

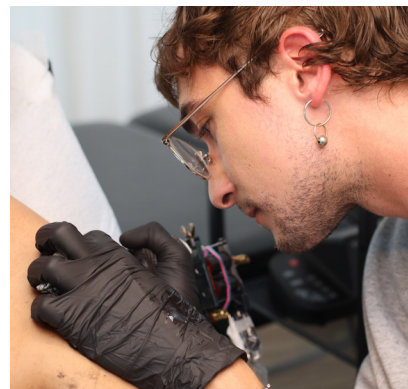
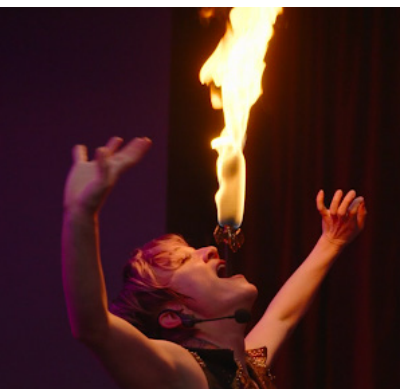
The Sugar Mama

Press Kit

Animiki See Distribution Presents

A Production by IndigeKin Productions and Simba Creative

Created by Therese 'Tag' Goulet





Running time	6 x 1-hour episodes
Genre	Unscripted
Year	2023
Language	English
Country of Origin	Canada
Format	3840 x 2160, 23.98 fps, 1.66:1, Sound 5.1
Sales/Distribution	Susan Boshcoff, Animiki See Distribution, susan@asdistribution.ca
Links	Website: www.sugarmama.tv Instagram: https://www.instagram.com/thesugarmamashow/ TikTok: https://www.tiktok.com/@thesugarmamatv Facebook: https://www.facebook.com/sugarmamatv LinkedIn: https://www.linkedin.com/company/sugar-mama-tv/

Tagline

What would you do with \$100,000?

One Liner

1 Sugar Mama ● 12 Creatives ● Intense Challenges ● Personal Growth ● \$100,000 on the Line ● Who Will She Choose?

Trailer

View trailer [here](#).



Synopsis

“My people will sleep for one hundred years, but when they awake, it will be the artists who give them their spirit back.”

~ Famed Métis Martyr, Louis Riel ~

In The Sugar Mama TV series, 12 Creatives participate in an intense retreat to garner the attention of an arts-loving philanthropist. Each of them is vying to receive a \$100,000 investment in their future from The Sugar Mama herself. The series is infused with Indigenous values and focused on human stories, resilience and the promise of next generations.

Our diverse cast from rural, urban and Indigenous communities includes visual artists, musicians and stage performers, all secluded in a world of luxury surrounded by nature at Alberta's [Azuridge Estate Hotel](#). The Sugar Mama will present themed challenges which the Creatives will bring to life working against the pressure of a ticking clock and limited resources. They will be pushed to extremes - but talent alone won't cut it. Their character and drive will also be challenged in life-altering ways. Besides exceptional skill and originality, The Sugar Mama is looking for authenticity, vulnerability and integrity.

The one Creative who captures The Sugar Mama's spirit the most will turn their career dream into reality. With \$100,000 on the line, who will she choose?



Director's Statement

Nauzanin Knight

When IndigeKin Productions and Simba Creative invited me on board for the thrilling adventure of crafting Season 1 of *The Sugar Mama*, my mind was buzzing with excitement. At first, I wondered how my social impact and narrative directing background would mesh with an unscripted show. But as they revealed the show's mission and values—an inspiring tapestry of inclusivity, collectivity, teamwork, genuine consultation, respect for the land and our elders, and personal growth—I knew I had to champion this extraordinary project.

The Sugar Mama is not your typical "competition show." Sure, there's only one participant who receives \$100,000 from *The Sugar Mama*, but that's just the tip of the iceberg. Every cast member walks away with an authentic transformation, a profound journey ignited by the power of art and connection. That's the essence we aimed to capture—the true reality of profound change and growth.

