

HOPE LOVE & RESILIENCE EXPEDITION
(working title)

DOCUMENTARY FILM PROPOSAL



After suffering a stroke, Mark Ivancic hiking in the Rocky Mountains

Prepared by:

Matt Dringenberg (Director)
Integra Films, 10818 Jasper Avenue, Edmonton, AB, T5J 2B2
10818 Jasper Avenue / 780-909-2763 / matt@integrafilms.net / www.integrafilms.net

Dan Alcock (Producer)
5407 92 b Ave, Edmonton, Alberta, T5J 2B2
780-554-5576 / danadcock554@gmail.com

Visit Mark Ivancic's website for more information: www.markivancic.com

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DOCUMENTARY FILM PROPOSAL

LOGLINE

Mark Ivancic (aka Mr. I) was a former junior high school teacher from Spruce Grove, Alberta that empowered hundreds of youth with the motto '*anything is possible in life*' – but after suffering a major stroke with left side paralysis, Mr. I will face one of the biggest challenges of his life – to undertake a gruelling six day, 300 kilometer cycle ride from Jasper to Banff through the Canadian Rockies with many of his former students, long time friends, and family members cheering him along on the *Hope Love & Resilience Expedition*.



Mr. I undergoing rehab at the Glenrose Rehabilitation Hospital (Summer 2018)

SYNOPSIS

Mark Ivancic is a sports enthusiast, outdoorsman, and former junior high school teacher that always lived life hard and fast. Everything from rock climbing in the mountains, hiking some of Alberta's highest peaks, and playing ice hockey made Mark an unstoppable force of nature. Mr. I also brought his passions into the classroom - each year taking his ninth-grade class to Jasper to summit Sulphur Skyline. Many students fondly remember this hike with Mr. I as a highlight of their educational journey that inspired them to truly reach their full potential. His passion for helping and inspiring youth encouraged Mark to go beyond the classroom and team up with a non-profit group to host youth events that filled large auditoriums. He inspired a generation of youth to have a purpose in life and to feel worthy of love and respect with the goal of taking this message across Canada upon his retirement in 2017.

However, life had different plans for Mr. I when he unknowingly suffered a major stroke in April 2018 while playing hockey. Being an optimistic and strong person, Mark reasoned he was too young to be having a stroke and delayed going to the hospital for treatment – but the damage was done. Mr. I suffered partial left side paralysis that forced him to relearn how to walk, talk, and do many basic life skills. This threw Mark into a spiral of depression and a battle for his mental health. Everything he was working toward was taken away - no longer able to lead youth events, play sports or play music. He was in such a dark place that death would have been better than continuing with life. But with the support of his wife, daughter, former students, and friends, Mr. I found the courage and will to live life again.



Mark Ivancic hiking Sulphur Ridge with family & friends after his stroke (September 2018)

Even with left side paralysis, Mark decided that he wanted to hike the same mountain he had taken his grade nine students to year after year, but this time it was to face his own demons. After five months of physiotherapy, Mark successfully made it to the summit with family, friends, and former students joining him - which inspired others to push themselves and overcome hard challenges. Following that, in 2019 and 2020, Mark wrote and self-published two books designed to motivate and inspire others on their journey in life.



Then Mr. I asked himself what he could do next to inspire others. Although hesitant, he invested in a recumbent bicycle in 2021 that would allow him to be physically active and mobile again. He didn't expect to love it so much, but before long Mr. I was riding across his hometown of Spruce Grove, at which point the idea to bike the ice fields parkway

between Jasper and Banff came to him.

This will be a six-day trek that will push Mark's physical, mental and emotional endurance to his limits, with elevation gains over 2000 meters and a wide variety of weather conditions. But, he won't be doing it alone. Mr. I is inviting childhood friends from Ontario, former students, sports buddies and family members to join him on different legs of the journey. As much as this story will focus on Mark's motivation to reimagine and recreate his life as a person recovering from a stroke, paralysis and mental health issues, it will also be about the importance of family and friends that truly care about Mr. I and his ability to inspire others! So, these people will be cycling beside him, meeting him at camp grounds along the way, and to celebrate with Mark at the finish line in Banff.

