

IRONMEN PARTNERSHIP

he - Motions

"Our Trauma, Our Healing, Our Journey"

CTK & Affiliates





Logline

A journey into the mental psyche of African American men. The pain of our trauma and the road towards our healing.

SYNOPSIS

A two part documentary which dives into the mental make up of African American men. Beginning with the history of slavery, then into the era of Jim Crow's segregation. In this film we explore how the psyche of African American men has been built on survival rather than happiness. As we journey through their mental make up, we unpack their emotions and their desire to heal. Becoming their best selves while breaking the generational curses of pain and trauma.



The Story



THE JOURNEY



Painful Survival (part. one)

Throughout American history the black community has been made up of stories of painful survivals. More specifically for black men they have been conditioned to survive and not live life. We see this in such saying like: “what doesn’t kill you, makes you stronger”, hiding behind cliques instead of properly addressing trauma and healing. For many men happiness has been sacrificed for survival, which has led to an unhappy, unfulfilled existence. But how did we get here? What were the defining moments that told us the feeling and emotions of black men aren’t valued; nor are they allowed to have happiness?

“Slavery & Segregation”

“Your value is based on what you do & what you can provide”

Courage To Heal (part. two)

The journey towards healing means facing and defeating the giant. By breaking the silence we end the suffering; and allow for true healing to take place. Black men, your strength is displayed not only by physical toughness, but also in your mental & emotional well-being. As they take practical steps to better themselves and allow their vulnerability to encourage one another; we change the narrative & the negative stigma of mental health within the black community and amongst our black men. Having the courage to heal and create a (mentally) healthy brotherhood.

“Breaking the silence”

“Developing community & being vulnerable (honest)”

“Teaching our sons (children) how to be strong physically, mentally & emotionally”





The message in *“he-Motions”* offers a profound opportunity for collaboration with numerous mental health and wellness organizations across the country. Through this film we will advance the dialogue surrounding mental health and wellness among African American men and within the broader African American community. By partnering with us, together we will foster more conversations around this topic, raise awareness, inspire and encourage individuals, and build meaningful connections among African American men of all ages.

“As iron sharpens iron, so one man sharpens another.”

“IRONMEN” PARTNERSHIPS



IRONMEN - The Experience

“A Transformative Experience for Black Men”



Two powerful gatherings designed to create a safe and supportive space for black men and teens to engage in meaningful discussions about mental wellness and therapy. These events provide an opportunity to acknowledge the past, validate emotions, and offer tangible steps toward healing and empowerment. Through the shared experience of a meal, film screening, and expert-led discussions; attendees will build community, strengthen brotherhood, and embrace the journey to becoming the best versions of themselves.



Both experiences span three to four hours, featuring a sponsored lunch or dinner, an exclusive screening of excerpts from the *“he-Motions”* film series, and a panel discussion led by mental wellness experts, motivational speakers, and community leaders.

IRONMEN LUNCHEON

A mid-day gathering focused on bringing together young black men, college students, and emerging leaders for open dialogue about mental wellness.

Agenda

12:00 PM – Arrival & Welcome:

Guests check in, receive event materials, and engage in light networking.

12:30 PM – Opening Remarks:

Introduction to the event, purpose, and the three guiding pillars:

- Acknowledgement of Our Past – “History Does Not Define Me”
- Validate Our Feelings – “My Vulnerability Is Not Weakness”
- Guidance Towards Healing – “Being the IronMan You Already Are”

12:45 PM – Sponsored Lunch & Community Engagement:

A meal is served, allowing attendees to build connections and share experiences.

1:15 PM – Film Screening (Excerpts from he-Motions):

Selected scenes from he-Motions that explore key aspects of mental wellness, emotional struggles, and pathways to healing.

1:45 PM – Expert-Led Panel Discussion & Audience Engagement:

Panelists discuss the themes of the film, answer questions, and provide insights on:

- Overcoming generational trauma
- The importance of emotional intelligence
- Therapy and mental health resources
- The power of community and brotherhood

2:45 PM – Guided Reflection & Action Steps:

Attendees reflect on takeaways and receive actionable steps to continue their mental wellness journey.

3:00 PM – Closing Remarks & Networking:

Event concludes with final thoughts and opportunities for continued engagement.

IRONMEN DINNER

An evening experience catering to Black men of all ages, including professionals, community leaders, and fathers seeking deeper conversations around mental wellness.

Agenda

6:00 PM – Arrival & Welcome:

Attendees check-in, receive event materials, and engage in light networking.

