

CHALLENGE ME

By: Sara Camacho, Maria Claudia
Gómez, Valentina Linares &
Nicolás Pedraza



Production's Name:

Challenge Me

Company's Name:

MNVS Productions

Producers' Names:

Sara Camacho, Maria Claudia Gómez, Valentina Linares, Nicolás Pedraza.

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DATA SHEET

1.1 Project Title: Challenge Me.

1.2 Genre: Documentary.

1.3 Format: Unitary Series.

1.4 Number of Episodes: 9 per season.

1.5 Runtime: 30 minutes.

1.6 Objective audience

Age: 25 – 30

Gender: Male

Interests: Sports, programs like Cheers (Netflix, 2020) Coach Snoop (2018), Icaro (2017), Live broadcast of matches, cultural documentaries with fast rhythm and short duration. Information through news and social networks.

Occupation: Worker Marital Status: Single or engaged.

SPECIFIC PROFILE:

Name: Juan Andrés Rodríguez

Age: 27 years old

Gender: Male

Location: Teusaquillo, Bogotá

Occupation: Architect. He has been working in a company as a structure designer for a year.

Family: Single, lives alone. He has a big brother (34) and a nephew (7)

Personality: He is a good worker, responsible, punctual, serious, and committed. He is homelike and has a close relationship with his family and friends

Interests: He played basketball in his childhood. Nowadays, he enjoys watching NBA's matches with his friends and soccer matches with his brother and nephew on Sundays through Foxsports and Winsports. He likes movies, cultural documentaries with fast rhythm and short duration and read the news through news and social networks.

Objectives: Get distracted on weekends. Enjoy his family and friends. Know the sporting results of his country and NBA. Estar al día con resultados deportivos de su país y de la NBA. Get a couple with the same interests and hobbies.

Challenge: Practice a sport despite his laboral schedule.

Biography: Juan Andres is 27 years old (young adult). His parents are from Bogota, Colombia, they are 60 years old. He studied architecture in Jorge Tadeo Lozano's University. He belongs to a high social class family, but due to his salary he is middle class because he has been working in a company as a structure designer since one year ago. His purpose in the long term is to get a wife and children, however, the most important thing at this moment is his career and personal relationship with his family (brother, nephew, and parents) and friends. When he was in school, he practiced basketball, so he has followed the sport by the NBA, he is smart and the kind of person. This passion has created a strong relationship between him and his brother.

1.7 Crew list:

CHARGES	NAME
Producer	Nicolás Pedraza
Producer Assistant	Pending
Transportation Manager	Pending
Director	Maria Claudia Gómez
Director Assistant	Pending
Researcher	Pending
Director of Photography	Valentina Linares
Photography Assistant	Pending
Ronin Operator	Pending
Gaffer	Pending
Production Designer (Interior Interviews)	Pending
Sound Designer	Sara Camacho
Boom Operator	Pending
Sound Engineer	Pending

Music Composer	Pending
Editor	Maria Claudia Gómez
Graphic Designer	Pending
Colorist	Pending
Motion Graphics Animator	Nicolás Pedraza

1.8 Logline: In a country where soccer is culture and tradition, there are other tons of different sports that deserve, as well, a little more attention, and thousands of athletes with inspirational life stories.

1.9 Central Idea: Challenge Me is a documentary series focused on showing the many different sports Colombia has to offer in it's main regions and cities. It will tell the story of an athlete's journey to become a champion, meanwhile explaining the basics and rules of the sports. The main objective is to show people in Colombia that soccer isn't the only option, that there are many different sports that may not require the same abilities. There's something for everyone, finding a sport you would like eather to practice or simply support.

1.10 Synopsis: Challenge Me is a documentary unitary series that in every chapter tells the story of a different colombian athlete that is part of an unusual sport practiced in some region in his country. Each athlete, besides having an enriching life story, also practices a sport that is probably not as common and popular as soccer is in Colombia. In every single episode, each character is not only going to improve the outlook of the sport but also provide more knowledge about the sport in general, its championships, rules and the lack of interest in it in Colombia. Each one of these stories will be located in different regions that are part of Colombia as a nation, and the reason why is important to show them is because it is crucial to broaden our knowledge about the different sports that are practiced in our country. Getting to know these sports is as important as it is to get to know the life changing stories of these athletes that built a career in unpopular sports, as well as the fact that these sports need to drag more attention in order to find financing to championships and basic needs that their teams may have.

1.11 Themes:

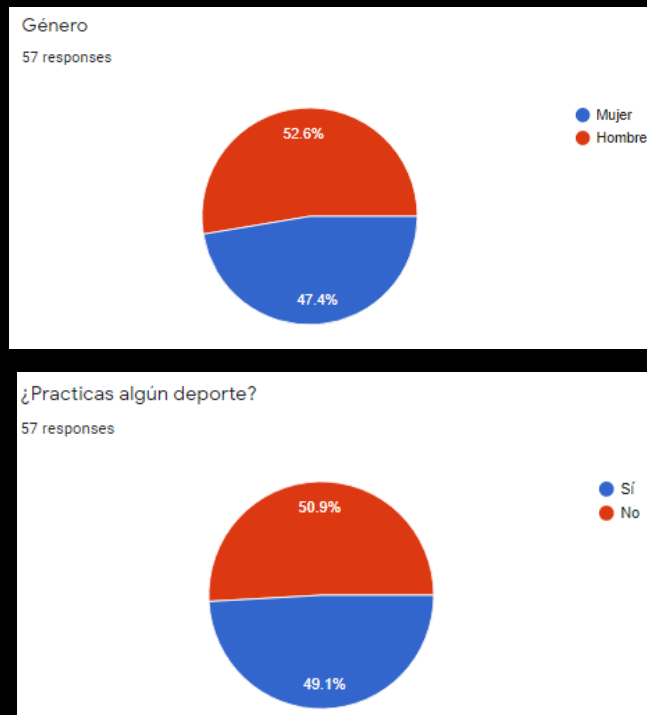
- Sports
- Biographies
- Athletes

- Challenges
- Colombian Economy
- Social conflict

1.12 Objectives:

- Encourage people to participate in different sports and open their spectrum of possibilities to something more than soccer.
- Shine a light in different sports leagues that may need economic aid that could be received by adding new competitors to the teams.
- Show young generations various ways to spend their free time and focusing on something healthy and fun.
- Expose the stories of various actual champions in each sport to give an example to follow for kids and teenagers.
- Introduce people to a new passion, sport, teams, or athletes they can support and love.

ANNEXES





Due to a survey with questions about gender, sports and championship and research information about programs, documentaries and series like: *Loser*, *Cheers*, *Coach Snoop*, *Rio Heroes*, *Formula 1: Drive to survive*, *Icaro* and *A League of Ordinary Gentlemen*. We decided to create a specific profile to recognize our audience: men between 25 and 30 years (Young adults), workers with free weekends. Some of them have practiced sports and are fans of specific sports and they follow their news, results, championships.