DIRECTORS STATEMENT

Mark's story resonates with me on a personal level. In 2015 when my wife and I were expecting our first child, she was diagnosed with an aggressive form of non-Hodgkin's lymphoma. Just like Mark, we were forced to take a journey through hell that neither of us signed up for. And similar to Marks' Story, we fought our giants and made it through to the other side! I know we're not the only ones who share such experiences, it's part of the human condition and a story I am confident millions of Canadians will relate with. I want to share hope with others and help inspire people to do more than they thought they could. I've known Mark for over a decade and seen the positivity and impact he has on the lives of others, which is only more fuel to get his story out there. The *Hope Love & Resilience Expedition* documentary film (45 minutes in length) will have a raw, authentic, and gritty feeling to it so the camera work will be handheld to give real feeling and experience. We will utilize close ups for intimate shots that show the struggle of Mr. I as he pushes his body and mind to the limits, while also taking wide shots of the scenery. Although he's in hostile conditions, the beauty of the Canadian Rockies will surround him. As we see Mark climbing and descending the highways between Jasper and Banff, he will share stories of what life was like after his stroke - the loss he experienced and the lack of hope - so the both stories will intertwine on his hope, love and resilience expedition.

NON-BROADCAST PROMOTIONAL VIDEO

Learn more about the *Hope Love & Resilience Expedition* documentary film by clicking on the link to watch the non-broadcast promo video: <https://vimeo.com/773854707/b78514ec1f>



BUDGET & SCHEDULE

The following is the estimated budget and schedule for the *Hope Love & Resilience Expedition* documentary film.

Funding:

Broadcast License (unconfirmed – CBC Absolutely Canadian program)	25,000
Alberta Media Fund (unconfirmed – Made in Alberta Program - 25% Alberta Costs)	23,750
CAVCO (estimated – Canadian Film Labour Tax Credit)	4,000
Community Funding (unconfirmed – arts councils, foundations, sponsors & donations)	<u>47,250</u>
Total Estimated Funding (CAD\$)	100,000

Expenditures:

2.01 Scriptwriters (Alberta)	3,000
2.25 Researcher (Alberta)	1,000
4.05 Producer (Alberta)	10,000
4.05 Executive Producer (non-Alberta)	5,000
5.01 Director (Alberta)	10,000
12.05 Production Manager (Alberta)	5,000
22.01 Cinematographer & Camera Equipment (Alberta)	7,000
25.01 Location Sound & Equipment (Alberta)	3,000
33.00 Travel & Living Expenses (Alberta)	5,000
34.00 Transportation (Alberta)	10,000
50.00 Media Storage (Alberta)	1,000
62.10 Picture Editor (Alberta)	7,500
62.10 Sound Editor (Alberta)	4,000
60.10 Off Line & Mix (Alberta)	4,000
62.70 Closed Captioning / Descriptive Video (Alberta)	4,000
66.10 Music Composition (Alberta)	5,000
67.30 Archival Research (Alberta)	1,000
70.00 Unit Publicity (website, social media, film promotion & distribution– Alberta)	5,000
71.01 Insurance (production, errors & omissions Insurance - Alberta)	4,500
71.20 Post Production Accounting (Alberta)	2,500
72.00 Corporate Overhead (legal fees, office, communications - Alberta)	<u>2,500</u>
Total Estimated Expenditures (CAD\$)	100,000

Budget Notes:

- i) We are approaching a charitable organization to assist us with raising community funds and promoting the documentary film upon completion (i.e. community screenings & talks).
- ii) Total estimated Alberta production expenses (\$95,000) used to calculate the Made in Alberta Program amount .
- iii) All funders will be acknowledged in the documentary film tail credits and related promotional material (i.e. website, social media, film screening poster, etc.)

