

SINCERELY,

Love

AN ORIGINAL SCRIPTED DRAMA SERIES

CREATED BY DENNIS 'DEWILL' WILLIAMS

FROM EXECUTIVE PRODUCER ANTOINETTA HAIRSTON-STALLINGS



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OVERVIEW

EAST POINT, ATLANTA, GA, U.S.

WORKING TITLE: SINCERELY, LOVE

Drama | Romance | Comedy

30 Min TRT

Seven Episodes

TARGET AUDIENCE: 25 – 45

Women + Men of Inclusive Ethnicities

AFA / White / ADA Audiences

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LOG-LINE

Sean and Deena unexpectedly collide in love, becoming a mirrored reflection of their unhealed past. Together, they explore the unknown, compromise on their boundaries and attempt to embrace their vulnerabilities.

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SYNOPSIS

The journey to self-love is defined and unpacked throughout the seven-episode, half-hour drama-series. Deena alongside her best friend Bre navigate their dirty 30's in East Point Atlanta, while trying to balance their romantic relationships, sisterhood and their booming careers at the Ten Commandments Marketing Agency.

After a successful pitch meeting, Deena, a Business Development Leader on the path to make Business Partner is introduced to her client Sean Daniels to close the business deal. Soon after, Deena and Sean explore their magnetic connection while Sean is still partnered with Taylor.

Sean's eventual job-loss in parallel he and Deena's exploration of companionship becomes one of the deepest soul-connections they've encountered, confusing their love with loose boundaries, passion and uncontrollable emotions.



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THROUGHOUT YOUR CHILDHOOD, IMAGINE HEARING:

‘YOU’RE TOO YOUNG TO UNDERSTAND’

*“STUPID B****” – love YOUR FAVORITE AUNT*

– love DAD

*‘I HATE THAT MOTHA-F****’*

– love MOM

THE PITCH

Imagine seeing and hearing 25 years of abuse.

You’re now an adult and finally met the person of your dreams.

The two of you share similar upbringings and so you explore the connection, unhealed and walking into the unknown.

Imagine exploring a trauma-bonded relationship when you’ve never seen self-love. Ask yourself... “How do I know what love is if I’ve never experienced it?”

The journey to self-discovery is defined and unpacked throughout the seven-episode, half-hour drama series. Deena alongside her best friend Bre navigate their dirty 30's in East Point Atlanta, while trying to balance chaotic relationships, sisterhood and their booming careers climbing the corporate ladder.

*“I WOULD LEAVE YOUR FATHER,
BUT I STAY BECAUSE OF YOU”*

- love MOM

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CHARACTERS

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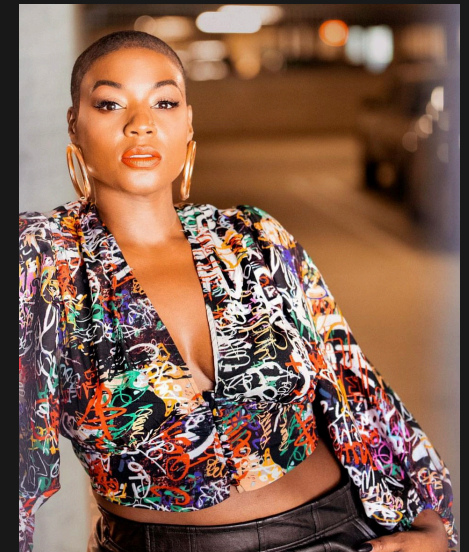
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DEENA (RENELL)- 5'5" | 140 LBS



TAYLOR (KEYSHA)- 5'4" | 140 LBS



BRE (PATRICE)- 5'5" | 195 LBS

THE CAST

KNOWN AS:

RENELLE NICHOLE
LA'KEYSHA EDWARDS
PATRICE COVINGTON
NIGEL COX
RODNEY RIKAI
CHRISTOPHER DEON



BRANDON (NIGEL) 6' | 180 LBS



SEAN (RODNEY) 6'2 | 205 LBS



DAMION (CHRISTOPHER) 5'10 |
165 LBS

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DEENA

THE LOVER & CREATOR

Beautiful, outgoing and career focused, she juggles between a successful career while starting a business. Deena falls in love with Sean after her relationship with Brandon. Her unhealed past, trauma and former relationships cause her to have trust issues, often pushing her to become defensive and vindictive, having irrational reactions to situations.