BIBLIOGRAPHY AND REFERENCES

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- *Bring It On* (2000) - IMDb. (2020). Retrieved 25 February 2020, from <https://www.imdb.com/title/tt0204946/>
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- *Coach Snoop* (TV Series 2016–) - IMDb. (2020). Retrieved 23 February 2020, from <https://www.imdb.com/title/tt5697642/>
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- *Icarus* (2017) - IMDb. (2020). Retrieved 24 February 2020, from <https://www.imdb.com/title/tt6333060/>
- *Porristas* (2016) - Netflix | Flixable. (2020). Retrieved 25 February 2020, from <https://mx.flixable.com/title/80170845/>
- *Rio Heroes* (TV Series 2018–) - IMDb. (2020). Retrieved 23 February 2020, from <https://www.imdb.com/title/tt7681464/>
- *Strokes of Genius* (2018) - IMDb. (2020). Retrieved 24 February 2020, from <https://www.imdb.com/title/tt8638420/>

Searched data source Google Trends:

Bowling

<https://trends.google.com.co/trends/explore?geo=CO&gprop=youtube&q=bolos>

Biking

<https://trends.google.com.co/trends/explore?geo=CO&gprop=youtube&q=ciclismo>

Horse Riding

<https://trends.google.com.co/trends/explore?geo=CO&gprop=youtube&q=equitacion%C3%B3n>

Basketball

<https://trends.google.com.co/trends/explore?geo=CO&gprop=youtube&q=%2Fm%2F018w8>

Cheerleading

<https://trends.google.com.co/trends/explore?geo=CO&gprop=youtube&q=porras>

<https://trends.google.com.co/trends/explore?geo=CO&gprop=youtube&q=%2Fm%2F018jz>

Skating

<https://trends.google.com.co/trends/explore?geo=CO&gprop=youtube&q=patinaje>

Fencing

<https://trends.google.com.co/trends/explore?geo=CO&gprop=youtube&q=esgrima>

Gymnastics

<https://trends.google.com.co/trends/explore?geo=CO&gprop=youtube&q=gimnasia>

EPISODE 1 SCREENPLAY

Bowling. A sport? for some it seems to be more like a game, something that you do for fun, reunite with friends, drink, eat and laugh because making a strike feels almost impossible, celebrating a score of just above 80. When people refer to it as a sport, other may imagine only 50-year-old fat men, drinking beer and throwing balls. This is way far from the reality of the sport, of the discipline. You can see kids from 5 years old and on doing their first steps, with pound balls. Girls and boys. Athletes from all ages.

The actual national panorama of the sport has been really good, but on recent years, the number of new players has diminished. The seedbed of kids and future players is very small. Some of the main leagues of the country like, Cundinamarca, Quindío and Risaralda are starting to fall apart. Last year, the local lanes in Pereira were demolished. The loyal athletes come from player families, but very few of them have found a way of living from the sport. Therefore, an invitation to participate is very important.

Nowadays, Colombia has different championships divided into different categories like: National Juvenile Championship for u- 12 (max 12 years old) and u- 14 (12 - 14), National Youth Championship for u-16 (14 - 16) and u-18 (16 - 18), National u- 21 Championship for Sub 21 (18 . 21) , National Sub 23 Championship for Sub 23 (21 - 23), National Sub 35 Championship for u- 35 (23 - 35), National Senior Championship for Senior (40 - 60 years old) , National Super Senior Championship for Super Senior (Since 60 years old), National Super Senior and Senior Championship, National Second Force Championship for people who have not belonged to the elite category (Best score of all ages) in the last year. All these championships are made by the Colombian Federation of Bowling, but the people do not have the information about it, there are stereotypes, but María José Rodríguez has broken them because she is the actual Women's world champion.

María José Rodríguez is a Colombian athlete that was born and raised in Ibagué. Since she was a little girl, she has been interested in sports: swimming, tennis, soccer, cycling. Even though she showed that she was a very athletic kid, she was outstanding in two sports that she really loved: golf and bowling. At some point, she had to make a choice between these two sports and after she failed in a golf competition in Cali, she picked up bowling as the sport she would be practicing as a high-performance athlete. Her interests were different than the ones the common Colombian little girls had. Even

though, she managed to be queen of Ibagué's Country Club during San Juan festivities, that are very popular in Colombia. Her parents bought María her first bowling ball and, despite the girls of her age were excited about dolls at that time, she could not be more excited. When she was about to graduate from high school, a once in a lifetime opportunity presented: a scholarship to study abroad, more specifically in the USA. These opportunities came in with a condition: play bowling with the bowling team of the University of Maryland, that granted her the scholarship. She started to study in the USA while she was also competing with the Hawks, her university bowling team. While she was doing both, she also won in Helsinki, in partnership with another Colombian athlete, the title of juvenile woman champion. In 2014, after she graduated and moved to Austin to still compete in her beloved sport, she won the USBC Queens championship. However, it did not drag much attention because it occurred simultaneously to the World's Soccer Cup. Also, she won in 2018 the PWBA Tour Championship, the bowling championship that is equivalent to the Grand Slam in tennis. It is curious how these have not been popular news in Colombia, considering that she has achieved the highest objectives that any bowling athlete would desire.

So, given that Colombia is one of the best countries in the sport, why is it that Colombian society ignores these facts? Media makes an enormous part in making people know about it, and getting the information needed. In Colombia, the media focuses mainly and almost totally on soccer, which leads to having almost no time to show anything else. All this can change mainly through the participation of more people. By making the registration in one of the many academies in all the main cities, or even contacting the leagues and finding a proper coach if the interest is bigger. This could be a decision you will never regret.

EPISODE 1 SCRIPT

<u>IMAGE</u>	<u>AUDIO</u>
FADE IN: CUT TO: MARIA JOSÉ RODRIGUEZ at 10 years old is training in a small bowling alley in Ibagué.	FADE IN: CUT TO: Bowling alley ambience. The sound of various strikes and spares being made.
	Upbeat music starts to play in the background.
	BETO OTALORA: She never had it easy, it was a challenge for her, to get to where she is now.
1 -----	----- CUT TO: The bowling alley ambience decreases, only one bowling ball sounds. The ball hits a strike and the audience in the alley screams and claps. The music's volume increases.
2 -----	----- CUT TO: The bowling alley ambience returns with many screams of teammates supporting each other.
3 -----	----- ADD TO: The ambience is gone once more but the screaming and clapping increases.
DISSOLVE TO: Sequence of Maria José getting up on different podiums of different tournaments.	DAVID RIVERA: Getting to watch her grow and work her way to the top was the best. Getting to share with her the feeling of winning the most important women's championship with her, for our country.
DISSOLVE TO:	DISSOLVE TO: The alley ambience returns louder

MARIA JOSE is at the finals of the 2019 PWBA championship in Kuwait. Throws her last shot and celebrates.

4

DISSOLVE TO:

Main title "Challenge Me : Bowling"

DISSOLVE TO:

Street interviews. The same questions are asked to different people.

The most important words said by the people appear written on the screen.

5

DISSOLVE TO:

JAIME MONROY, the main coach of bogota's local team is working on a ball.

CUT TO:

Archive footage of the beginnings of the sport start to show. Old fat men are eating fast food, drinking beer and smoking inside the lanes.

CUT TO:

JAIME MONROY is sitting in his office.

6

The music suddenly stops.

DISSOLVE TO:

Silence. A typewriter sounds every time a letter appears on screen.

DISSOLVE TO:

NARRATOR asks random people in the streets What they know about bowling?

At least 3 people answer saying that is expensive, boring or too hard.

NARRATOR asks them who do they think practices bowling? like as a sport?

The same people answer that they think only people in their 50's or older that have a lot of time and money can play.

DISSOLVE TO:

The sound of the ball drilling machine and the vacuum fill the ambience.

FADE TO:

JAIME MONROY explains the reason behind the stereotypes of the sport including little history and background of the sport, and ends up introducing Maria José as a complete ground breaker of the stereotypes.