Directing an unscripted show is an exhilarating challenge, one that demands visual finesse and logistical prowess. We unleashed a myriad of cameras, from stationary to handheld to drone, painting a vivid canvas of emotions and experiences. Night shots, expressive close-ups, and sweeping wide shots catapulted the story into a larger-than-life spectacle. Some of the most remarkable performances materialized spontaneously, with minimal preparation, and the outcome was nothing short of magic. The creativity knew no bounds, and I thrived on our pushing the envelope.

But the true wonder of this journey was the incredible team I had the privilege to work with. We lifted each other up, embracing the spirit of camaraderie that infused the entire process. On screen, that synergy translates into captivating moments that grip your soul. It's a source of immense pride for me.



In front of the lens, I collaborated with exceptionally talented Creatives, striving to nurture their truest potential and coax out genuine emotions—be it in their performances or candid moments. I have no doubt that we've unearthed mega stars in their own right, exemplifying the true essence of art through their versatility, resilience, vulnerability, and boundless expression. My heart races in anticipation as I await their inevitable international recognition. Even in the creation process and tech rehearsals, their performances sent shivers down my spine, reminding me why I became a director in the first place.

The Sugar Mama has been an exhilarating ride, one that has tested our limits and fueled our passion for storytelling. It's a celebration of growth, discovery and artistic brilliance, all encapsulated in the mesmerizing journey of unscripted television. I can't wait for the world to witness the profound impact of this show and see these extraordinary artists shine in the spotlight. As directors, it's moments like these that make our hearts soar.

Producer's Statement



Sylvester Ndumbi

The Sugar Mama is a new unscripted format where 12 Creatives from different disciplines, all with incredible back stories, “compete” in individual and group challenges for a chance to “win” \$100,000 from a philanthropist who goes by the moniker “The Sugar Mama”.

Like many, when I first heard of the name, I thought of something different. But when I sat down with the show’s creator Therese ‘Tag’ Goulet and executive producer Lolly de Jonge, I immediately knew this was something special. This was something new and unique, grounded in Indigenous values and truly focused on personal development and not just competition.

I saw the potential for this format to speak to people in a deep and meaningful way, especially in today’s unsettled world. I knew this show would help ground people and make them appreciate not only the beautiful art displayed throughout the show but find something special they can hold onto and apply to their lives.

When I was asked to be the producer on this show. I immediately said yes. I went straight

to work with my team and the IndigeKin team developing the format. I assembled a world class crew from experienced director, DOP and 1st AD to trainee positions in various departments, all from the province of Alberta. Our total crew of over 100 people worked tirelessly to deliver a product that we are so proud of. Our cast was so diverse and so incredibly talented. They touched our hearts. They made us cry, they made us laugh and they made us happy. During casting, which received entries from more than 400 people from Alberta, Canada. I was moved to learn of the incredible journeys of our cast. From Lance Cardinal, an Indigenous artist who has worked with HSBC World Rugby, the Edmonton Oilers, APTN and so many others to Riccardo Baldini, who is on CBC’s “Push” to so many other incredible talents, we were blessed and my heart has been full from this experience.

I am excited to share this work with you and I cannot wait for the world to experience something unique, special and historical.



Creative Facilitator's Statement

Dr. Lolly de Jonge

Taansi! I was privileged to be the Creative Retreat Facilitator for The Sugar Mama series. My background in human development coupled with my experience in media arts production enabled me to work with our team to weave the format together in an innovative way.

Interlacing high production quality with human development had us take a unique approach to the casting process which paid off. The Creatives were chosen for their remarkable talent, exceptional character and captivating stories. Our intention was to establish a high level of trust beforehand so that, when they arrived on set, they immediately felt safe in being authentic and risk-taking.

My role was to create an environment where they could discover, explore and express Who They Are. I was devoted to their growth and well-being and promised them that they could expect this to be a life-changing experience . . . and then we let the magic begin!

Each day, the Creatives added pages to the story of their lives while reflecting on how they would integrate newly discovered aspects of themselves into their lives after the series. It wasn't easy. They came up against limiting beliefs and barriers. They chose courage, grit and vulnerability. . . and they rose. In doing so, they were actually the ones who

fulfilled the promise of having their lives changed forever. They did the work. Collectively, they created a rich tapestry of talent, character and stories that the world is going to truly enjoy.

