

# ALL IN



The imaginary world of a hidden genius collides with reality as her family grapples with sudden death and unplanned posthumous calls to **live and love to the fullest.**



# A WONDER-FILLED FAMILY ADVENTURE

**In the wake of their parents' death, the Keating children journey with their awkward and eccentric aunt Eva through a storm of grief to discover the healing power of faith and family.**

Their journey grows to epic proportions as Eva's complicated inner-life and powerful imaginings become visible, immersing audiences in her fantastical worlds with enchanting creatures, metronomic disasters, and larger than life perspectives. In a twist of fate, it is the Keating parents who guide their family to heal, speaking posthumously through vlog posts pre-scheduled for release by their father before the accident. Dad's challenge to be "all in" with life and family begs an answer for audiences of all ages.

Inspiration: *The Secret Life of Walter Mitty* meets *Little Miss Sunshine*





# THE STRANGE JOURNEY TO HEALING

Jack and Emily are intentional and loving parents. Jack is known for his adventurous spirit and inspirational messages, challenging his children and others to live life to the fullest—to choose to be “all in.” Before they leave for their vacation, Jack and Emily record a series of videos for their children and pre-schedule the vlogs’ daily release. Their death at the outset of their trip means the messages of love and challenges to seize the day come at the same time the Keating family mourns their death.

With the untimely death of her brother, Eva becomes the Keating children’s reluctant guardian. Eva, who struggles with feeling like the black sheep of a large and very close extended family, often wrestles with big emotions and imaginings. Eva’s vivid imagination and a gift for storytelling takes the children on a road trip where they encounter enchanted forests, mystical creatures, and magical landscapes, all brought to life by Eva’s imaginative mind. Through her stories, Eva also reveals the painful childhood she shared with her brother Jack, answering many of the children’s questions along the way. These whimsical elements serve as a therapeutic escape for the children, helping them process their grief in a unique and engaging way.





# FAMILY FOUNDATIONS: LIFE TO THE FULLEST

The road trip comes to an exciting and abrupt end at Astrid's long-anticipated play performance. The audience is overflowing with extended family and countless supporters who have been following Jack's now viral vlog posts and the Keating family's story. 9-Year-Old Astrid has convinced herself that her parents are not dead and will be in the audience to see her play. Astrid's fantasies come crashing down with the revelation that her parents are not in the audience. Even so, the moment becomes a miraculous event of collective healing and purpose.

The Keatings return home, transformed by their journey. Eva, having embraced her role, keeps Jack and Emily's memory alive through her genius storytelling ability. Maddy, Eric, and Astrid find a new sense of normalcy and hope, bolstered by the strength that comes from belonging.

While loss and grief are inevitable parts of life, they can become transformational when navigated with love, faith, family and the power of imagination. *All In's* blend of real-life challenges with fantastical adventures offers a unique and uplifting perspective on healing and the enduring power of family.





# CHARACTER BREAKDOWN

**EVA KEATING** and her brother Jack lost their parents when they were very young and were placed into foster care. Misunderstood, Eva was given the diagnosis of a Personality Disorder (PD) and put on drugs. The drugs exacerbated her oddness. In the beginning, Eva told wild and wonderful stories to her brother, but over time, and as the hardships mounted, she stopped telling stories. When teenagers, they were adopted by Bob and Maria who are kind and loving in every way, but Eva could never bring herself to fully trust them. Eva and Jack remained close, but she only visited for the major holidays and never stayed long. Being around Jack's healthy family highlighted all she had lost. Eva struggles with thoughts that she will always be broken and odd. But the reality is, she's a genius. Eva's stories become a source of healing not just for the Keating children, but for herself as well, as they all discover the strength that can only be found in family.

## VISUALIZATION

This film will be shot to amplify Eva's eccentricities and imagination. Eva's perspective will be considered in every scene as this is ultimately her story. While this is an intensely personal film with a fantastical flair, at no point will the viewer be taken out of the story. The special effects will flow seamlessly, nothing will look "animated," rather, everything will be as real as the characters





# CHARACTER BREAKDOWN

**MADDY KEATING** is a strong and resilient teenager grappling with this devastating loss. She is guarded and feels responsible for her siblings, but her guarded exterior slowly softens as she encounters Aunt Eva's fantastical stories. Her journey is one of learning to embrace her vulnerability, and rediscovering the power of family. Maddy's resilience and newfound openness become a beacon of strength for her siblings.



**ERIC KEATING** is an introspective and determined boy who faces the pain of losing his parents with quiet strength. During the road trip, Eric's love for music and adventure becomes a source of solace as he learns to channel his grief into personal growth. His journey is one of self-discovery, courage and learning to lean on family to overcome life's obstacles so that he can be "all in," just like his dad.



**ASTRID KEATING** is a bright and imaginative young girl with a playful spirit. Her love for storytelling brings light to their darkest moments, but her family grows concerned because Astrid seems unable to grasp that her parents are not coming back. In the film's climax, the family comes together in a miraculous moment, as Astrid's unwavering hope and love create a powerful and uplifting resolution.