CUT TO:

MARIA JOSE tells a brief backstory of how her parents

CUT TO:

Archive footage of the young parents of MARIA JOSE.

Archive footage and photos of MARIA JOSE's childhood

Archive footage of young MARIA JOSE practicing various sports.

7

CUT TO:

MARIA JOSE is at a bowling alley, explaining the basics of the sport.

MARIA JOSE shows the different balls she has next to her.

8

CUT TO:

MARIA JOSE talks about her achievements in Bowling championships with a bowling alley in the background.

9

CUT TO:

Archive footage of colombian national bowling competitions and Maria Jose participating in those.

10

CUT TO:

met, talks about her family and how the sports have always been around their lives.

MARIA JOSÉ explains her background practicing golf and bowling at the same time and why she ended up choosing bowling as her career.

ADD TO:

MARIA JOSE Explains the basics of the sport including ball materials, lane dimensions, parts and oil patterns, and finishes giving a brief introduction to walking and arm movement techniques.

CUT TO:

MARIA JOSE answers different questions: what championships she has participated in, which ones has she won, how she managed to win these championships and how much time did she practiced every week.

MARIA JOSE talks about her experience in national competitions, which awards she won and in which championships she has participated.

CUT TO:

JORGE FRANCO answers in his interview how is the national outlook of bowling as a sport. He explains how the leagues are conformed, the rules of the championships, how many people practice the sport in a

JORGE FRANCO, the president of the colombian bowling federation is seated in his office.

11

CUT TO:

Archive footage of USBC Queens championship the year MARIA JOSE won, and of the 2018's PWBA tour championship where she also participated.

12

CUT TO:

MARIA JOSE talks about her experience while archive footage of South Point Bowling Plaza in Las Vegas, USA

13

FADE OUT:

Archive footage of Bowling world Championship

professional way and how much budget is destined to bowling.

CUT TO:

MARIA JOSE talks about the most important championships worldwide: PBA/PBWA. She won one of these so she would talk about her experience in it. Also she explains how these work, the categories of the competition, how frequently these take place and how many people participate in it.

ADD TO:

MARIA JOSE talks about her experience in the bowling world championship, her nerves and how excited she was when she won the championship in 2019 and championship in Helsinski and Kuwait

ADD TO:

JULIANA FRANCO, one of the members from the world champion team talks about MARIA JOSE and her dedication.

CLARA GUERRERO, another team member, talks about their conversations in the night about the competitions.

CUT TO:

RAMIRO RODRÍGUEZ and SELMIRA, her parents, remember their last conversation before the game, how they feel about their girl and her progress. María José narrates her victory.

FADE OUT

CUT TO:
Archive footage of
Championship's final.

14
FADE OUT

FADE IN:
DAVID RIVERA, Colombia's
national team coach is in his
office.

CUT TO:
Archive footage of MARIA JOSE
in the Doctor.

CUT TO:
DAVID RIVERA from his office

15
CUT TO:
NATHAN, MARIA JOSE'S husband,
from his home

16
CUT TO:
DAVID RIVERA from his office

17
CUT TO:
LAURA PLAZAS, one of the
members from the world champion
team, from the bowling alley

18

FADE IN:
DAVID RIVERA explain the
emotions he felt when he found
that Maria Jose was injured

CUT TO:
MARIA JOSE talks how was her
accident

CUT TO:
DAVID explains the hard training
for the World Championship, and
Maria's routine in her daily
life.

CUT TO:
NATHAN talks about the process
of his wife,her effort and her
recovery.

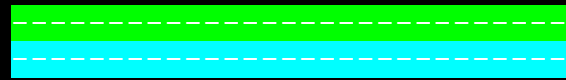
CUT TO:
DAVID gives a resume of the
MARIA JOSE's effort

CUT TO:
LAURA talks about her friend,
how she considered María José
the best athlete.

CUT TO:
MARIA JOSE's parents talk about
how proud they are for their
daughter.

CUT TO:
Nowadays MARIA JOSÉ is
participating in different
championships like PWBA Tour,
Panamericans Games. Everyday she
does her routine, and she makes
an invitation to play bowling

CUT TO:
MARIA JOSE's Parents are
sitting in their living room
19



CUT TO:
MARIA JOSE talks about her
present.

12

like a hobby and sport, respect
and give the true value.

EPISODE 1 SCRIPT BREAKDOWN

SCENE #

1

SCRIPT PAGE

1

SEQUENCE

1. TEASER

SHEET #

1

SCENE DESCRIPTION: Young Maria José is training meanwhile a coach speaks of her.

LOCATION: Ibagué bowling alley

CHARACTERS	COSTUMES	HAIR / MAKE UP	ARCHIVE FOOTAGE
Maria José Rodríguez Beto Otálora	Maria José's club uniform t-shirt and black shorts	Maria José has a pony tail.	The scene is fully found archive footage
SFX/VFX	EXTRAS	PROPS	
None	Other kid bowlers and coaches in the alley	None	
AMBIENT DRESSING	SOUND AND MUSIC	SPECIAL EQUIPMENT	
Buisy bowling alley with old lanes	The alley ambience sounds in the foreground. Soft background music plays and the dialogue of Beto Otálora	None	
	NOTES		
None			

SCENE #

2

SCRIPT PAGE

2

SEQUENCE

1. TEASER

SHEET #

2

SCENE DESCRIPTION: Maria José at 2002 National Championship

LOCATION: Bogota's Team bowling alley

CHARACTERS	COSTUMES	HAIR / MAKE UP	ARCHIVE FOOTAGE
Maria José Rodríguez	Tolima's team uniform and a black skirt with bowling shoes	Maria José has a pony tail.	The scene is fully found archive footage
SFX/VFX	EXTRAS	PROPS	
None	Other kid competitors from different leagues of the country	None	
AMBIENT DRESSING	SOUND AND MUSIC	SPECIAL EQUIPMENT	
Bulky bowling alley with old lanes	the bowling alley atmosphere decreases, only one bowling ball sounds. The ball hits a strike and the audience in the alley screams and claps. The music's volume increases	None	
	NOTES		
	None		

SCENE #

3

SCRIPT PAGE

1

SEQUENCE

1. TEASER

SHEET #

3

SCENE DESCRIPTION: Maria José at an NCAA tournament**LOCATION:** Nebraska University's local bowling alley

CHARACTERS	COSTUMES	HAIR / MAKE UP	ARCHIVE FOOTAGE
Maria José Rodriguez	Maryland's Uniform, White skirt and bowling shoes	Maria José has a pony tail.	The scene is fully found archive footage
SFX/VFX	EXTRAS	PROPS	
None	Maryland Teammates, coach and other competitors	None	
AMBIENT DRESSING	SOUND AND MUSIC	SPECIAL EQUIPMENT	
Modern Bowling alley with clean lanes	The bowling alley ambience returns with many screams of teammates supporting each other.	None	
	NOTES		
	None		

SCENE #

4

SCRIPT PAGE

12

SEQUENCE

1. TEASER

SHEET #

4

SCENE DESCRIPTION: Maria José receiving different medals from different tournaments

