

CARIBBEAN FILM FOUNDATION

HILLSWICK, ST. JOSEPH, BARBADOS
(246) 271-6167 / (246) 824-9609
CARIBBEANFILMFOUNDATION@GMAIL.COM
REGISTERED CHARITY #927

Barbados June 22, 2012

Dear Sir or Madam,

I would like to introduce the Caribbean Film Foundation to you.

The Caribbean Film Foundation is a charitable non-for profit organisation and has been set up to:

- To create a platform for cross fertilisation and skills exchange in film and TV- production between the region and the Diaspora through educational projects.
- To raise the profile of the media and audio visual industry in the Caribbean by creating training and mentoring opportunities.
- To support educational projects financially, during which local artist can develop the necessary skills to be able to compete on international markets.
- To provide for educational projects which raise the understanding of media techniques and strategies.
- To help with the creation of film productions and audiovisual content and thus preserve and enhance a strong sense of cultural identity within the Caribbean.

The Caribbean Film Foundation has been formed to provide funding for audio visual productions within the Caribbean region.

A. Background:

With the advent of TV in the Caribbean, indigenous practises of cultural knowledge transfer have more or less disappeared and were replaced with continuous dissemination of mainly British and American cultural content, which is based on values of societies other than Caribbean.

The lack of identification with their own culture causes similar problems in the majority of countries within the Caribbean. We can observe the deficiency of value-based information exchange. The lack of shared experience and common ground between the older and the younger generation leads to the breakdown of genuine communication between the two age groups. As a consequence we find destabilization of common values and behavioural patterns, often resulting in disorientation and destructive behaviour among the younger ones.

These problems need to be addressed urgently as the region has to face a lot of challenges caused by global developments arising outside their scope of control. The increase of consumption of audiovisual content seems to be filling the void left by the disappearance of numerous socio cultural activities which used to engage the whole community within the Barbadian traditional lifestyle.

Film and TV as a mass media can play a vital role in opening discourse, fostering self reflection and gaining a new perspective on ones culture.

B. Recent Development:

Governments all through the region have identified creative industries as an area of potential economic growth. Since the need for cultural expression, discourse about problems of Caribbean concern and the wish to tell our own stories has fuelled the desire to produce audiovisual content, a number of initiatives had been carried out to acquire the necessary film making skills.

Trustees: **MENELIK SHABAZZ** (President), **ERROL MCCOLLIN**, **ANNEKATRIN PUCKERIN**, **JACQUI LEE**

CARIBBEAN FILM FOUNDATION

HILLSWICK, ST. JOSEPH, BARBADOS
(246) 271-6167 / (246) 824-9609
CARIBBEANFILMFOUNDATION@GMAIL.COM
REGISTERED CHARITY #927

Various training initiatives within the last 5 years were undertaken by University of West Indies, the Film group, Project Oasis and the Caribbean Travelling Film School providing training for film makers at beginner's level. Quite a few of those filmmakers, now at intermediate level, have started their own companies surviving by serving the wedding market or by taking on small jobs from advertising agencies. In order to make the film industry sustainable, it is now necessary to give film makers the opportunity to further train professionally to gain skills, which allow them to create independent film productions of international quality standards. In order to make the new film industry sustainable it is also necessary to provide more knowledge about TV production:

- Feature Film productions are one-of business opportunities, while TV series provide long-term jobs
- Continuous engagement in TV- production allows filmmakers within the region to hone their skills. To make audio visual products financially viable it is imperative to bind an audience and create advertising opportunities like the TV series Royal Palm Estate in Jamaica. (CBC did a thorough market research in two consecutive years, which statistically prove the point, that local productions are preferred over international programs by Barbadian audiences, if they are matching international quality standards)
- Professional training will allow Caribbean filmmakers to produce audio visual programs that can compete on international markets and thus create revenue, which can finance follow-up projects.

C. Proposed Action:

As our first project we have chosen to support the production of a 9 Episode Soap Opera with the working title "Shady Grove". The TV-Series is planned as a British/ Barbadian Co-production and will be produced by international renown and award winning Bajan born film director/producer Menelik Shabazz.

Soaps have been a successful formula all over the world and deliver the biggest TV audiences. The TV-Series DAYS OF OUR LIVES has been heavily consumed in Barbados since quite a few years. Jamaica and Trinidad have been significantly successful with producing the soaps "Royal Palm Estate" and "West Wood Park".

