

An anthology TV series created by
Helena Sardinha and Rafael Thomaseto

SITKA



“

**In the remote town of Sitka,
Alaska, no one, yet everyone,
knows who you are.**

...

STEVEN MORRISON, WRITER

PROJECT OVERVIEW

Production of pilot episode to secure funding for remaining episodes of the series.

THE SERIES

An anthology tv show

GENRE

Drama

CREATORS

Helena Sardinha

Rafael Thomaseto

PRODUCTION COMPANY

Driven Equation

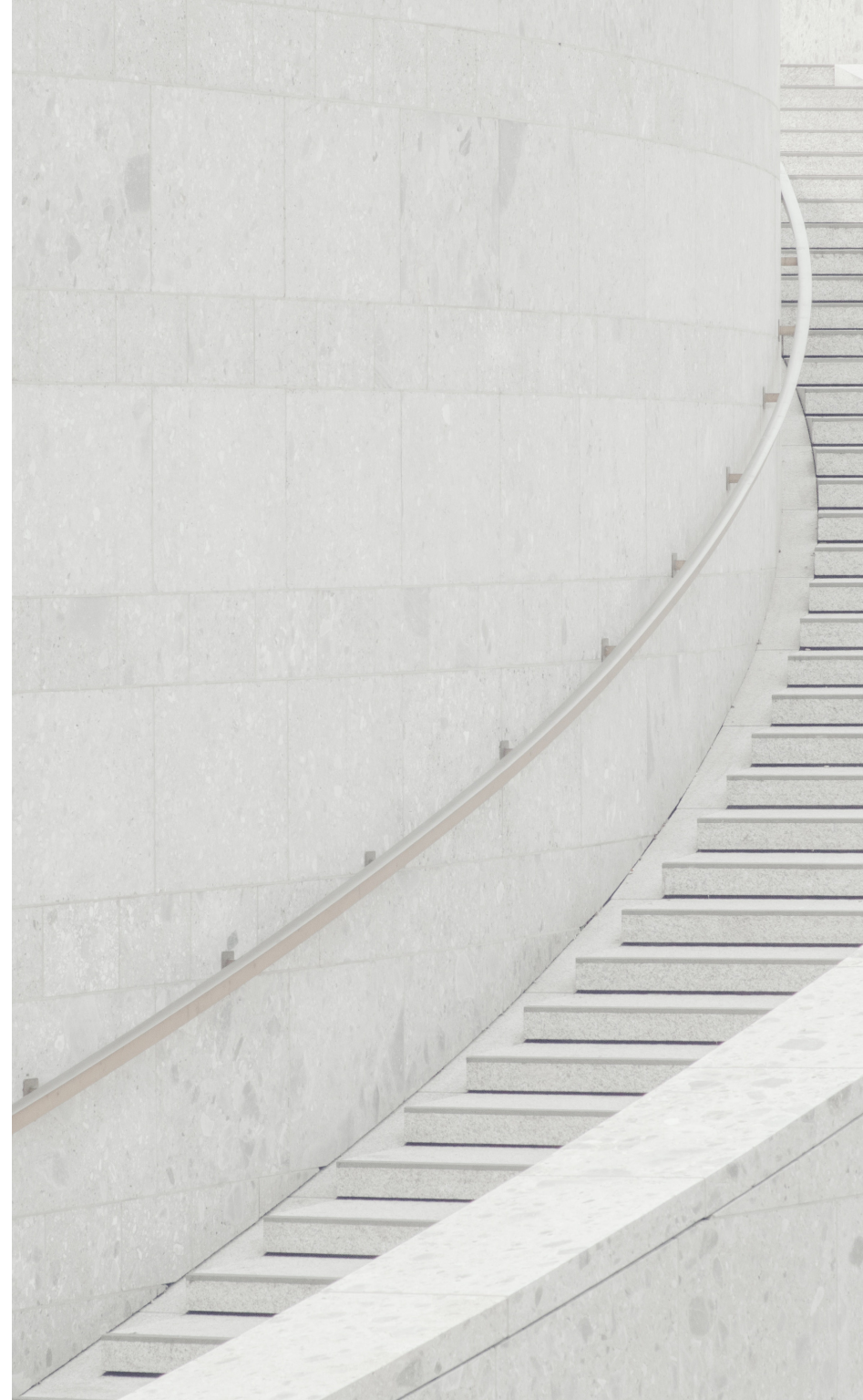
ESTIMATED SCHEDULE

Principal Photography to take place by Spring 2019



DRIVEN EQUATION

**FOUNDED BY HELENA
SARDINHA AND RAFAEL
THOMASETO,**
DRIVEN EQUATION is a
full-service production
house that challenges
the boundaries of
commercial filmmaking
and masters the
process of bringing
any idea or vision to
life.