LOCATION: Various Bowling Alleys

CHARACTERS	COSTUMES	HAIR / MAKE UP	ARCHIVE FOOTAGE
Maria José Rodríguez David Rivera (Voice)	Different uniforms for her university team, colombia's national team, tolima's team, her local club and own t-shirts for PWBA tournaments	In some her hair is in a pony tail, in other is down	The scene is fully found archive footage from different sources
SFX/VFX	EXTRAS	PROPS	
Montage of videos and photos	Other medallists and coaches	None	
AMBIENT DRESSING	SOUND AND MUSIC	SPECIAL EQUIPMENT	
Podiums in different bowling alleys	The ambience is gone once more but the screaming and clapping increases, and the dialogue of David Rivera	None	
	NOTES		
	MONTAGE		

SCENE #

5

SCRIPT PAGE

2

SEQUENCE

2. Intro

SHEET #

5

SCENE DESCRIPTION: Street Interviews about bowling stereotypes

LOCATION: Street

CHARACTERS	COSTUMES	HAIR / MAKE UP	ARCHIVE FOOTAGE
Narrator (Voice) 3 people answering questions	All the people answering the questions are with casual clothes like jeans and hoodies.	None	None
SFX/VFX	EXTRAS	PROPS	
Main Title and transitions	People passing in the streets	Microphone	
AMBIENT DRESSING	SOUND AND MUSIC	SPECIAL EQUIPMENT	
None	Silence. A typewriter sounds every time a letter appears on screen	None	
	NOTES		
	None		

SCENE #

6

SCRIPT PAGE 3

SEQUENCE 3. Subject Bio (A)

SHEET #

6

SCENE DESCRIPTION: Archive footage of childhood of María José

LOCATION: -

CHARACTERS	COSTUMES	HAIR / MAKE UP	ARCHIVE FOOTAGE
Maria Jose Rodriguez (archive footage only)	None	None	Family photos of Maria José, her parents and their sport, her childhood and her background practicing bowling and golf.
SFX/VFX	EXTRAS	PROPS	
None	Maria Jose's family	None	
AMBIENT DRESSING	SOUND AND MUSIC	SPECIAL EQUIPMENT	
None	Maria José's voice and a piano's song	None	
	NOTES		

SCENE #

7

SCRIPT PAGE

3

SEQUENCE

4. How to

SHEET #

7

SCENE DESCRIPTION: María José talks about the basic of bowling

LOCATION: Bowling Alley

CHARACTERS	COSTUMES	HAIR / MAKE UP	ARCHIVE FOOTAGE
María José Rodríguez	María José wears the colombian bowling team t-shirt, black pants and bowling shoes.	María José has a ponytail and her make up is natural.	None
SFX/VFX	EXTRAS	PROPS	
None	People playing bowling in the background	Bowling balls and pins	
AMBIENT DRESSING	SOUND AND MUSIC	SPECIAL EQUIPMENT	
Bowling Alley	María José's voice talking about the balls material, lane dimensions and a brief introduction to walking and arm movement techniques.	None	
	NOTES		
	None		

SCENE #

8

SCRIPT PAGE

3

SEQUENCE

5. Subject Bio (b)

SHEET #

8

SCENE DESCRIPTION: María José talks about championships

LOCATION: Bowling Alley

CHARACTERS	COSTUMES	HAIR / MAKE UP	ARCHIVE FOOTAGE
María José Rodríguez	María José wears the colombian bowling team t-shirt, black pants and bowling shoes.	María José has hair down and natural make up	Photos of differents achievements in Bowling Championship
SFX/VFX	EXTRAS	PROPS	
Photos of differents achievements in Bowling Championship	None	Medalls and trophies	
AMBIENT DRESSING	SOUND AND MUSIC	SPECIAL EQUIPMENT	
Bowling alley in the background	María José's voice talking about differents championships	None	
	NOTES		
	None		

SCENE #

9

SCRIPT PAGE

3

SEQUENCE

6. National scene

SHEET #

9

SCENE DESCRIPTION: Archive footage of national competitions

LOCATION: -

CHARACTERS	COSTUMES	HAIR / MAKE UP	ARCHIVE FOOTAGE
Maria Jose Rodriguez (archive footage only)	None	None	Colombian national bowling competitions and her participating
SFX/VFX	EXTRAS	PROPS	
colombian national bowling competitions	None	None	
AMBIENT DRESSING	SOUND AND MUSIC	SPECIAL EQUIPMENT	
None	Maria José's voice talking about her experience in national bowling competitions and her awards	None	
	NOTES		
	None		

SCENE #

10

SCRIPT PAGE

4

SEQUENCE

6. National Scene

SHEET #

10

SCENE DESCRIPTION: Jorge Franco explain rules and leagues of the championships

LOCATION: Jorge Franco's office

CHARACTERS	COSTUMES	HAIR / MAKE UP	ARCHIVE FOOTAGE
Jorge Franco Fedecobol manager	Jorge Franco wears a suit.	None	None
SFX/VFX	EXTRAS	PROPS	
None	None	None	
AMBIENT DRESSING	SOUND AND MUSIC	SPECIAL EQUIPMENT	
Jorge Franco's office, books, trophies and paintings	Jorge's voice explaining the sport, leagues, rules of the championships.	None	
	NOTES		
	None		

SCENE #

11

SCRIPT PAGE

4

SEQUENCE

7.Colombia vs The World

SHEET #

11

SCENE DESCRIPTION: Maria Jose talk about the most important championships

LOCATION: Bowling Alley

CHARACTERS	COSTUMES	HAIR / MAKE UP	ARCHIVE FOOTAGE
Maria José Rodríguez	Maria José wears the colombian bowling team t-shirt, black pants and bowling shoes.	Maria José has a ponytail and her make up is natural.	USBC queens championship when Maria won the tournament and 2018 PWBA Tour
SFX/VFX	EXTRAS	PROPS	
None	None	None	
AMBIENT DRESSING	SOUND AND MUSIC	SPECIAL EQUIPMENT	
Bowling alley in the background	Archive footage and Maria Jose's voice	None	
	NOTES		

SCENE #

12

SCRIPT PAGE

4

SEQUENCE

8

SHEET #

12

SCENE DESCRIPTION: Maria Jose talks about her experience in the world championship

LOCATION: Bowling Alley

CHARACTERS	COSTUMES	HAIR / MAKE UP	ARCHIVE FOOTAGE
Maria Jose Rodriguez	Maria José wears the colombian bowling team t-shirt, black pants and bowling shoes.	Maria José has a ponytail and her make up is natural.	South Bowling Plaza in las Vegas
SFX/VFX	EXTRAS	PROPS	
None	None	None	
AMBIENT DRESSING	SOUND AND MUSIC	SPECIAL EQUIPMENT	
Bowling Alley	Archive footage and Maria Jose's voice	None	
	NOTES		

SCENE #

13

SCRIPT PAGE

5

SEQUENCE

8

SHEET #

13

SCENE DESCRIPTION:

LOCATION:

CHARACTERS	COSTUMES	HAIR / MAKE UP	ARCHIVE FOOTAGE
Juliana Franco and Clara Guerrero	Juliana and Clara wear the colombian bowling team t shirt, black pants and bowling shoes.	Both are using a natural make up and they have a loose hair	Maria Jose performance at Bowling World Championship
SFX/VFX	EXTRAS	PROPS	
None	None	None	
AMBIENT DRESSING	SOUND AND MUSIC	SPECIAL EQUIPMENT	
Bowling Alley	Archive Footage and Juliana and Clara's voices	None	
	NOTES		

