approach and scale.

The Continuing Series

We plan to develop four continuing series, with a fifth proposed for the Hall of Honor.

- Felicity would continue the novel's story through dramatic episodes.
- Religion would explore God's guidance, inherited beliefs, and the pursuit of understanding.
- Culture would examine how customs and influences affect the choices people make.
- Slavery would examine its history and the consequences of denying others the standards we expect for ourselves.
- Hall of Honor, as a proposed fifth series, would profile people whose lives demonstrate honesty, responsibility, courage, and service.

Writers and production specialists would draw on the books, the existing video archive, and new material developed for each series. Episodes would be produced in batches, with additional material supporting future seasons.

Distribution Options

- Theatrical screenings. Pursue screenings through theater partners or rent venues directly in selected cities.
- Release through our website. Make the feature and continuing programs available directly to audiences through The Museum of Truth's website.
- Distribution partnerships. Explore release through film distributors, streaming platforms, or broadcast networks.

The release could combine these options to reach audiences in different markets.

2. Bring the Traveling Exhibition to Communities in Different Cities

Through art, writing, and history, the exhibition would help visitors explore how religion, culture, and slavery shape the way we live together.

Traveling Convention Format

We plan to present the exhibition as a traveling convention in cities across the United States and abroad. Convention centers, hotel banquet halls, and other rented venues could host the event, with the layout and programming adapted to each location.

The Exhibition

The full exhibition would feature 60 panels across the Religion, Culture, and Slavery departments. Each department would have ten image panels and ten companion text panels, all measuring 4 by 8 feet, plus one 12-by-18-foot mural. The plexiglass image panels would be lit from behind in a dimmed exhibition space.

In venues that can accommodate the circular layout, image panels would face inward from an outer ring and text panels would face outward from an inner ring. Visitors would walk between the rings, with the artwork on one side and the accompanying text on the other. Smaller venues could use a compact layout that still takes visitors through all three departments.

Convention Programming

Depending on the venue and budget, a convention stop could include a special screening of Felicity: No Time Forever, live poetry and dance performances, and vendor booths. In a smaller setting such as a mall court, a reduced exhibition could be paired with a performance stage and space for 20 to 30 vendor booths where room permits.

3. Promote the Programs and Traveling Convention Through a Free National Magazine and Advertising

Felicity — The Museum of Truth Magazine

We plan to establish Felicity as a free national monthly magazine with local editions for participating cities. Published throughout the year, it would bring The Museum of Truth's message to readers regularly and build an ongoing audience for its educational and creative work.

We would commission paid writers to develop articles exploring religion, culture, history, the arts, and moral responsibility, including subjects connected to the museum's books and exhibitions. The magazine would also feature features on the Felicity novel and previews of the planned film and dramatic series, along with interviews and profiles of people whose success reflects honesty, responsibility, and service.

Regular features could introduce people honored in the Hall of Honor and direct readers to their video profiles on the museum's website.

Local editions would combine national content with community stories, interviews, and information about local activities. When conventions, exhibitions, or screenings are scheduled, they would include dates, venues, and programming details, directing readers to The Museum of Truth's website for updates and ticket information where applicable.

The magazine would offer national and city-specific advertising to businesses approved by The Museum of Truth. Advertising revenue and sponsorship would help cover writing, editing, design, printing, and distribution costs while keeping the magazine free to readers.

Ongoing National and Local Distribution

We would build a year-round distribution network through participating businesses, hotels, libraries, community centers, and other partner locations in cities across the country. Each monthly issue would be available through these locations, supported by a digital edition accessible through The Museum of Truth's website.

As conventions, exhibitions, and screenings approach, we would expand distribution in the host cities to reach additional readers and promote attendance. Copies would also be available at the events.

Radio Advertising

Local radio spots would announce the free magazine, tell listeners where to pick up a copy, and direct them to the museum's website. As the convention approaches, the spots could also highlight event dates, venues, and scheduled screenings.

Online Promotion

Trailers and selected clips on YouTube and social media would introduce audiences to the programs and direct them to viewing options, convention information, and tickets. Paid online campaigns could support national promotion and campaigns in individual tour cities.

Television and Billboard Advertising

Depending on the campaign budget, television and billboard advertising could extend the promotion of major screenings and convention stops. These campaigns would direct audiences to the website for details.

4. Develop the Museum of Truth Video Platform

We propose developing a video-sharing section of The Museum of Truth's website where individuals and organizations can contribute meaningful programming under clearly published standards. Alongside the museum's original films and series, the platform would

welcome educational videos, thoughtful commentary, interviews, music, arts, and community stories that support understanding and responsible conduct.

Why It Is Needed

Creators and viewers need places where worthwhile programming can reach an audience within an environment that respects human dignity. The Museum of Truth seeks to provide that choice through a platform guided by moral responsibility, with standards that reject racial hatred, sexual exploitation, harassment, and the promotion of cruelty or dehumanization. These standards would apply equally to contributors, advertisers, sponsors, and the museum itself.

The platform would encourage people to examine ideas, ask honest questions, and discuss differences respectfully. Contributors would not be required to share every belief or opinion held by the museum. They would be required to uphold its standards of conduct and present their work honestly. This would put the museum's principle of one righteous standard for all people into practice.