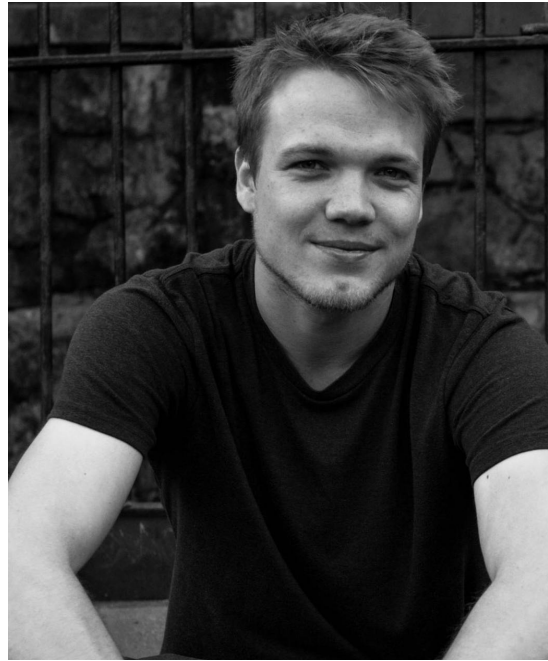
CREATORS



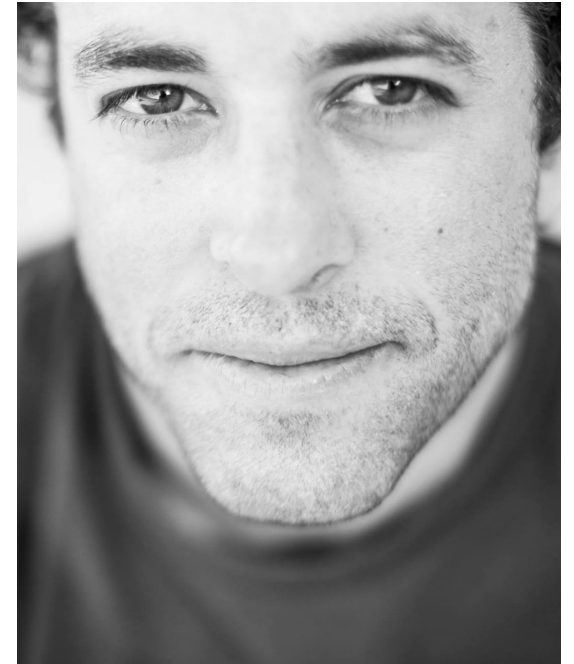
THE TEAM



PATRICIA BUAK
as executive producer.



CHRISTIAN JURGENSEN
as line producer.



STEVEN MORRISON
as writer.