SCENE #

14

SCRIPT PAGE

5

SEQUENCE

8

SHEET #

14

SCENE DESCRIPTION: David talks about Maria's injury

LOCATION: David's office

CHARACTERS	COSTUMES	HAIR / MAKE UP	ARCHIVE FOOTAGE
David Rivera	David wears a suit	No make up, natural hair	None
SFX/VFX	EXTRAS	PROPS	
None	None	None	
AMBIENT DRESSING	SOUND AND MUSIC	SPECIAL EQUIPMENT	
Bowling office	David's interview	None	
	NOTES		

SCENE #

15

SCRIPT PAGE

5

SEQUENCE

8

SHEET #

15

SCENE DESCRIPTION: Nthan talks about Maria's recovery

LOCATION: Nathan's house

CHARACTERS	COSTUMES	HAIR / MAKE UP	ARCHIVE FOOTAGE
Nathan	Wears casual clothes at his house	No make up, natural hair	None
SFX/VFX	EXTRAS	PROPS	
None	None	None	
AMBIENT DRESSING	SOUND AND MUSIC	SPECIAL EQUIPMENT	
Nathan's house living room	Nathan's interview	None	
	NOTES		

SCENE #

16

SCRIPT PAGE

5

SEQUENCE

8

SHEET #

16

SCENE DESCRIPTION: Nathan talks about Maria Jose's process, her effort and recovery.

LOCATION: Living room of the couple's house.

CHARACTERS	COSTUMES	HAIR / MAKE UP	ARCHIVE FOOTAGE
Nathan and Maria Jose	Maria Jose is wearing a basic outfit: blue jeans and a sweater. Nathan is wearing a pair of jeans and a basic white t-shirt.	Maria Jose is wearing natural make up, like an everyday make up. Nathan is just wearing powders to avoid unwanted shine in his face.	None.
SFX/VFX	EXTRAS	PROPS	
None.	None.	None.	
AMBIENT DRESSING	SOUND AND MUSIC	SPECIAL EQUIPMENT	
Sofa, coffee table, picture frame, a vase with flowers.	Nathan's dialogue. Soft instrumental music.	None.	
	NOTES		

SCENE #

17

SCRIPT PAGE

6

SEQUENCE

8

SHEET #

17

SCENE DESCRIPTION: David is in his office giving a summary of Maria Jose's effort

LOCATION: David's office

CHARACTERS	COSTUMES	HAIR / MAKE UP	ARCHIVE FOOTAGE
David Rivera	David is wearing Colombia bowling team's uniform and a pendant ID card that states he is the team's coach.	David isn't wearing makeup, only powder to avoid that unwanted shine in his face.	None.
SFX/VFX	EXTRAS	PROPS	
None.	None.	None.	
AMBIENT DRESSING	SOUND AND MUSIC	SPECIAL EQUIPMENT	
An office. A desk, a computer, pencils and pens in a little container, some trophies and medals in the background.	David's dialogue.	None.	
	NOTES		

SCENE #

18

SCRIPT PAGE

6

SEQUENCE

8

SHEET #

18

SCENE DESCRIPTION: Laura talks about Maria Jose and her talent as an athlete.**LOCATION:** Bowling alley.

CHARACTERS	COSTUMES	HAIR / MAKE UP	ARCHIVE FOOTAGE
Laura Plazas	Laura is wearing bowling shoes and her bowling uniform (shirt and skirt)	Laura is wearing natural make up (soft eyeshadows, light blush and pink lipstick) and a ponytail.	None.
SFX/VFX	EXTRAS	PROPS	
None.	3 people in the background playing bowling.	Bowling ball	
AMBIENT DRESSING	SOUND AND MUSIC	SPECIAL EQUIPMENT	
A bowling alley, bowling balls, pins, scoreboards, keyboards for scores, tables and seats.	Balls falling into the alley, balls colliding with bowling pins, ambience, people talking. Laura's dialogue.	None.	
	NOTES		

SCENE #

19

SCRIPT PAGE

6

SEQUENCE

8

SHEET #

19

SCENE DESCRIPTION: Maria Jose's parents talk about how proud they're of her.

LOCATION: Parent's living room.

CHARACTERS	COSTUMES	HAIR / MAKE UP	ARCHIVE FOOTAGE
Maria Jose's mother and father.	Maria Jose's mom is wearing a light pink shirt with beige pants. Her dad is wearing a blue pant with a white and blue squared shirt.	Maria Jose's mom is wearing a delicate make up: not too exaggerated, a little bit of blush, light eyeshadows and lipstick. Her dad isn't wearing any make up, just powder to avoid any unwanted shine on his face.	None.
SFX/VFX	EXTRAS	PROPS	
None.	None.	None.	
AMBIENT DRESSING	SOUND AND MUSIC	SPECIAL EQUIPMENT	
Sofa, a coffee table, a lamp, a phone, picture frames, color cushions, a rug.	Maria Jose's parents dialogue. Instrumental music.	None.	
	NOTES		

SCENE #

20

SCRIPT PAGE

6

SEQUENCE

9

SHEET #

20

SCENE DESCRIPTION: Maria Jose talks about her present.**LOCATION:** Maria Jose's house. / Archive footage

CHARACTERS	COSTUMES	HAIR / MAKE UP	ARCHIVE FOOTAGE
Maria Jose Rodriguez	In her house, Maria Jose is wearing a pair of blue jeans and a sweater. In archive footage she mainly be wearing her uniform to practice bowling.	In her house, Maria Jose wearing a simple make up and loose hair. In archive footage, Maria Jose is mainly wearing a ponytail and also a simple make up.	Maria Jose in the championships she won, playing bowling and receiving medals and trophies.
SFX/VFX	EXTRAS	PROPS	
None.	In the interview in her house, none. In the archive footage, there will be extras depending on the piece of video.	Bowling ball (in archive footage)	
AMBIENT DRESSING	SOUND AND MUSIC	SPECIAL EQUIPMENT	
In her house: a sofa, a vase with flowers, a picture frame. (Interview) In archive footage: may vary, but mainly the bowling alley with bowling balls, scoreboards, keyboards for the scoreboards, also past championships scenarios.	Maria Jose talking about bowling and her present. Bowling balls falling into the alley, crashing with pins and being relocated by the machine. People cheering. Inspiring music.	None.	
	NOTES		

DIRECTOR'S NOTE

My name is Nicolás Pedraza, director of the sports series *Challenge Me*. I'm student of Audiovisual communication and multimedia at Sabana University in Colombia. During my audiovisual career I use to work as producer and once as director in a horror short film called "*No Signal*". In this project I have the opportunity to work as director because of my affinity with sports.

Challenge Me is a sports series about all those sports that are usually unknown because of the big popularity of other sports like Soccer, American Football and Basketball. In our first season we will show 9 different sports in throughout different episodes. Also, in this case the season will be developed in Bogotá and the idea is that the next seasons of the series will be developed in different regions of our country. The way we will want to show each sport is by showing one athlete of the sport and the athlete telling us the story of the sport in Colombia, and his experience as an athlete representing Bogotá and Colombia nationally and internationally. Each chapter will be recorded in the place the athlete train, the house where the athlete lives and will have lots or archive material of the athlete competing in different tournaments.

We came with this idea because one of the members of the *Challenge Me* team, Maria Claudia Gómez, use to play bowling and she knows that here in Colombia we have really good athletes in that sport that one woman, of Bogotá, is the actual bowling world champion. An impressive fact of is almost anybody in Bogotá knows that we have a Bowling world champion because almost everybody is just interested in sports like soccer. So, we as a team want to show all that sports that are not so common and known, but we have really good athletes practicing all those sports.