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TAYLOR

THE EVERY(WO)MAN

Sean's girlfriend. She is observant, detailed and can straight forward. She is the bread winner in their relationship and often shows who wears the pants. She's career driven, focused and is firm in her boundaries.

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BRE

BRE(ANNA): THE JESTER

Sexy, thick and a trend setter, she's Deena's best friend/co-worker and long-time girlfriend of Damion. She is the comedic relief, presenting a loud personality and often seeks adventure. Exploring her entrepreneurial spirit, she finds ways to build upon her portfolio of talents by seeking and creating new opportunities for herself until she finds something that works; even if her pursuits doesn't make sense to anyone else.



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BRANDON

THE RULER

Deena's boyfriend; His militant career drives his independence, success and strong business acumen. With having a structured background, he presents himself as controlling, leading with a forward personality. He nourishes and prioritizes everything else around him, often putting Deena's needs on the back burner.

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SEAN

THE REBEL

Tall and handsome, he has serious demeanor and very uptight until he is comfortable. Entrepreneurial spirit, but struggles with follow-through. He falls in love with Deena while in his relationship with Taylor, but struggles with unhealed family wounds. He carries a big ego and narcissistic traits.



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DAMION

THE MAGICIAN

Bre's long-time partner. He's fun, Laid-back, outgoing and open minded. He goes with the flow of life until he is pushed by Bre to fearlessly pursue his aspirations to launch his clothing brand.

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tone & style



POETIC

Through Deena's journaling, a deep-in-thought storytelling experience unfolds where vulnerable ADR lives, creating a space that unravels her story within the story.



FIRM

Everyday relatable experiences occur through the characters journey as they navigate careers, matters of the heart and past trauma that resurfaces in the present. "Sincerely, Love" implements real-life resources and brand insertions to provide viewers with tools and access.



AMUSING

The healthy dynamic between friendships and relationships demonstrated throughout the series brings balance to the series rollercoaster ride. An intentional world of light-hearted and comedic relief lives with characters and highlighted moments.





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SEASON ONE

Episode 1- We've Met Before: An abrupt end to a magnetic soul-connection forces Deena to reflect on her past with Sean; Bre offers Deena unsolicited relationship advice; Taylor invades Sean's privacy to seek the truth.

Episode 2- Passion & Red Flags: Deena is caught in the middle of drama after introducing Sean to her friend-group; Sean crosses boundaries after one too many drinks, leaving Deena confused and apprehensive of their bond.

Episode 3- Ghosting: Taylor grows frustrated at Sean for losing his job; Deena embraces a new connection with Marcus during Bre and Damion's game-night. Sean makes a drastic change after having a pivotal moment in his relationship.

Episode 4- Fk Boy Behavior:** Sean has a mental breakdown while attempting to seek a new job; Deena shares with Bre her growing pains of her living situation; Sean invites Deena out for a date night that goes left.

Episode 5- Caught Up: Deena is confronted by Marcus and struggles to explain herself; Bre gets into conflict with a retailer when her credit card declines. Deena buys a new home and celebrates her boss move milestone.

Episode 6- The First Goodbye: Deena and Bre travel to LA for Jarvis' birthday; Sean lands a new job and Deena invites him to LA to celebrate. Brandon and Deena re-connect, causing Sean and Brandon to exchange words.

Episode 7- Inside Sincerely, Love: Fireside Chat w/ the Creator, Cast & Crew



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SEASON TWO

- Episode 1- And So We Meet Again
- Episode 2- We in Miami Bitch!
- Episode 3- G-Chat
- Episode 4- Summer Hotties
- Episode 5- Happy Birthday Bitch!
- Episode 6- Concrete Jungle
- Episode 7- The Love You Give
- Episode 8- Inside Sincerely, Love: Fireside Chat w/ the Creator, Cast & Crew



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SEASON THREE

- Episode 1- Put a Ring on It
- Episode 2- Lost your Mind
- Episode 3- Here we go Again
- Episode 4- Anyone Hiring?
- Episode 5- Going Viral
- Episode 6- Well Damn, Hey Justin
- Episode 7- Payback's a B****
- Episode 8- Get the F*** Out!
- Episode 9- Inside Sincerely, Love: Fireside Chat w/ the Creator, Cast & Crew



LOVE JONES



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COMPARABLES



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