CAST & CREW

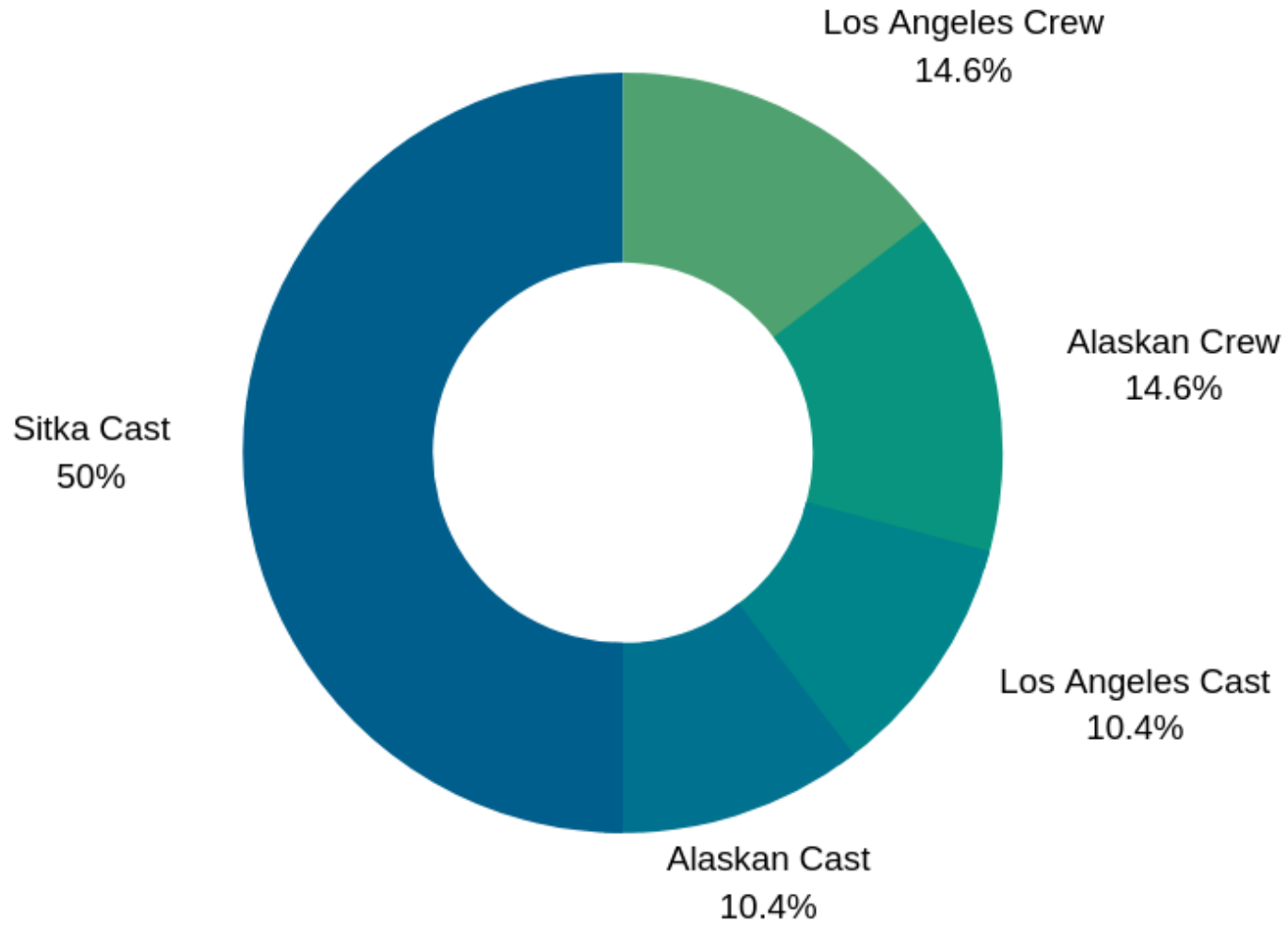
Estimated number
20

50% brought from LA
50% to hire locals

Local artists
Photos, soundtrack and
visuals

Talent
7 main roles
7 supporting roles
50 extras

CAST & CREW



CAST & CREW

- WORKING WITH UP AND COMING INDIE ACTORS FROM PRESTIGIOUS AGENCIES SUCH AS UTA AND CAA.
- CREATING OPPORTUNITY TO ALASKAN TALENT TO STAR ON THE SHOW.
- INTEGRATING SITKA'S COMMUNITY AS PART OF THE SCENES.
- BLENDING CALIFORNIAN INDUSTRY TRAINED PROFESSIONALS WITH ALASKAN FILMMAKERS TO ENHANCE THE CREW.
- EXPLORE SITKA'S ARTS AND CULTURE, SHOWCASING LOCAL PAINTINGS, MUSIC AND FASHION ON THE TV SHOW.

“

Sitka gave me a second opportunity in life. It gave me a family and made me feel loved and part of a community.

...