I'm planning to record with the canon C100 because of its good recording video quality and because of its size that is really easy to transport for this type of series that is basically a documentary. Also, it will be use a lot of voice in off for the characters when they talk about their experience in the sport when we use archive footage. In terms of color correction, we will use a cold correction for the archive footage so the viewer can understand it is a memory of the athlete and use a warm color correction for the interviews when the athletes are in their homes so the viewer can feel the warm and the intimate space of the athlete.

Finally, for the shooting of *Challenge Me*, we will take into account productions like: Losers, Cheers, Coach Snoop and Icaro that are successful series that have similar ideas to what we want to do with *Challenge me*.

SCHEDULE

MONTH		1			
WEEKS		1	2	3	4
DEVELOPMENT	Approaching the characters				
	Research with sports experts				
	Scriptwriting				
	Design of financing strategies (coproducers, donors, negotiations for product placement, etc.)				
	Meetings with possible partners or donors				

MONTH		1				2				3			
WEEKS		1	2	3	4	5	6	7	8	9	10	11	12
PRE-PRODUCTION	Archive footage search												
	Archive footage use authorization												
	Application to economic stimulus												
	Final crew selection												
	Scouting												
	Logistics Organization (Transportation, Catering and Lodging)												
	Camera tests												
	Planning (shooting schedule, storyboard, technical script, shot design, lighting schemes)												
	Shoot authorizations												
	Signing Contracts												

MONTH		1				2				3				4				CHALLENGE ME				5				6			
WEEKS		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
PRODUCTION	Shoot championship																												
	Interview with player																												
	Interview with family and friends																												
	Interview with trainer																												
	Equipment, camera and accessories return																												
	Settlement of crew and cast contracts																												

BUDGET

SUMMARY	
DEVELOPMENT	25.820.000
PREPRODUCTION	98.100.000
PRODUCTION	409.290.000
POSTPRODUCTION	92.582.900
PROMOTION AND DISTRIBUTION	165.080.000
TOTAL	790.872.900

COD.	Item	Unit	Quantity	Unitary Value	Total Value (COP)	Total Item Value (COP)	Subtotal (COP)	Total (USD)
1	DEVELOPMENT						25.820.000	6.455
1.1	RESEARCH AND CONTENT DEVELOPMENT					7.700.000		1.925
1.1.1	Scriptwriter	Weeks	2	2.500.000	5.000.000			1.250
1.1.2	Researchers	Weeks	2	1.200.000	2.400.000			600
1.1.3	Copies and Binding	Package	1	300.000	300.000			75
1.2	PRODUCERS					13.000.000		3.250
1.2.1	Producer Executive	Months	1	7.000.000	7.000.000			1.750
1.2.2	Executive producer assistant	Months	1	2.400.000	2.400.000			600
1.2.3	Development chief	Months	1	3.600.000	3.600.000			900
1.3	LOGISTICS					1.400.000		350
1.3.1	Ground Transportation	Weeks	2	500.000	1.000.000			250
1.3.2	Meals	Package	2	200.000	400.000			100
1.4	INSURANCE, LEGAL AND FINANCIAL ASPECTS					3.720.000		930
1.4.1	Legal advice and legal expenses	Package	1	2.500.000	2.500.000			625
1.4.2	Stamp tax and notary expenses	Package	8	40.000	320.000			80
1.4.3	Charges for financial levies, transactions and others	Unit	30	30.000	900.000			225

COD.	Item	Unit	Quantity	Unitary Value	Total Value (COP)	Total Item Value (COP)	Subtotal (COP)	Total (USD)
2	PREPRODUCTION						98.100.000	24.525
2.1	PRODUCER					17.100.000		4.275
2.1.1	Production Manager	Package	1	15.000.000	15.000.000			3.750
2.1.2	Line Producer	Package	1	900.000	900.000			225
2.1.3	Produce assistant	Package	1	1.200.000	1.200.000			300
2.2	FIELD PRODUCTION					3.000.000		750
2.2.1	Field Producer	Weeks	2	900.000	1.800.000			450
2.2.2	Field Producer assistant	Weeks	2	600.000	1.200.000			300
2.3	DIRECTOR AND HEADS OF DEPARTMENTS					18.000.000		4.500
2.3.1	Director	Package	1	10.000.000	10.000.000			2.500
2.3.2	Cinematographer	Package	1	4.000.000	4.000.000			1.000
2.3.3	Sound Designer	Package	1	4.000.000	4.000.000			1.000
2.4	CAMERA TEST					5.000.000		1.250
2.4.1	Camera tests	Package	1	5.000.000	5.000.000			1.250
2.5	LOGISTICS					48.500.000		12.125
2.5.1	Ground Transportation	Package	1	1.500.000	1.500.000			375
2.5.2	Air Transportation	Package	5	1.500.000	7.500.000			
2.5.3	Meals	Package	1	2.000.000	2.000.000			500
2.5.4	Accommodation	Package	5	7.000.000	35.000.000			8.750
2.5.5	Travel expenses	Package	5	500.000	2.500.000			625
2.6	INSURANCE, LEGAL AND FINANCIAL ASPECTS					6.500.000		1.625
2.6.1	Gastos fiduciaria	Unit	1	5.000.000	5.000.000			1.250
2.6.2	Notary expenses	Package	30	40.000	1.200.000			300
2.6.3	Charges for financial levies, transactions and others	Unit	10	30.000	300.000			75

COD.	Item	Unit	Quantity	Unitary Value	Total Value (COP)	Total Item Value (COP)	Subtotal (COP)	Total (USD)
3	PRODUCTION						409.290.000	102.323
3.1	DIRECTION STAFF					47.000.000		11.750
3.1.1	Director	Package	1	30.000.000	30.000.000			7.500
3.1.2	Assistant director	Package	1	10.000.000	10.000.000			2.500
3.1.3	Still photography	Package	1	7.000.000	7.000.000			1.750
3.2	PRODUCTION STAFF					7.000.000		1.750
3.2.1	Production Coordinator	Months	2	2.000.000	4.000.000			1.000
3.2.2	Production Coordinator assistant	Months	2	1.500.000	3.000.000			750
3.3	FIELD PRODUCTION STAFF					9.000.000		2.250
3.3.1	Field producer	Package	1	5.000.000	5.000.000			1.250
3.3.2	Field producer assistant	Weeks	8	500.000	4.000.000			1.000
3.4	CINEMATOGRAPHY DEPARTMENT STAFF					91.000.000		22.750
3.4.1	Cinematographer	Package	1	15.000.000	15.000.000			3.750
3.4.2	Cameraman	Weeks	8	2.100.000	16.800.000			4.200
3.4.3	First Assistant Camera	Weeks	8	2.100.000	16.800.000			4.200
3.4.4	Gaffer	Weeks	8	2.200.000	17.600.000			4.400
3.4.5	Key Grip	Weeks	8	1.500.000	12.000.000			3.000
3.4.7	Electrical Technician	Weeks	8	1.600.000	12.800.000			3.200
3.5	SOUND DEPARTMENT STAFF					41.000.000		10.250
3.5.1	Sound Designer	Package	1	30.000.000	30.000.000			7.500
3.5.2	Sound Assistant	Package	1	7.000.000	7.000.000			1.750
3.5.3	Microphonist	Months	2	2.000.000	4.000.000			1.000