All above mentioned TV- Series underline the importance of soaps in the lives of everyday people and are proof for an ongoing appetite of audiences for the well tested formula.

The 9 episode soap opera "SHADY GROVE" (Working Title):

Set in the glamorous world of the rich and successful on the beautiful island of Barbados the Soap Opera "Shady Grove" tells the story of two men, one white, one black, who keep climbing on the slippery ladder of life fuelled by their never satisfied hunger to reach yet a higher sphere of material wealth and recognition. Somerset Moore, a wealthy businessman, and famous Lawyer Garfield Edwards and their families become entangled in a web of love, passion, betrayal and murder. On their quest to escape the traps of pretence and blackmail, inner turmoil and confusion we are taken into the multi-cultural world that is modern day Barbados.

CARIBBEAN FILM FOUNDATION

HILLSWICK, ST. JOSEPH, BARBADOS
(246) 271-6167 / (246) 824-9609
CARIBBEANFILMFOUNDATION@GMAIL.COM
REGISTERED CHARITY #927

The Soap Opera will feature British actor Christian Roberts (who starred in “To Sir with Love”, “The Last Valley”, “Twisted Nerve”) and we are considering engaging the local actor Andrew Pilgrim for one of the major roles. Roberts is locally known as the owner of Lone Star restaurant in St James, Barbados. Andrew Pilgrim is best known as lead actor starring in Hit for Six, the TV- Live Show “Pilli Upfront” and various Theatre Productions.

The following writers have expressed interest in participating in this project: Robert Sandiford, Sarah Venable, Mark Jason Welch, Austin Yearwood and Esther Jones.

The project will be produced at international quality standards and be distributed to regional and international audiences. This soap opera will provide a unique opportunity for Barbados to be put on the international map as a producer of TV content. The production will combine international and local cast and crew, who will be directed by Menelik Shabazz. The project will be the first production of this kind in Barbados and will serve as training opportunity and pathway for new talent: screenwriters, cast and crew. The TV-Series will help to develop the Bajan film sector and create employment not only for local filmmakers but also for other creative sectors (fashion, design and music).

The Caribbean Broadcasting Corporation offered their partnership by making some off their staff available at no cost for the production. CBC will also broadcast the series on channel 8. Advertising time before and after the show will be for sale. Producer and Associate Producer will negotiate with other regional and international broadcasting stations. Menelik Shabazz has close relations to BBC and Chanel 4 in England. Annekatrin Puckerin is in contact with the South African Broad Casting Corporation, which has already signalled vital interest in Caribbean audio visual content by purchasing the broadcasting rights for the Barbadian feature film “Hit for Six”. Further sales to European and American Broadcasters are expected when visiting Market Places of all major international Festivals.

We are inviting selected individuals and organisations of the private sector of Barbados to participate in the development of this trailblazing project, which will generate a lot of public relation opportunities.

As the Caribbean Film Foundation is a registered charity any funds given in support of this project are tax deductible.

Sponsorship will offer

- a) The association with a quality production of international standard
- b) The opportunity to reach a mass audience locally, regionally and internationally
- c) Product placement opportunities
- d) The opportunity to support the development of the local film industry
- e) Be part of a pioneering initiative in the developmental process of a new industry

Trustees: **MENELIK SHABAZZ** (President), **ERROL MCCOLLIN**, **ANNEKATRIN PUCKERIN**, **JACQUI LEE**

CARIBBEAN FILM FOUNDATION

HILLSWICK, ST. JOSEPH, BARBADOS
(246) 271-6167 / (246) 824-9609
CARIBBEANFILMFOUNDATION@GMAIL.COM
REGISTERED CHARITY #927

1. Gold Sponsorship: 20,000.00-50,000.00 BDS\$

The Sponsor's company name appears in the Title Credits and all publications "in association with....." and the sponsor acquires an option for product placement

2. Silver Sponsorship: 10,000.00-19,999.00 BDS\$

The Sponsor's company name appears in the Credits and all publications and the sponsor acquires an option for product placement

3. Bronze Sponsorship: 5,000.00-9,999.00 BDS\$

The Sponsor's company name appears in the Thank You section of Credits

4. Friends of Shady Grove: 1,000.00-4,999.00BDS\$

The Sponsor appears in the Thanks section on facebook and all other publications

The budget for the entire 9 episode soap opera will be **689,146.70 BDS\$**.

If you are interested in further information, we are happy set up a meeting with you at any time of your convenience.

Best regards

Annekatrin Puckerin
Producer
1-246-824-9609