Schedule:

Keeping COVID in mind, the schedule for the documentary film is estimated to be as follows:

Funding:

Production Funding Approvals: confirm between January and August 2024

Documentary Film:

Preliminary Photography: From 2022 to 2023 (prepared non-broadcast promotional video, Mark Ivancic website)

Principal Photography: August & September 2024 (preparing & shooting bicycle trip in Canadian Rockies)

Rough Cut & Music: October to December 2024

Fine Cut, Online & Mix: January to March 2025

Completion & Delivery: April 2025

Distribution: begins May 2025 (community screenings, film festivals, media markets)

CREATIVE TEAM

The key members of the creative team that will oversee the *Hope Love & Resilience Expedition* documentary film project will be as follows.

Matt Dringenberg (Director)

Through Integra Films, Matt has been fortunate to work on a variety of different video projects in different roles from producer, director, DOP, and editor. He has also been able to collaborate and connect with many talented filmmakers in the Edmonton community. As a commercial filmmaker for over 10 years, his company Integra Films, has worked with brands such as under armour, Walmart, and the RCMP. He recently wrapped up production on a short documentary for DOW Canada sharing the stories of the 5,000 men and women who kept the plant running while needing to replace an extremely large piece of equipment.

Matt met Mark in 2012, when they both collaborated on a video project for Mark at his school. Mark had arranged over 400 students to participate in a music video for a custom song he had written. The video was a smash hit and quickly went viral. Then they created another video project with students that gained media attention and went viral again.

Dan Adcock (Producer)

Dan is the Son-in-law of Mark Ivancic, and is also a videographer, video producer, website designer/ editor and anything related to technology.

Over the years, Dan collaborated with Mark to host a number of youth empowerment events in the greater Edmonton area. They both shared a love of the outdoors and enjoy hiking, climbing and scrambling in the Canadian Rockies. Dan is currently a project manager for a local utility contractor. Significant projects on his portfolio includes the Fort Edmonton Park Utilities Enhancement, Imagine Jasper Avenue, Blatchford - carbon neutral community and various large scale airfield lighting projects for the Edmonton International Airport.

From 2007 to 2020 Dan held a volunteer director position for a not-for-profit charity named the Evan Grykuliak Memorial Society (EGMS), the charity's mandate involved youth bullying prevention through leadership initiatives. Its flagship fund raising event Kicking Out Bullying (3v3 soccer tournament) provided funding to assist with programs that aligned with its vision in schools across Alberta (Olweus Bullying Prevention and/or Leader in Me).

In 2015 and 2016, Mark and Dan hosted the Power in Me - a youth empowerment day with a collection of speakers followed by entertainers in an engaging and inspiring event geared toward overcoming life's obstacles. These events were held at the Northlands Expo center and boasted attendance of upwards of 3000 students.

Dan admires Mr. Ivancic's abilities as an educator, motivator, and someone who is always spreading positive messages.

Lloyd Salomone (Executive Producer)

Lloyd is a childhood friend of Mark Ivancic, who has offered his professional services to assist Matt Dringenberg and Dan Alcock produce the *Hope Love & Resilience Expedition* documentary film.

Lloyd is a researcher, writer and producer. He owns Flower Power Production Inc., a documentary media production company in Fredericton, New Brunswick. Since 2003, he has been actively developing, producing and distributing documentary media content for television broadcast, online streaming, interactive websites, and educational purposes. Lloyd has worked with the National Film Board of Canada, Canadian Broadcasting Corporation, Aboriginal Peoples Television Network, Bravo Channel, Bell FibeTV1; and in collaboration with community groups (Beaverbrook Art Gallery, New Brunswick Museum, Laurentian University, University of New Brunswick, John Howard Society of Fredericton, Schumacher Arts Culture & Heritage Association). He's written a non-fiction book, is a member of the Documentary Organization of Canada (Atlantic Chapter) and co-founder of DOCTalks Festival & Symposium in Fredericton, New Brunswick. Lloyd graduated with a business administration degree from Lakehead University and arts management diploma from Confederation College. He previously held marketing and community development positions with the Canadian Opera Company, Thunder Bay Symphony, Vancouver Opera Company, Richmond Gateway Theatre and Theatre New Brunswick.