6:30 PM – Opening Remarks:

Introduction to the event, purpose, and the three guiding pillars:

- Acknowledgement of Our Past – “History Does Not Define Me”
- Validate Our Feelings – “My Vulnerability Is Not Weakness”
- Guidance Towards Healing – “Being the IronMan You Already Are”

6:45 PM – Sponsored Dinner & Table Discussions:

A meal is served as table hosts facilitate guided conversations about mental health experiences and challenges.

7:15 PM – Film Screening (Excerpts from he-Motions):

Selected scenes that highlight struggles, growth, and breakthroughs in Black men’s mental wellness journeys.

7:45 PM – Expert-Led Panel Discussion & Interactive Dialogue:

Panelists, including therapists, coaches, and community leaders, dive into:

- How societal expectations shape Black men’s mental health
- Embracing vulnerability and breaking stigmas
- The role of mentorship and fatherhood in mental wellness
- Healing strategies and self-care practices

8:45 PM – Open Forum & Guided Reflections:

Attendees share personal insights, ask questions, and receive practical steps toward mental and emotional growth.

9:00 PM – Closing Remarks & Networking:

Final thoughts from event hosts and opportunities for ongoing community support.



THE IMPACT & TAKEAWAYS

Both IRONMEN experiences will leave attendees with:

- **A renewed sense of self-awareness and emotional strength**
- **A supportive network of brothers and mentors**
- **Practical tools and resources for mental wellness and therapy**
- **A commitment to personal growth and healing**



These events are more than just meals and conversations; they are a movement toward empowering black men of all ages to embrace their mental wellness journeys with strength and unity.

TARGET AUDIENCE



The target audience for this film & event experience is African American men ages 16-50.

“African American/Black men are more likely to experience depression and anxiety compared to their white male counterparts. Despite this, they are less inclined to seek professional help largely due to cultural stigmas, systemic inequities, and limited access to mental health services. As a result black men often internalize their emotions and avoid discussing their feelings, challenges and mental wellness...”

“My Vulnerability Is Not Weakness”

Audience Persona



Young Black Men Ages: 16-25

Demographic: Teens, College students, early-career professionals & young men navigating early adulthood.

Persona: Highly active on social media, seeking content that resonates with their experiences of identity, self-discovery, and mental health challenges. They are beginning to explore the importance of mental wellness in their lives and are interested in breaking generational cycles. Streaming services and social media are their go-to for content consumption.



Black Men Ages: 27-36

Demographic: Mid-career professionals & fathers balancing career, family, and personal development.

Persona: More self-aware of the mental health challenges faced by black men, such as stress, societal pressure, and work-life balance. They are seeking solutions and narratives that normalize mental health conversations. They resonate with stories that show growth, healing, and community support. Streaming services and social media platforms are primary sources of entertainment.

Audience Persona



Black Men Ages: 38-50

Demographic: Established professionals and family men. They have experienced significant life challenges and are reflective on their past, relationships, and legacy.

Persona: They prioritize mental wellness, emotional well-being, and healing from past trauma. They are deeply invested in passing on healthy habits to younger generations, and seek content that offers hope, solutions, and insight on life. Platforms like Netflix or Amazon Prime are their sources for content.



Black Women Ages: 28-45

Demographic: Professional women, mothers who are actively involved in the well-being of their families.

Persona: They're emotionally invested in the wellness of black men. They are attuned to the struggles black men face and are passionate about their healing and empowerment. They're advocates for black mental health, wellness, spirituality, black love; and resonate with stories that celebrate black resilience and healing. Streaming platforms and YouTube are primary viewing sources.

Melvin Cotton III - Creator & Producer

Melvin Cotton III is an award winning film producer and music artist who has used his creative gifts to reach audiences everywhere. As the owner of CTK & Affiliates; his number one goal is to create content that inspires & entertains; providing viewers with an experience that is entertaining, biblical and conducive for their spiritual growth. He is best known as the co-creator and producer of the digital series “Faith & Food” (Official Selection in the International Christian Film & Music Festival) and he is the recipient of the 2020 Orlando Urban Film & Music Festival song of the year award for his song titled: “Good Vibes”. Melvin is a graduate of Full Sail University where he received his Masters in Entertainment Business. After graduating top of his class, he began a career as a financial consultant (managing over \$980 million in assets) serving clients across the North-Eastern United States before transitioning into a career as a film and music executive.



Treston Mayo - Director

Treston Mayo is an award winning Filmmaker and Director; originally from Omaha, Nebraska who now currently resides in Orlando, Florida. He started as a videographer and photographer in 2017, and from there began developing stories under his company M.Bitions V.O.Y.S. Productions. Many of his works have been featured at the Micheaux Film Festival and the Urban Action film festival; with honors for “Best Music Video & Best Short Film”. He says:

“The challenge of directing is what makes me so passionate about it because it's the management behind the idea to bring it to life.”



MEET THE TEAM

BREAK THE SILENCE

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