QUOTE DURING AN INTERVIEW WITH A RESIDENT OF
SITKA

STORY

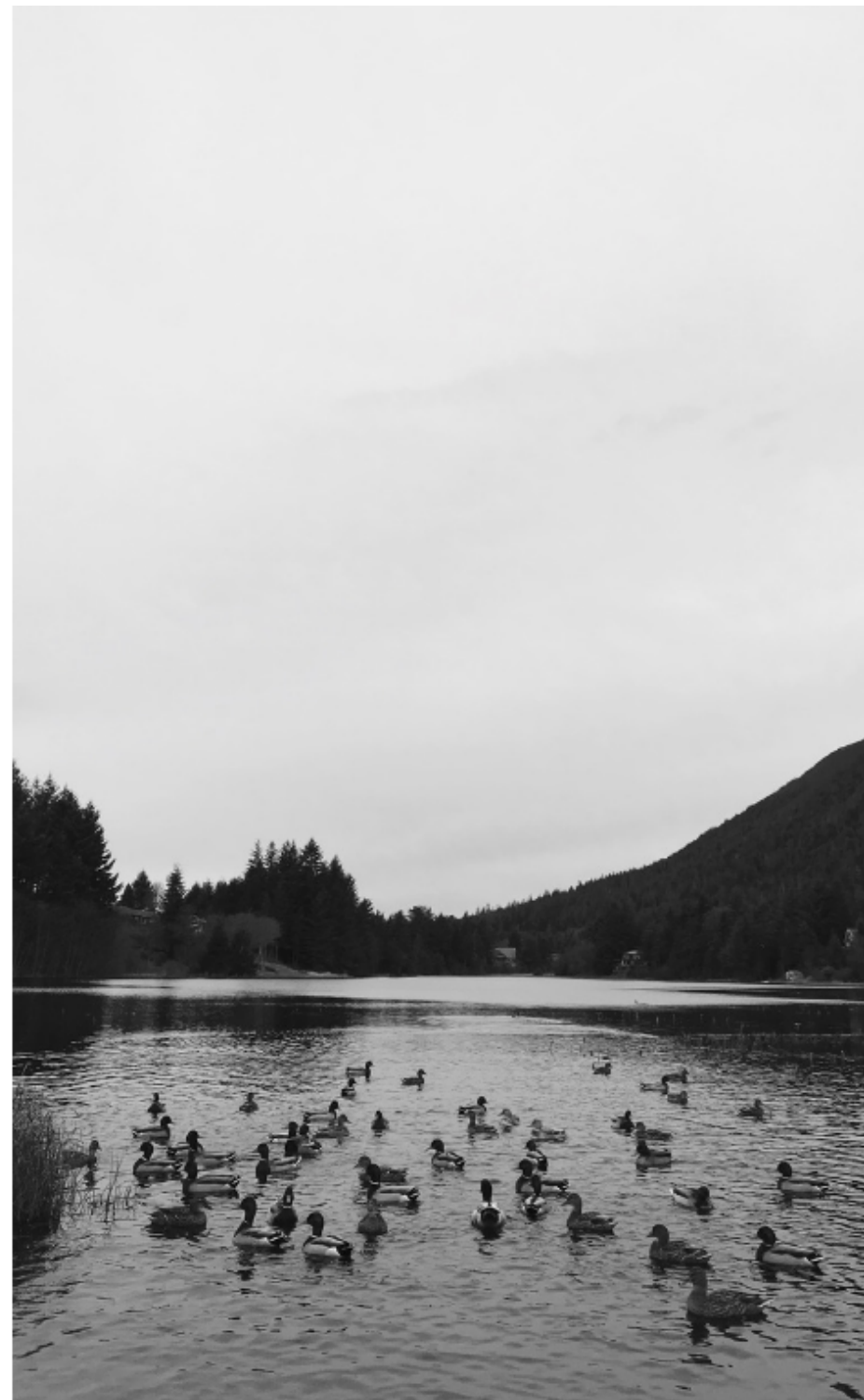
Set in the remote land of Sitka, Alaska, residents and foreigners of different backgrounds and histories, lives have brought them here as they attempt to move on from their pasts and find healing.