COD.	Item	Unit	Quantity	Unitary Value	Total Value (COP)	Total Item Value (COP)	Subtotal (COP)	Total (USD)
3	PRODUCTION						409.290.000	102.323
3.6	ACCESORIES, MATERIAL AND SHOOTING EQUIPMENT					30.600.000		7.650
3.6.1	Optics, accesories and camera renting	Package	1	15.000.000	15.000.000			3.750
3.6.3	Lights and grip rentig	Package	1	5.000.000	5.000.000			1.250
3.6.4	Other equipments renting (dollies, stabilizers,monitors, etc...	Package	1	2.700.000	2.700.000			675
3.6.5	Energy generator	Unit	1	1.500.000	1.500.000			375
3.6.6	Hard disk and other storage methods	Unit	3	300.000	900.000			225
3.6.9	Setting buying and renting	Package	1	5.000.000	5.000.000			1.250
3.6.10	Restauration and cleaning	Package	1	500.000	500.000			125
3.7	SOUND EQUIPMENT					4.050.000		1.013
	Soun equipment renting	Package	1	4.000.000	4.000.000			1.000
3.7.2	Buying miscellany for sound	Package	1	50.000	50.000			13
3.8	MISE-EN-SCÈNE					41.000.000		10.250
3.8.5	Costume designer	Package	1	11.000.000	11.000.000			2.750
3.8.6	Make up Artist	Months	2	8.000.000	16.000.000			4.000
3.8.7	Make up and costume related purchases	Package	1	5.000.000	5.000.000			1.250
	CHARACTERS							
3.8.8	Protagonics	Package	9	1.000.000	9.000.000			2.250
3.9	LOCACIONES					5.000.000		1.250
3.9.2	Reparación y daños en locaciones	Package	1	5.000.000	5.000.000			1.250

COD.	Item	Unit	Quantity	Unitary Value	Total Value (COP)	Total Item Value (COP)	Subtotal (COP)	Total (USD)
3	PRODUCTION						409.290.000	102.323
3.10	LOGISTICS					131.600.000		32.900
3.10.1	Ground Transportation	Months	2	18.000.000	36.000.000			9.000
3.10.2	Air Transportation	Weeks	2	20.000.000	40.000.000			10.000
3.10.3	First Aid Kit	Package	1	200.000	200.000			50
3.10.4	Catering	Unit	30	1.200.000	36.000.000			9.000
3.10.5	Accomodation	Package	1	10.000.000	10.000.000			2.500
3.10.6	Snack bar	Package	1	500.000	500.000			125
3.10.7	Cleaning	Months	2	700.000	1.400.000			350
3.10.8	Travel expenses	Unidad	30	250.000	7.500.000			1.875
3.11	INSURANCE, LEGAL AND FINANCIAL ASPECTS					2.040.000		510
3.11.1	Notary expenses	Unit	18	30.000	540.000			135
3.11.2	Equipment insurance	Unit	1	1.500.000	1.500.000			375

COD.	Item	Unit	Quantity	Unitary Value	Total Value (COP)	Total Item Value (COP)	Subtotal (COP)	Total (USD)
4	POSTPRODUCTION						92.582.900	23.146
4.1	EDITING					31.340.000		7.835
4.1.1	Editor	Months	1	16.000.000	16.000.000			4.000
4.1.2	Assistant editor	Months	1	4.000.000	4.000.000			1.000
4.1.5	Editing Equipment Rental	Days	30	378.000	11.340.000			2.835
4.3	FINISHING					18.171.000		4.543
4.3.4	Colorization	Weeks	2	1.200.000	2.400.000			600
4.3.6	Subtitles	Unit	270	47.300	12.771.000			3.193
4.3.7	Composition (Title and credits design)	Weeks	1	1.000.000	1.000.000			250
4.3.9	Visual Effects	Weeks	2	1.000.000	2.000.000			500
4.5	SOUND (INCLUDING SERIES AND TRAILER)					28.080.800		7.020
4.5.1	Sound editing	Months	1	6.000.000	6.000.000			1.500
4.5.2	Sound Designer	Months	1	20.000.000	20.000.000			5.000
4.5.3	foley Recording and editing (Includes room and artist)	Days	3	293.600	880.800			220
4.5.4	Narrator (Voice off)	Days	15	80.000	1.200.000			300
4.6	MUSIC					6.055.200		1.514
4.6.1	Rights: original music / author (s) original music (composition and production original songs and incidental music)	Package	1	4.000.000	4.000.000			1.000
4.6.2	Recording studio (Rental & workers)	Days	7	293.600	2.055.200			514

COD.	Item	Unit	Quantity	Unitary Value	Total Value (COP)	Total Item Value (COP)	Subtotal (COP)	Total (USD)
4	POSTPRODUCTION						92.582.900	23.146
4.7	ARCHIVE FOOTAGE					4.815.900		1.204
4.7.1	Archive Footage Rights (audiovisual, Photography, Documents)	Package	9	500.000	4.500.000			1.125
4.7.2	Storage Material (cassettes, HDD, DVD, others)	Unit	1	315.900	315.900			79
4.8	TRAILER					4.000.000		1.000
4.8.1	Trailer Editing	Weeks	1	4.000.000	4.000.000			1.000
4.9	INSURANCE, LEGAL AND FINANCIAL ASPECTS					120.000		30
4.10.1	Notary expenses	Unit	4	30.000	120.000			30

COD.	Item	Unit	Quantity	Unitary Value	Total Value (COP)	Total Item Value (COP)	Subtotal (COP)	Total (USD)
5	PROMOCIÓN Y DISTRIBUCIÓN						165.080.000	41.270
5.1	EXHIBITION					32.550.000		8.138
5.1.1	Hard drive storage of the serie	Unit	4	300.000	1.200.000			300
5.1.2	Hard drive storage of the teaser	Unit	4	300.000	1.200.000			300
5.1.3	Digital delivery service	Unit	1	150.000	150.000			38
5.1.4	Elaboration of promotional plans	Package	2	15.000.000	30.000.000			7.500
5.2	ADVERTISING AND PUBLICITY					127.500.000		31.875
5.2.1	Advertising and publicity in the print media (newspaper and journals)	Package	2	5.000.000	10.000.000			2.500
5.2.2	Radio advertising	Package	3	6.000.000	18.000.000			4.500
5.2.3	Advertising on Television	Package	7	8.000.000	56.000.000			14.000
5.2.4	Internet and social network advertising	Package	7	6.000.000	42.000.000			10.500
5.2.6	Printing of promotional material	Package	5	300.000	1.500.000			375
5.6	LOGISTICS					5.000.000		1.250
5.6.1	Ground Transportation	Package	1	5.000.000	5.000.000			1.250
5.7	INSURANCE, LEGAL AND FINANCIAL ASPECTS					30.000		8
5.7.1	Charges for financial levies, transactions and others	Unit	1	30.000	30.000			8
6	TOTAL						790.872.900	197.718

FINANCING PLAN

FINANCING PLAN								
Project: Challenge Me								
Budget Total (COP)		\$790.872.900						
Type	Source	USD	COP	Percentage	Stage	Process	Notes	Link / Page
International funding	Sundance institute: Luminance Fund	\$40.000,00	\$155.910.400	19,71%	Production and Postproduction	To start		https://www.sundance.org/luminate
	IBF Classic-Project Development	\$5397	\$21.037.769	2,66%	Development	To start	Can be spent on research, development of screenplay and /or production of the trailer.	https://www.idfa.nl/en/info/ibf-application-categories
	ITVS: Short - Form Open Call	\$25.000,00	\$97.425.000	12,32%	Development and Production	To start	The funding could be for the developing or production stage. However, projects that are funded in the developing stage could be also funded in the production stage.	https://itvs.org/funding/short-form-open-call
	Roy W. Dean Grant From The Heart Productions	\$30000,00	\$116.852.043	14,78%	Development	To start	The funding gives production services to complete post-production.	https://fromtheheartproductions.com/category/film-grant-news/
National funding	FDC	\$15411.40	\$60.000.000	7,59%	Production	To start		