# COMPARABLE FILMS

## STORY AND GENRE

*The Secret Life of Walter Mitty* (2013)

A blend of adventure, fantasy, and drama focusing on personal discovery and the importance of imagination.

*Bridge to Terabithia* (2007)

A family drama infused with fantasy elements, dealing with themes of friendship, loss, and imagination.

*Big Fish* (2003)

A drama-fantasy film that intertwines reality and imaginative storytelling to explore family relationships.

## SIMILAR BUDGET: ~\$10 MILLION

	BUDGET	DOMESTIC
<i>Little Miss Sunshine</i> (2006) Family dynamics, road trip, humor and heartfelt	\$8 Million	
<i>Juno</i> (2007) Comedy-drama, family relationships, personal discovery	\$7.5 Million	
<i>Lady Bird</i> (2017) Coming-of-age journey, family relationships	\$10 Million	



# WHY *ALL IN*, NOW?

In a time when the traditional family is often depicted with broken relationships and negativity, *All In* stands out as a beacon of hope, focusing on family's unbreakable bonds built upon faith, connection and radical love.

*All In* is a broad, all-audience story that will inspire families around the world who are looking for positive, values-centered films they can enjoy together with their children. The film's unique and imaginative elements of fantasy, and quirky yet loveable characters will capture the heart of adults and children alike.

With the ever-exploding genre of family and faith films, *All In* has a story and message that's perfectly positioned to meet this growing market head on. The film is loosely based on the book with the same title by New York Times Bestselling author, Mark Batterson, and as such, offers something many of the top-rated faith and family films do not. Batterson is the Lead Pastor of Washington DC based megachurch, National Community Church (NCC) and Batterson and NCC have consistently been listed among the "most innovative churches/pastors in America."

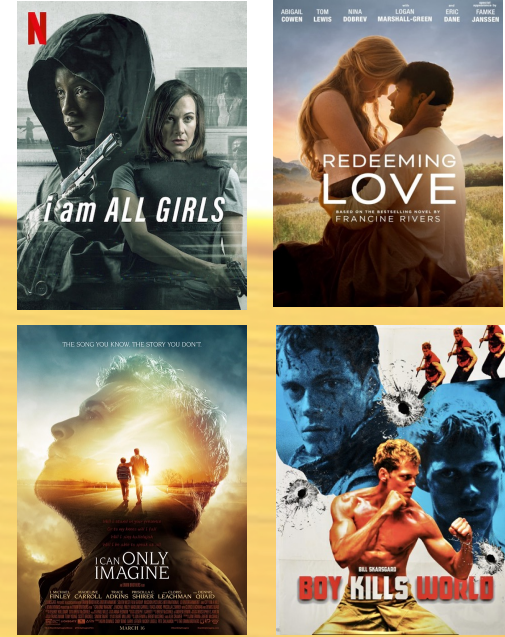




# LEAD PRODUCER: SIMON SWART



Former Fox Senior Executive and Producer, Simon Swart has 25+ years of studio experience. He has experience leading large franchises, such as *Star Wars*, *Avatar*, *Planet of the Apes*, *X-Men*, and more. Simon's work includes many of the most acclaimed independent films such as *Napoleon Dynamite*, *Black Swan*, and *Slumdog Millionaire*, to name a few. He has produced several independent movies including *The King's Daughter*, *Six Below*, and *I Can Only Imagine*, which was the biggest independent movie of 2018. More recently, Simon took on the Lead Producer role at Nthiba Pictures where he produced *I Am All Girls*, *Redeeming Love*, and *Boy Kills World*.



# DISTRIBUTION: CHRISTIAN MERCURI



Mercuri began his career in 2002 when he joined Millennium/Nu Image as a member of the production department. He moved into international sales working alongside Co-Chairman, Danny Dimbort where he was ultimately appointed President of International. He is currently the CEO of Capstone Global where and has led the release of films such as *Prisoner's Daughter*, *Into the Deep*, *Kandahar* and *She is Love*.





# A DEEPLY ROOTED FILM

The success of a film rises and falls on the strength of the story. In a world where film is ubiquitous, truly superior story-writing remains rare. Deeply Rooted Entertainment is a story development company of **genius** proportions that exists for one reason alone: to tell the **stories that strengthen families**. Positive, transformational social and personal **impact** is the aim—with every screenplay, every film. Every time.

## TALENT + FIRST MONEY

Deeply Rooted believes so strongly in their stories and team that they provide first money investment for every project. *All In's* team includes:



**Joel Clark: Writer/Producer**

Award-winning writer, producer, director with over 20 years of industry experience and global distribution contacts; NYT bestselling author.



**Jason Clark: Writer**

Family systems influencer, musician, writer, speaker, podcast host, and producer with over 30 years of faith-based content.



**Mark Batterson: Advisor**

Influencer, speaker, visionary leader of National Community Church in Wash. DC and NYT bestselling author of numerous titles with global audience