

# all or nothing

step out of the comfort zone

## Logline

Leave the comfort zone of home as Canadian visual and performing artists fight for a place in New York City.

## Synopsis

*all or nothing* is an interactive observational documentary series following Canadian artists from different disciplines attempting to breakthrough in NYC. Revealing their motivations, influences and sacrifices, we witness how they navigate their way through the density of opportunities and threats in New York City.

Who knows themselves well enough to make it in New York City? At what cost comes success in "the Grid"? For dancers, actors, musicians, comedians, models, designers and other artists in the creative industries, New York City is the glittering icon that offers the chance to gain world fame, and the beast that can take it back. But in this digital age where bands are breaking through from their basements, does it still stand that if you can make it here, you can make it anywhere? What has changed over the last few decades? Has New York as the gateway to international fame been replaced ?

Fighting through the congestion of possibilities, removing the ideals and knowing the risks, only some are confident and daring enough to put it on the line far from the comfort zone of home. Some win, some lose. We will be there when they get evicted or addicted, and we will be there when they break through.

"In Saskatoon and Montreal you're doing things that no one has ever seen before, but you're coming to New York City, where we have seen everything." - NYC booking agent





## PILOT

A Montreal electro-pop band, the *Pinup Saints*, barely clears customs in their “Peruvian ghetto van,” their pockets stuffed with cash borrowed from a loan shark in East Montreal. On the interstate they learn that their gig in a Brooklyn dive bar is canceled. Refusing to take no for an answer, Mabel, the alluring but determined manager, struts to Hanks Saloon to speak with the booking agent to get their gig back. With a steel backbone and trembling hands, she debates with a sharp-tongued New Yorker and wins back the gig. Admiring the Manhattan skyline from the Brooklyn Promenade, Mabel feels her confidence shaken in a way she never has in Montreal. “I will not stay in my comfort zone,” she whispers to herself.

With two Daytime Emmy’s under his belt, Kevin Mambo from Saskatoon gets the lead role in *Fela!*, the most acclaimed Broadway musical since *Rent*. It has been no easy road for the humble but driven Mambo. His role as Fela is making him famous, but he is relentless, knowing that complacency steals destinies. “I’m making it,” he says, “but I’ll never say I’ve made it.” After three back-to-back sold out performances and no end in sight, Mambo, compulsively needing more, hits the pavement to audition for *Law & Order: Criminal Intent*. Will Kevin book his dream job and have to break his contract with *Fela!* for another opportunity of a lifetime?

## FORMAT

Half hour television series, interactive property (including webisodes, social media applications, online casting call, user generated content, NYC handbook), and live events.

## MARKET

Primary: 25 – 39 year old male and female trendy urbanites

Secondary: 18 – 24 year old female interested in reality and talent-based content (The Hills, SYTYCD, Glee, American Idol)

Tertiary: 40 – 49 year old creative industry professionals

## STATUS

In development with KarmaFilm with support from SaskFilm and CTV Saskatchewan. We have a 7-minute pilot webisode and 3-minute demo featuring Saskatoon actor Kevin Mambo and Montreal band the Pinup Saints filmed in New York, December 2009, and video assets to build phase one of the website.

The demo and one sheet, will be used in marketing the project to targeted broadcasters and distributors at South by Southwest, Yorkton Film Festival, Hot Docs and Banff World Television Festival for stage two development and/or pre-licensing the television series. Canada Media Fund, Quebecor, and Bell New Media Fund are targeted for stage two development support and investment in the interactive property.

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## digital plan

**Art transcends borders and our media needs to do the same. [www.allornothing-nyc.com](http://www.allornothing-nyc.com) will harness the web savvy audiences for this series and be a hub for those who are willing to risk it all to achieve their dream.**

**The first phase of [www.allornothing-nyc.com](http://www.allornothing-nyc.com)** will enable visitors to view the trailer, pilot webisode, and bonus 2-3 minute webisodes featuring stories of the Pinup Saints, Kevin Mambo and New York City along with music, photos, blog entries and twitter updates from featured artists. Creator, Kelly Balon, previously a talent agent has access to talent networks across Canada and the US. The team will select participants to submit content for the website before it goes live so there is enough information to keep it dynamic and attractive upon launch.

**The site will go live. A "How to break through in NYC"** guide posts resources on immigration, visas, health insurance, where to live & eat, agents, lawyers, studios and galleries, etc. for those users that are in or on their way to NYC. Participants will contribute points of interest and resources using *Foursquare*, *Gowalla*, and other geo-mapping applications, share useful information and engage in discussion forums on themes relating to practical issues and events. A viral campaign will invite users to create a profile and submit content (video, photo, music, blog, tweets, music, etc) based on the theme of breaking through in New York.

**Phase Two** launches 6 - 8 months before production of the television series. The website will promote a "casting call" competition targeted towards 25 - 39 year old creative industry professionals that are in, or on their way to NYC. Participants will be invited to submit a 2-minute video "audition" on either a) their experiences as a Canadian artist in NYC - their sacrifices, what the City means to them and

their career, OR b) why they feel they simply must take their art to NYC. Users can also suggest a friend that they believe has what it takes to break through.

**Website visitors will become casting directors** and rate submissions. The top 50 rated and most viewed "auditions" will be invited to the "callback." Artists will have a last chance to submit another video about why their story is interesting enough to be followed by a small production crew and broadcast on the internet and television.

**The top 20 finalists will compete at an event held in New York City** before a jury including the participating broadcaster, producers, directors, casting director and guest celebrity. The live streaming event will be a variety performing arts showcase and visual art exhibit where judges will select the winners that will be followed in the television and web series. Website viewers will watch the live streaming event and send in their votes and tweets, which will be a factor considered by the panel of judges. This event will be filmed and streamed live on the website, and will be edited for the series premiere episode.

**Upon selection of the subjects for the television series,** users can access bonus content of the characters, who will communicate with the audience by sending photos, music, videos and blogs through twitter, foursquare, and tumblr. Subjects will have a fan page where fans can follow their updates.

## CONTACT

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The logo for Karmafilm features a stylized 'K' icon followed by the word 'Karmafilm' in a bold, sans-serif font.

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