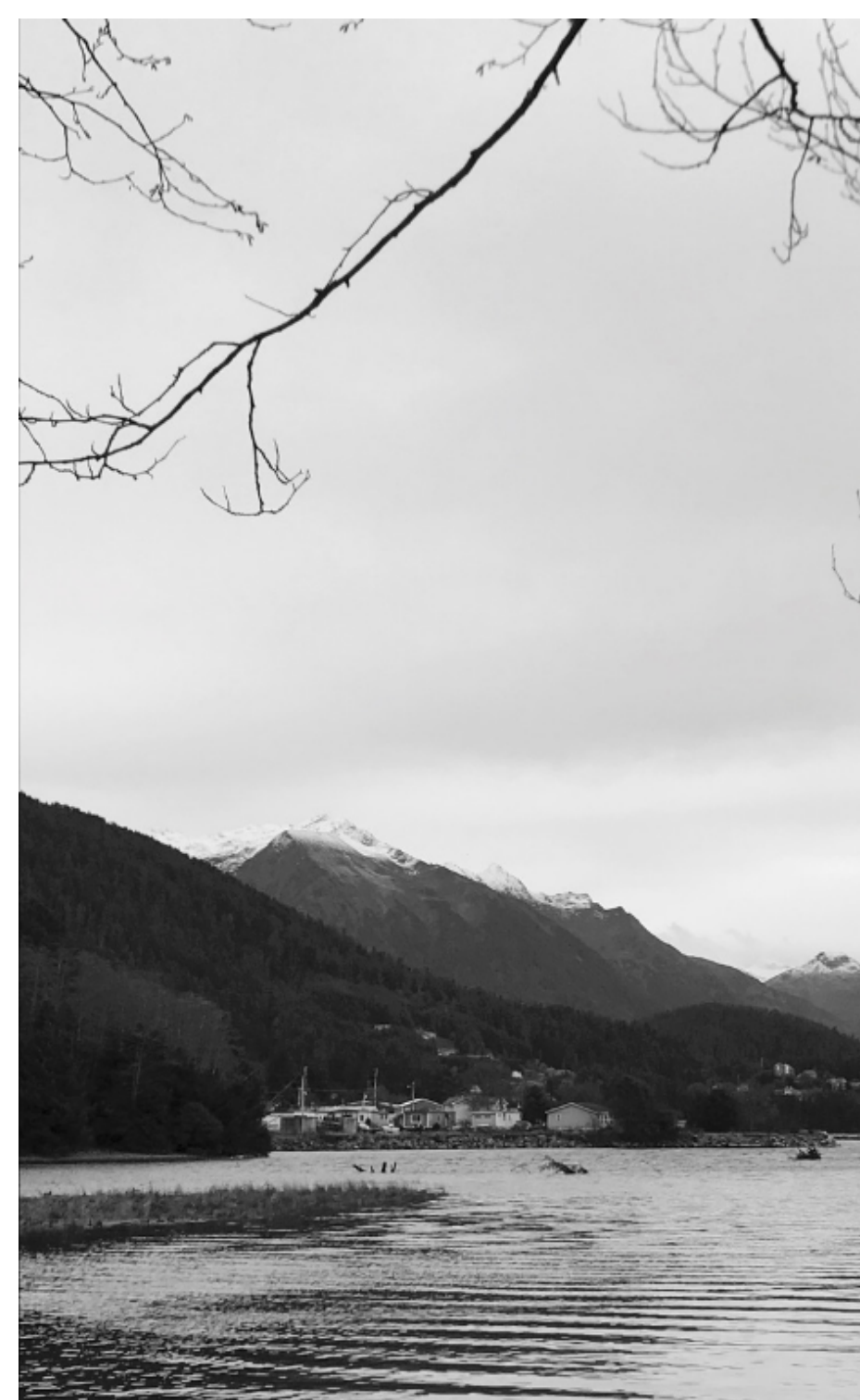


THEME

The overall theme for the season, which only concludes in each story-line in the final episode, is **healing**.

Healing can come through forgiveness, acceptance, or suffering but together.





A lot of people come here to move on from their past and/or leave bad things behind, as well people already here in Sitka need to overcome traumas from their past.

In the end, Sitka is the town where people move on, allow you to be yourself, and feel each other's pain and have compassion for it.

Therefore, **healing** can take place.