Before leaving, we gathered around the pond again to wrap up the experience. It was a tender and moving time with tears all around. The essence of my closing message can be attributed to Glinda from The Wizard of Oz, "You've always had the power, my Dear." Our teachers in residence, Terry (Coyote) Aleck and Christine Turenne, then led us through a Pipe Ceremony and Drumming before we parted ways.

The Sugar Mama series was an intentional act of reconciliation. Our team reimagined how unscripted series are produced by applying Indigenous ways of knowing and doing. We chose to place healing and love at the centre of our work.

At the same time, The Sugar Mama series is a groundbreaking format that explores the human condition in ways in which we can all relate and that inspires us to follow our own dreams and be generous with others. The series has great entertainment value that will translate to a variety of markets. I'm excited for the future of the Creatives and the series.





The Sugar M♥ma

Our mystery **Sugar Mama**, a member of the Métis Nation of Alberta, is a real-life “Matron of the Arts” who has provided funding for hundreds of young creatives including more than 100 indie filmmakers, visual artists, musicians, performers and more. From facing adversity after a divorce and having to access a food bank, she worked her way out of almost a half million dollars of debt to be able to give back to others.

She quotes Métis martyr, Louis Riel, “My people will sleep for one hundred years, but when they awake, it will be the artists who give them their spirit back.” She says, “After overcoming hardship, I absolutely love working with the next generations of Creatives who have helped me regain my spirit.”

Friends describe her as a living doll who, coincidentally, was born in 1959 and loves the colour **pink**.



The Creatives

Francheska Dynamites (she/her); Francis Yutrigo he/him

Drag | 36 years old

Francheska was the Pageant Queen in the Miss Philippines-Canada Queen Pride Dame of Progress in 2018. She was the second runner up at the Miss Philippines-Canada Pride Queen and was a finalist in 2019 in Alberta's Next Drag Superstar. In 2022, Telus Originals produced a documentary about Francis' life entitled "Francheska: Prairie Queen". When not in drag, he goes by the nickname Kiko.



Contemporary Vice (they/them)

Visual Artist | 21 years old

Vice is a non-binary artist specializing in mixed media and conceptual work. Self-taught, they believe passion comes from within and a degree doesn't solely define artistic merit. They use expressionism to depict the human experience and address topics such as emotion, perception, sexuality and childhood. Displaying the world through a fifth dimensional lens, their art accentuates the imperfection of life while hinting that magic is real.



Sterling Scott (he/him)

Comedian | 41 years old

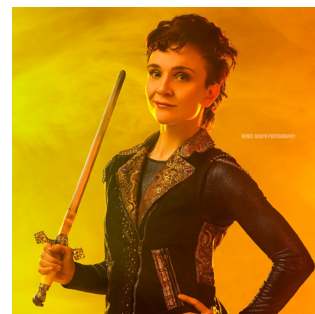
Sterling has been a stand-up comedian for 16 years and performed multiple times overseas in Iraq, Kuwait and Afghanistan for the military. He was the first Black Canadian to win the most prestigious comedy competition in America at "The San Francisco International Comedy Competition." At the "Just for Laughs Festival," he was one of ten people to receive a development deal from Kevin Hart to produce a show. He's made multiple TV and festival appearances.



Lindsay Istace (they/them)

Circus Artist | 31 years old

Lindsay Istace is a multi-disciplinary non-binary circus artist whose specialties include contortion, fire eating and sword swallowing. Lindsay is a versatile artist known for their creativity and charisma. They previously served as the Chief Executive Officer, Flexibility Coach, Artistic & Professional Development Program Director at an aerial and circus arts studio.



Amanda Gendron (she/her)

Musician | 24 years old

Amanda is an Indigenous singer-songwriter who has performed in many venues. She hopes to also become an actor. Amanda has been songwriting since the age of 15, written over 100 songs and writes every day. In 2017, Amanda won a competition through Disney's Family Channel receiving a trip to London. She has been supported by radio stations and television channels including Shaw TV, APTN and Global News.