How It Would Work

Contributors would apply for permission to submit videos and agree to the platform's publishing standards. Videos, titles, and thumbnail images would be reviewed before publication. Viewers could browse approved programming by subject and creator and report material that may violate those standards. Advertising and sponsor messages would also require the museum's approval.

An independent video hosting provider would support storage and playback, while audiences would watch through The Museum of Truth's website. Development would begin with the museum's own programming and a selected group of contributors, expanding as funding, audience demand, and review capacity grow.

Sponsorship would help fund website development, video hosting and delivery, contributor support, and the staff needed to review submissions and maintain consistent standards. Together with Felicity magazine, the platform would give the museum a year-round way to reach the public, introduce responsible creators, and build an audience for its educational mission.

Long-Term Vision for the Video and Community Platform

The Museum of Truth's long-term goal is to develop a platform combining video-sharing features with community features such as personal profiles, organizational pages, posts, groups, and discussions. It would bring creators, viewers, and communities together under clearly published standards grounded in honesty, human dignity, and moral responsibility.

We believe that good must be separated from what promotes harm. When worthwhile content is used to attract audiences into an environment that also promotes exploitation, hatred, and cruelty, it can help sustain the very practices we seek to overcome. Our purpose is to create a place where people can learn, communicate, and enjoy creative work with confidence in the standards governing what is published and promoted.

As the platform grows, clear review procedures, reporting tools, and an appeals process would support consistent enforcement. The same standards would govern community activity, including rules against fraud and the promotion of violence.

The commercial success of major video and social networks demonstrates the substantial demand for online communication, entertainment, and community. We see an opportunity to serve people and organizations seeking those benefits within an environment governed by clear moral standards. Potential revenue sources include approved advertising, sponsorships, subscriptions for optional services, and paid programming. Financial projections would be developed around our own audience growth, operating costs, and demonstrated demand.

Founding sponsors would help establish the platform and the standards that guide its development. Our aim is to build a financially sustainable enterprise that supports the museum's educational mission.

Sponsorship Opportunities and Recognition

Sponsors could support an individual project or help fund the film, original programming, convention, and promotional campaign together. Each agreement would define the funded work and the recognition provided.

Founding Film Sponsor

A founding film sponsor could help fund script development, production planning, visual production, performances, music, sound, editing, captions, and final delivery.

We intend to pursue the strongest release opportunities for Felicity: No Time Forever, including a major theatrical release, a premiere on The Museum of Truth's website, or a combination of theatrical, online, streaming, and broadcast distribution. The scale and approach would be developed with our sponsors and distribution partners, allowing their support to expand what we can achieve. We propose a commercial-free premiere with presenting sponsor recognition appropriate to the selected release format. Sponsor recognition could also appear on the museum's website and in agreed promotional materials.

Series Sponsor

A series sponsor could finance a defined batch of episodes for one or more of the museum's continuing series. Recognition could include program credits, website acknowledgment, and approved commercial placements where the distribution format permits.

Convention Sponsor

A convention sponsor could support one city stop or several. Funding could cover panel fabrication, transportation, venue rental, installation, staffing, and local promotion. Recognition could appear in event materials, the local magazine edition, and agreed displays at the venue.

Magazine and Promotion Sponsor

A magazine sponsor could help cover writers, editorial oversight, design, printing, and distribution. A promotion sponsor could support radio, online, television, or billboard campaigns. Recognition and advertising placements would be defined in the sponsorship agreement.

Video Platform Sponsor

A video platform sponsor could support website development, video hosting, contributor support, and staff to review submissions. Recognition could include acknowledgment on the museum's website and in agreed promotional materials.

Commercial and Print Advertising

Businesses could purchase magazine advertisements or commercial placements in continuing programs separately from production sponsorship.

Where permitted, episodes could carry short commercial breaks at natural transitions. The Museum of Truth would review each advertiser and advertisement before publication or broadcast. Agreements would specify the program or issue, placement, and run period. Production sponsors could include advertising placements in their sponsorship packages.

Budget, Milestones, and Reporting

Before work begins on a funded project, we would agree on its budget, deliverables, payment milestones, schedule, and sponsor recognition.

Film and series milestones could include script and production plan approval, completion of production, final delivery, the agreed release, and delivery of the first episode batch.

Convention milestones could include completion of exhibition fabrication, confirmation of venues, installation, and public opening. Magazine and promotion milestones could

include completion of the first issue, printing and distribution, and the launch of agreed advertising campaigns.

Video platform milestones could include launching the museum's video section, publishing contributor standards, and opening submissions to an initial group of invited creators.

Production schedules, tour dates, magazine print runs, pickup locations, and advertising schedules would be established as funding and professional partnerships are confirmed.

Sponsors could receive reports covering completed releases, audience views and watch time where available, recorded commercial plays where measurable, magazine copies distributed, and attendance at sponsored events. Each agreement would specify the reporting measures and schedule.

An Invitation to Become a Founding Sponsor

Your support would help bring an existing body of books, artwork, and videos to wider audiences through film, original programming, public exhibitions, and a free magazine.

I welcome a meeting to share the completed Felicity trailer and discuss the projects you would like to support. Together, we can define a sponsorship package with a budget, delivery schedule, and recognition suited to your organization.

If you know someone who may be interested in supporting this work, I would welcome an introduction.

Alan Dean Shariff

Founder and Publisher, The Museum of Truth

themuseumoftruth.com