SEASON STRUCTURE

PILOT

Set up an introduction to each character

Fundraiser
Event Day

CHARACTER EPISODES

Centered around one character's storyline

Takes place across a week, or a month or two.

SEASON FINALE

Each character will have a final climatic reveal

Alaska Day

TOPICS TO BE EXPLORED THIS SEASON

GLOBAL WARMING

SEXUAL HARRASSMENT

DISCRIMINATION

WOMEN'S EMPOWERMENT

CRIME & PUNISHMENT

BLOSSOM

CREATIVE COMPARISONS (TV SERIES)



High Maintenance
HBO
2015
2 seasons



Big Little Lies
HBO
2017
1 season

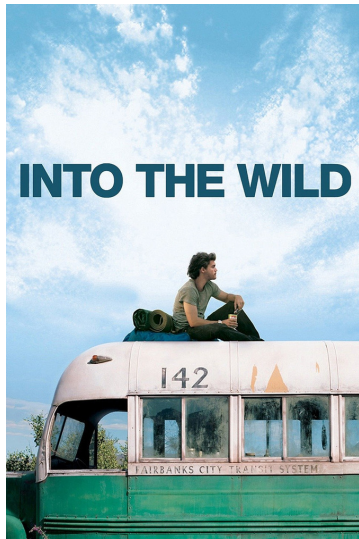


Transparent
Amazon
2014
4 seasons



The Romanoffs
Amazon
2018
1 season

CREATIVE COMPARISONS (MOVIES)



Into the wild
Directed by
Sean Penn
2007



**Manchester by
the sea**
Directed by
Kenneth Lonergan
2016



Knight of cups
Directed
by Terrence
Malick
2016



Phantom Thread
Directed by
Paul Thomas
Anderson
2017

VISUAL STYLE

As its core, the series will have the mood and tone directly rooted in reality, exploring the cold aspect of nature and the warmer colours from the people. The contrast will be the main characteristic of our style.

Our goal is to film the majority of the scenes outdoors to explore the beautiful scenarios of Sitka,

As an anthology series, every episode will have its peculiarity. In that means, camera moves and visual effects will change depending on what on the story is told.



COLOR





USE OF SHADOWS





FRAMING





OUR GOALS



explore stories of residents while involving the local community.



generate economic incentives for the city by having a major production in town.



streaming service or cable network
acquiring pilot episode for development of
entire series.



to shoot the remaining episodes of the
series within the next year.

MARKET ANALYSIS

1

According to entertainment media trends, TV shows will dominate the industry when compared to movies. Extended storytelling, wider audiences and originality are the reasons why.

2

From 2015 to 2017, the number of digital series increased 68%; since 2011, the total number of digital series has increased a staggering 1,271%.

3

Netflix set to spend upwards of \$8 billion on content in 2019, the service, then, will have 700 original TV shows this year.

INDIE EPISODIC DISTRIBUTION

1

After funding is secured for the pilot and its production, we'll use the episode as proof of concept to develop the entire season of the series.

2

Our sales strategy will entail screenings with industry members from streaming services and cable networks, film festival competitions and film markets.

3

The main goal is to return to Sitka within a year to shoot the remaining episodes.

STREAMING SERVICES

Netflix, Hulu and Amazon Prime Video are expected to triple their combined investments in originals by 2022, spending \$10 billion annually.



NETFLIX

hulu

CABLE NETWORKS

Networks are changing the way they develop and release new shows, and even commercials, as they seek to adapt to new TV viewing habits.



FILM FESTIVALS

The premiere festival launches the series into the world.



FILM MARKETS

Those are 3 potential film markets our company will be attending and will be using Sitka as part of our slate.