Von Bryan Francisco (he/him)

Makeup Artist | 29-years old

Bryan enrolled in makeup school to learn the theory behind makeup artistry. He works with models, photographers and commercially. He creates content for social media, transforming himself into creatures like the Demogorgon and aliens (featured on NETFLIX social media), movie characters and avant-garde makeup looks. His Zodiac Sign Series trended worldwide. Val Garland from the UK TV Show GLOW UP affirmed him personally after winning one of her online competitions.



Skylar Eyre (he/him)

Tattoo Artist | 24 years old

Skylar grew up with a tattoo artist father who began training him in drawing and tattooing at an early age. A graduate of the Alberta University of the Arts with honours, Skylar has displayed his work in galleries, pop-up spaces and music festivals. He maintains an active studio practice. He briefly worked in the film industry as a painter and sculptor (including The Last of Us). He's returned to tattooing professionally to run his own business.



Lance Cardinal ᐱᐱᐱ (he/him)

Artist | 47 years old

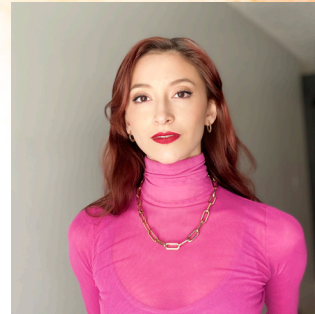
Lance is a First Nations, 2-Spirit artist, entrepreneur and member of the Bigstone Cree Nation. He's worked with many organizations (IKEA, Rugby Canada, Unbelts, Telus World of Science, Edmonton Public Library and Re/Max Field). He is the Indigenous consultant and designer for the Edmonton Oilers. He is a media personality, appearing on CTV Morning Live Edmonton, featuring segments from his kids show, "Indigenous Art Adventures."



Paula Cobo Botello (she/her)

Dancer | 24 years old

Born in Mexico City, Paula trained at Escuela de Ballet del Valle. At age 9, she auditioned for The National School of Classical and Contemporary Dance in Mexico City where she continued her studies. At 14, she received a scholarship and moved to Victoria, BC to further her education at Victoria Academy of Ballet. Upon graduating, Paula joined Ballet Edmonton. She choreographed and created “Gracia Plena” a Dance on Film project for Ballet Edmonton’s YEG in Motion digital initiative.



Riccardo Baldini (he/him)

Musician | 29 years old

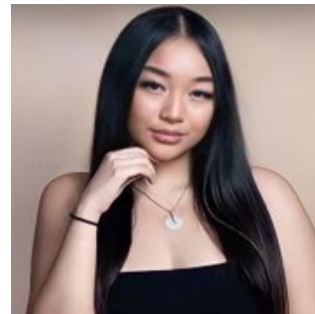
Riccardo has a Master’s degree in piano performance from the Italian conservatory G. Rossini and has performed on stage since a young age. Creativity in classical music is how he interprets music and communicates emotions. Riccardo has also applied his creativity to the development of “Resonate,” a technology to help disabled people press piano pedals without needing to use their feet (he was paralyzed from the chest down in 2019).



Katelin Aragon (she/her)

Singer-Songwriter | 18 years old

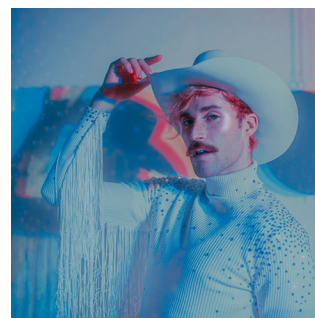
Katelin has been singing and performing since she was a little girl. She has performed for fundraisers, cultural events and busked in downtown Calgary. She started piano lessons at age 3 and has picked up the guitar, ukulele and trumpet since then. She has performed for many Filipino artists such as Regine Velasquez, Bamboo, Martin Nivera, Daryl Ong and is a verified artist on Spotify with a single called ‘Puppets’ on music platforms.