Budget Total (COP)		\$790.872.900						
Type	Source	USD	COP	Percentage	Stage	Process	Notes	Link / Page
Private Investment	Nikken Latinoamerica	\$10271.47	\$40.000.000	5,06%	Development and Production	To start	The company gives cash for developing and production stage because social reasons.	https://www.nikkenlatam.com/oficina-virtual/colombia/#1#welcome
	Producers	\$10271.47	\$40.000.000	5,06%	Development, Production and Postproduction	To start	Producers involved in the creation of the project contribute cash in equal parts.	-
	CHG International Group	\$4019.80	\$15.650.000	1,98%	Production	To start	The company gives cash for production catering.	-
	PyN	\$12836,83	\$50.000.000	6,32%	Production and Postproduction	To start	The company gives cash for production and postproduction	-
Crowd Funding	Crowd Funding	\$12836,83	\$50.000.000	6,32%	Any stage	To start		
Product Placement	Columbia 300	\$4620.93	\$18.000.000	2,28%	Episode 1	To start	Bowling	https://columbia300.com/
	Nfinity	\$4620.93	\$18.000.000	2,28%	Episode 2	To start	Cheerleading	https://www.nfinity.com/
	AAI	\$4620.93	\$18.000.000	2,28%	Episode 3	To start	Gymnastics	https://www.americanathletic.com/
	Fouganza	\$4620.93	\$18.000.000	2,28%	Episode 4	To start	Riding	https://www.fouganza.fr/
	Speedo	\$4620.93	\$18.000.000	2,28%	Episode 5	To start	Swimming	https://www.speedocolombia.com/
	Wilson	\$4620.93	\$18.000.000	2,28%	Episode 6	To start	Tennis	https://www.wilson.com/es-es
	Rollerblade	\$4620.93	\$18.000.000	2,28%	Episode 7	To start	Skating	https://www.rollerblade.com/es/?dealer=1
	Champro	\$4620.93	\$18.000.000	2,28%	Episode 8	To start	Baseball	http://shop.champrosports.com/
Total		\$65.000,00	\$790.875.212	100,00%				

MARKETING & DISTRIBUTION STRATEGY

1. AUDIENCE DESCRIPTION

Due to series genre (documentary series), topic: non famous sports in certain parts of the world, and the platforms on which it will be available, institutional channels, vod and streaming, we decide to show our project to people between 23 to 50 years old with platforms vod and cable tv.

1. Potential audience: People between 23 to 50 years old, high social class, professional adults with economic capacity to pay for some platforms vod and cable tv, interested in sports like bowling, swimming, riding, tennis and fencing, they have assisted or watched championship.

2. Occasional audience: People between 30 to 40 years old workers with limited time, who could watch the program on TV (national and regional channels) on weekends, specifically on sundays afternoon. Children between 8 to 15 years old who are interested in sports, this age is important because we want to encourage the practice of these sports at an early age, they may watch the series on vod and national channels in their free time.

3. True audience: People who have played sports, no matter if they were professional athletes, or they have just been fans of some sports. Some of these people may be fans of the sports or the athletes of the series. Parents between 30 to 45 years old interested in their child's education, hobbies, and health.

4. Specific audience: People between 23 to 30 years old who have played one of these sports, they know about some of the sports or athletes, have the economic capacity to pay platforms. Interested in watching short content, in sport news and social issues.

2. PROMOTION PLAN

Challenge Me, the documentary series, will be promoted by the following strategies that were created to get the attention of the greater number of viewers:

- 1. Promotion in Social Media:** Nowadays, social media is one of the best places to promote a service, product, or yourself. For that reason, the strategy designed for this case is an expectation campaign that creates curiosity and interest among the audience. These will be achieved by publishing sneak peaks of the series, shooting pictures, key crew biographies and mini teasers. Also, it is important to create content that briefly approaches the stories of the

main characters, to create a relation between them and the audience. Creating graphic pieces with catching slogans will be one of the strategies to catch attention as well. These campaigns will be done in Instagram to captivate a younger audience but also in Facebook to cover a broader spectrum.

2. **Promotion in Regional and National Channels:** Considering that the series is thought to be exhibited first in open tv channels in Colombia, is important to promote these spaces. Also, this strategy is intended to attract older audiences that are the ones that still watch this national and regional channels.
3. **Ads:** Ads in social networks as YouTube, Instagram and Facebook will be catching some attention from the users. The strategy is creating short videos that interest the audience and coerce them to get to know the project. This will be redirecting them to the official pages of the product and creating expectations and eagerness to finally watch the series. These Ads will be appearing mainly to an audience that is based, interested, or related with Colombia. Also, they will be appearing to an audience that is interested in the sports that are going to be shown in the series.
4. **Online Press Advertising:** Considering Challenge Me is a series that is mainly produced for Colombians, is adequate to not only post ads in online popular papers such as El Tiempo, but also schedule interviews in order to talk more about the series and interest the readers.

3. DISTRIBUTION - EXHIBITION PLAN

Having a theme covering mainly local issues, it is easier to find the audience we are searching for in national channels. Since our primary goal is to shine a light on sports and athletes that are unknown, even to their local communities, the idea is to target these areas specifically first. Later, the plan is to give more life to the series and take it to an international audience, so that the world can see the real talent in Colombian sports panorama. The best way to make this happen is through VOD platforms. The following are the target channels:

1. **City Tv:** This is a regional TV channel that covers Bogotá as the capital, and the nearby towns. Since our first season is based firmly on athletes and leagues in Bogotá as a city and Cundinamarca as a region, this channel is the foremost way that we can address the first objective, which is to make people within the same community turn and look towards the potential and talent that's near them.
2. **Señal Colombia:** This is a National TV Channel That offers nationwide coverage. By showcasing the series to the rest of the country, we will have more chances of getting the interest of leagues from all the country, and in that way the chance of having more seasons. In the end, the main idea is to gather as much content from the best athletes with the best stories so that it can be sold and interesting for an international audience.
3. **RCN Television:** Being one of the private channels and arguably, one of the most popular in the country, it's necessary to have this channel to fully meet the goal of getting to the eyes of as many people as possible within the country. Since this medium has been the one that has shown the most interest in the development and advances in sports as of the national panorama, it is appropriate to have it show the series.
4. **Netflix:** Once a few more seasons have been done and shown through the national channels, we can get to de VOD Platforms. As the most known and popular VOD, we aim here to try and get most of the international audience as possible. Also, many of our

references come from originals produced by Netflix and that have shown success and popularity within their areas.

5. **Claro Video:** Claro is probably the biggest TV carrier across all of Latin America, and having its own VOD is a very fast way to get to an international audience with a high level of possible empathy with the subjects shown. This could also open the possibility of having the series produced in the context of other countries with the same issues.
6. **HBO Go:** HBO has experience in the VOD business, it counts with a big number of subscriptions from all around the world. It also has examples of successful documentaries with similar topics. HBO offers the chance of cable and online streaming in an international territory, which helps us get to the diverse audience groups we stated in the beginning.