MARCHÉ DU FILM
FESTIVAL DE CANNES

**STAGES OF
PRODUCTION**

1

DEVELOPMENT

2

**PRE -
PRODUCTION**

3

PRODUCTION

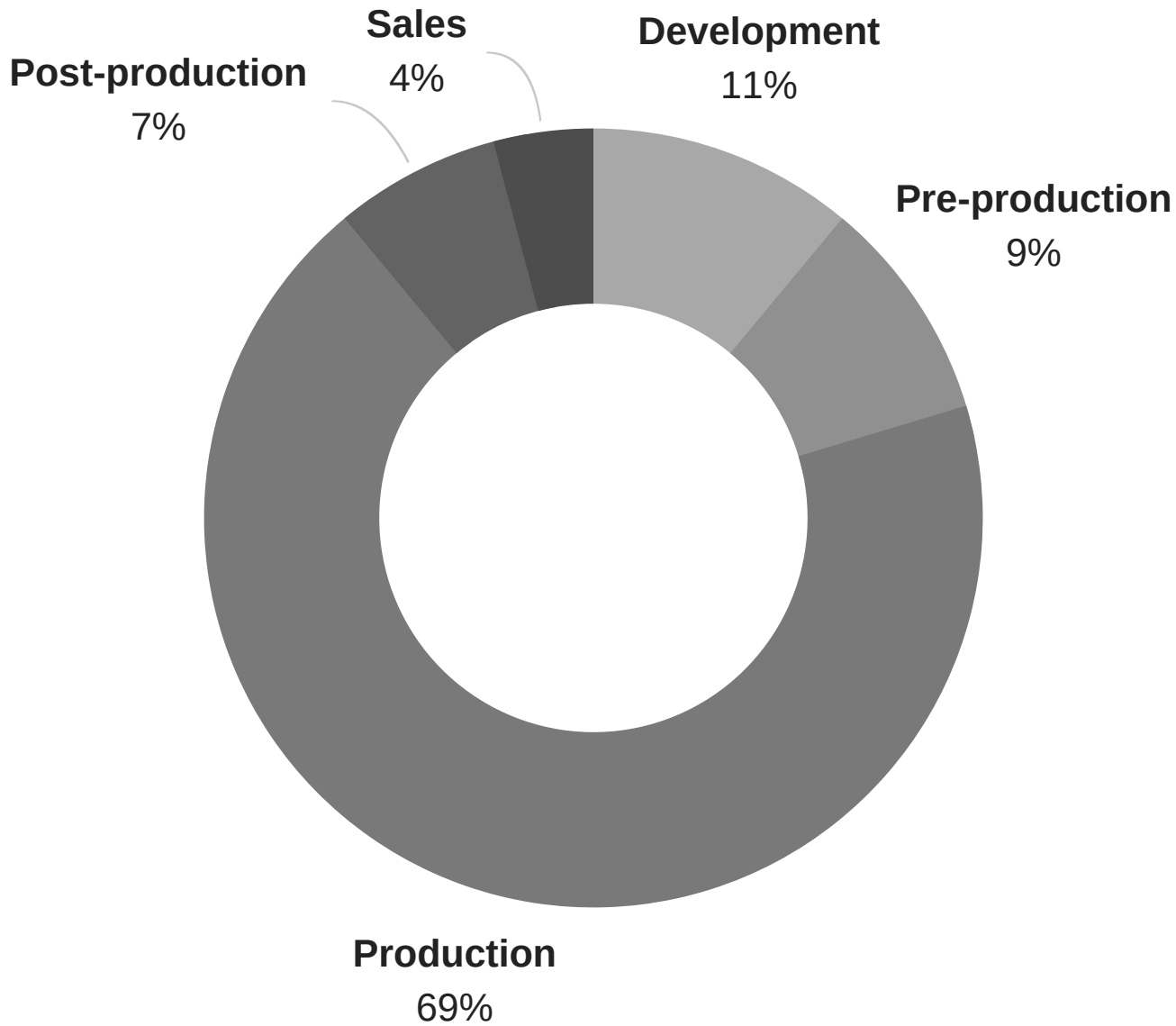
4

**POST -
PRODUCTION**

5

SALES

BUDGET BREAKDOWN



BUDGET BREAKDOWN

Development: \$32,100

Pre-production: \$27,300

Production: \$199,600

Post-production: \$20,000

Sales: \$12,000

Total (estimated):

\$291,000.00

28%

of the total budget can be reduced with sponsorships and partnerships.

50%

of the total budget will affect the local community directly.

\$1,500,000

estimated projection expenses that would drive the local economy once the production comes back to shoot the remaining episodes of the series.