Robert Adam (he/him)

Country Singer | 31 years old

Hailed for his angelic, inviting presence, Robert breaks barriers between generations. Born and raised in a small town, Robert calls Crossfield home. He is an eclectic human who happens to be the most gritty, pretty cowboy you’ve ever seen. Whether it’s rhinestoning his outfit, placing top 12 in Wild 95.3’s prestigious Project Wild competition or graduating honour roll with a heavy-duty mechanics degree, he is anything but one dimensional.



The Trusted Advisors

The Sugar Mama's Trusted Advisors understand her underlying interests and are in the role to be in service to her. Like the cast members, they are successful creatives from younger generations. They are authentic and genuinely passionate with exceptional, targeted knowledge. The Sugar Mama trusts them implicitly.

Andrew Jenkins

Andrew is an award-winning actor and producer, born in Medicine Hat, Alberta and now living in Los Angeles. He trained at the Esper Studio in New York City, and has appeared on stage, as well as in numerous film and television roles from indie films to blockbuster movies. He has appeared in series screened on Netflix and Disney, among others, and has worked with Oscar winners and nominees. Andrew is also a Consulting Producer on The Sugar Mama.

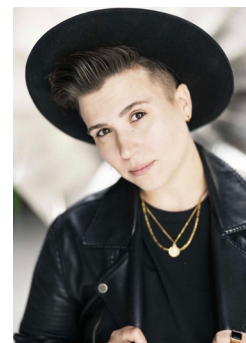


Tarek Nemr

Tarek came to Canada as a Syrian refugee in 2017. Now he's the co-owner, director and curator at the Bluerock Gallery in Black Diamond, Alberta. Tarek is well-experienced in retail, tourism, and marketing. He is the Chair of Diamond Valley Economic Development, a member of the Foothills Local Regional Partnership, and an active member of The Most Beautiful Art Tour in Alberta.

Kylee Roman

Kylee Roman is a media personality turned full-time content creator and event host with a focus on the 2SLGBTQ+ community. She has expertise in social media trends, brand growth and social media strategy. Kylee has worked with local and international brands. Her broadcasting experience includes being an on-air personality, host, correspondent and voice artist across various media.



The Creative Team

Nauzanin Knight, is a Canadian of Caribbean and Middle Eastern descent. She completed her MSc at University College London and is the executive producer at 1844 Studios. She has written, directed and produced films including #OurStoryisOne, My Lyric I Never Knew, Shades of Worth and Precarity. Nauzanin is an alum of Women in the Director's Chair, Whistler Film Festival Doc Lab and Banff Spark Accelerator for Women in the Business of Media. She is a Board Member and Chair of the diversity and inclusion committee of Alberta Media Production Industries Association (AMPIA) as well as the Founder and a Director of the non-profit BE Collective amplifying EDI in the screen industries in Alberta.



Photo Credit: Samuel Obadero, Motif Photography

Nauzanin Knight
Director

Dr. Lolly de Jonge, Executive Producer, is an accomplished Indigenous producer of television, film, music and podcast projects, and the Chief Executive Officer of IndigeKin Productions Inc., a 100% Indigenous-owned media arts production company. She is a provocateur and change agent with decades of executive management experience. Lolly is a skilled director, editor, host and interviewer. Her writing spans visual, audio, and print media, as well as comedy and academic. Her television series, Transformation to Parenthood, which she directed and hosted, was broadcast on television for two years. Lolly has a PhD in Human & Organizational Systems and was named to the 2016 Diversity 50 by the Canadian Board Diversity Council.

Dr. Lolly de Jonge
Executive Producer



Sylvester Ndumbi, Producer, is an award-winning filmmaker with over 10 years of experience. One of 15 filmmakers chosen to participate in the Alberta Accelerated Producer's Program, his mentors included executives from Warner Brothers and Entertainment One. He was selected for NETFLIX's Diversity of Voices program at the Banff World Media Festival receiving mentorship and making industry connections. His latest documentary, Without Leaving Anyone Behind, is an official selection of the Calgary International Film Festival. Sylvester has produced dozens of programs for Shaw, Rogers and Telus. His passion is to tell stories that help people connect to each other on a deeper and more meaningful level.