**HOLLYWOOD
INVESTMENT**



**LOCAL
SUPPORT**

PARTNERSHIP OPPORTUNITY



FISCAL SPONSORSHIP



CORPORATE SPONSORSHIP



PRODUCT PLACEMENT



VENTURE CAPITAL

FISCAL SPONSORSHIP

The entity funding the project would be considered a donor, which means they won't own any rights or royalties.

Granting organizations and private donors can get the perks of donating to a 501(c)(3) non-profit (tax deductions).

They do not retain any creative control of the project or control, copyright, or prevent the production from future sales or profit.

The project will work alongside The Film Collaborative. They are the first non-profit, full-service provider dedicated to the distribution of independent film, including narrative features, episodics and documentaries.

CORPORATE SPONSORSHIP

Business sponsorship is a major source of funding for many TV shows as more and more companies have discovered this to be a powerful marketing tool.

Building and strengthening your company brand through effective visibility is one of the key essentials in business strategy.

FOOD | ACCOMMODATION |
WARDROBE | TRANSPORTATION |
INSURANCE | PERMITS |
LOCATIONS | PRODUCTION
NEEDS

PRODUCT PLACEMENT

Product placement is described as paid inclusion of products in media programming as a combination of advertisement and publicity in such a way designed to affect viewers.

When products are inserted into storylines, they can be more effective than traditional ads. In the case of Sitka, for an example, if the story showcases a hotel's name and property during an episode, when a viewer who watches the show decides to travel to the city, there are likely chances that he will decide to stay at that specific business.

VENTURE CAPITAL

Private investors can acquire an interest into the series.
There is no limit to the investment.

The benefits are as follows:

Up to 40% of the ownership of the pilot.

Up to 5% of the ownership of the whole series.

Profit sharing (if the pilot is sold and makes a profit).

Executive Producer credit on a single card and any other promotional material.

Invitation to premiere and/or relevant screenings.

Product placement to be discussed depending on the amount of investment.

Detailed profit projections chart can be reviewed upon request.

SPONSORSHIP LEVELS & BENEFITS
























PLATINUM - 50,000 >

GOLD - 20,000 - 50,000

SILVER - 10,000 - 20,000

BRONZE - > 10,000

PARTNERSHIP -
CONTRIBUTIONS

BENEFITS	PLATINUM	GOLD	SILVER	BRONZE	PARTNER
Sponsor will become an executive producer of the project (terms to be discussed)					
Sponsor's logo will appear in the initial credits in a solo title card					
Sponsor's logo will appear in the initial credits in a shared title card					
Prominent name and logo placement on all printed materials related to the project					
Prominent Sponsor name recognition in all press releases					
Logo placement on banners, which serve as backdrop in all press photo opportunities					
Logo placement on the project's website & social media					
Opportunity for Product Placement					

SPONSORSHIP OPPORTUNITIES

LOCATIONS

ACCOMODATIONS

INSURANCE

WORKFORCE

FOOD

SERVICES

TRANSPORTATION

EQUIPMENT

TIMELINE

- 1 February | March:
Development
- 2 April | May:
Pre-production
- 3 By the end of Spring:
Production (dates to be determined
once development officially starts)
- 4 Summer:
Post-production
- 5 Fall:
Sales

OVERVIEW

This is a pilot concept aiming to create awareness of the project and prove to other investors and streaming services the potential this project has.

Therefore, looking at this from a macro standpoint and at how far the series can travel to, the main goal is to secure funding to shoot the remaining episodes to complete the season and attain pre-sales to a US channel and at least 5 international territories.


...

ALTHOUGH CERTAIN INVESTMENT CATEGORIES ARE LISTED ABOVE, WE DO NOT WANT TO BIND POTENTIAL SPONSORS TO THE SUGGESTED AMOUNTS. THE TV SHOW WILL ACCEPT ANY OTHER DENOMINATION OF SPONSORSHIP AMOUNTS AND IT IS HIGHLY NEGOTIABLE.

THANK YOU FOR YOUR SUPPORT



The Sitka History Museum



THANK YOU.
AND DON'T FORGET TO
FOLLOW US ON OUR OFFICIAL
FACEBOOK PAGE:
SITKA TV SHOW

...

WWW.DRIVENEQUATION.COM

INFO@DRIVENEQUATION.COM

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