Sylvester Ndumbi
Producer

Therese 'Tag' Goulet, Executive Producer, is Indigenous and has more than two decades of executive management experience. Her producing credits include more than 100 independent films, including several from Santa Monica College's award-winning film production program. She has producer credits on films which have screened in the Emerging Filmmakers Showcase at the 2021, 2022, and 2023 Cannes Film Festivals, been longlisted for a 2021 British Film Academy Award (BAFTA), and which won the Crystal Bear Award at the 2020 Berlin International Film Festival. IMDbPro has called her a "female producer to watch in the indie genre."

Therese 'Tag' Goulet
Executive Producer

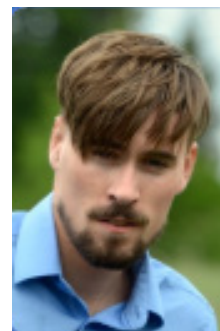


Daniel Gretton, Co-Producer, is a dynamic media arts producer. After graduating from the Southern Alberta Institute of Technology's Film and Video Production program, Dan went on to work on multiple location and post sound projects and created Corphix Productions. He has over a decade of experience in the media industry with early specializing in location sound services on documentaries, films, web series, corporate videos and television series. His work has been broadcast on-air, on the web, and at private screenings and festivals.

**Daniel
Gretton**
Co-Producer



Kadyn Ross, Director of Photography, is a passionate cinematographer based in Calgary, the principal of Marrow Films and a member of the International Cinematographers Guild 669. He is a strong media and communications professional and a graduate of SAIT's Cinematography and Film/Video Production Program. Kadyn is known for Mixology Master, Father of Nations, Built to Thrive, Moments in Spacetime, Dr. Face: Time 2 Face Justice, Ties That Bind and Dark Match. Kadyn has also worked with brands such as Adidas and ATCO.



Kadyn Ross
Director of
Photography



Credits

Cast

The Sugar Mama

Creative Facilitator – Dr. Lolly de Jonge

Creatives – Robert Adam, Katelin Aragon, Riccardo Baldini, Paulo Cobo Botello, Lance Cardinal, Skylar Eyre, Von Bryan Francisco, Amanda Gendron, Lindsay Istace, Sterling Scott, Contemporary Vice, Francis Yutrigo

Trusted Advisors – Andrew Jenkins, Tarek Nemr, Kylee Roman

Elders in Residence – George and Terry Goulet

Teachers in Residence – Terry (Coyote) Aleck and Christine Turenne

Crew

Executive Producer – Lolly de Jonge

Executive Producer – Therese 'Tag' Goulet

Producer – Sylvester Ndumbi

Co-Producer – Daniel Gretton

Casting Director – Terez Goulet

Associate Producer – John McDougall-Goulet

Consulting Producer – Andrew Jenkins

Consulting Producer – Hal Eagletail

Director – Nauzanin Knight

Director of Photography – Kady Ross

1st Assistant Director – Christopher Cinnamon

2nd Assistant Director – Priya Ramesh

Production Manager – Eman Safadi

Assistant Production Manager – Anushka Rajesh

Head Story Producer – Jacob Hartland

Co-Production Designer – Mike Kasper

Co-Production Designer – Benny Warren

Production Sound Mixer – Daniel Gretton

Key Grip – Kaz Nakajima

Key Gaffer – Alyssa Howland

Key Wardrobe – Marta Styler

Key Makeup – Meagan Jaxon

Locations Manager – Ismail Okasha

Transportation Captain – Jamar Sterling

Craft Services – Jackson Sprau

Health and Safety Manager – Constance Hazlett

Lead Production Assistant – Carrie Thai

Land Acknowledgement

The Sugar Mama was filmed on Treaty 7 territory where we respect the deep, historical connection to the land by the Blackfoot confederacy: Siksika, Kainai, Piikani, as well as the Îyâxe Nakoda and Tsuut'ina Nations and the Métis Nation (Region 3). We encourage viewers to integrate reconciliation, decolonization and accomplice-ship into their lives and work.

Contact

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Designed By

Harjit Baumann | White Buffalo Consulting

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White Buffalo
CONSULTING

