



AN INDEPENDENT DOCUMENTARY FEATURE

LOOKBOOK

2017

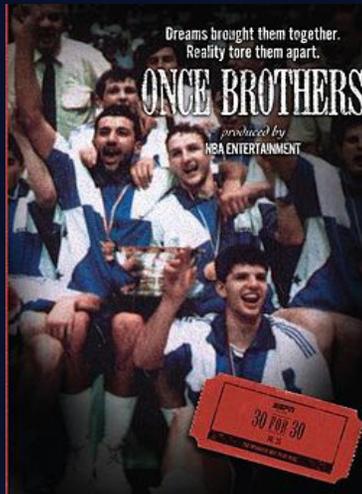
1996

At a time when a decades old civil war split the country in two, an unconventional team of diverse cricket players led Sri Lanka to one of the finest and most unforgettable World Cup performances in history. This victory acted as a vehicle that allowed the Sri Lankan people to break down ethnic barriers built on centuries of conflict, providing the people with a glimpse of what Sri Lanka could become.

S Y N O P S I S

The People's Game will explore how the people of Sri Lanka used cricket as a way to temporarily break down ethnic barriers that had been built by centuries of conflict during one of the most violent periods of the country's rich and diverse history. Throughout the documentary, major events between 1983-1996 will be recounted by members of the Sinhalese and Tamil community. Their different perspectives on the war will provide an insight on how the Sri Lankan people viewed their society during the years leading up to the World Cup. Former Sri Lankan cricketers, including members from the 1996 team, will recount the historic campaign and expand on how their roles shifted from being cricket players to social ambassadors while exploring the implications of Sri Lanka's 1996 World Cup victory.

COMPARATIVE DEBUTS



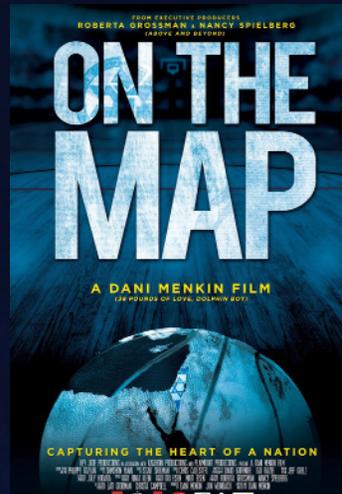
D: MICHAEL TOLAJIAN

From childhood friends to national heroes, Drazen Petrovic and Vlade Divac lifted the Yugoslavian National team to unimaginable heights. After conquering Europe, they both went to America to attain NBA stardom. But with the fall of the Soviet Union on Christmas Day 1991, Yugoslavia split up. A war broke out between Petrovic's Croatia and Divac's Serbia. Long buried ethnic tensions surfaced. And these two men, once brothers, were now on opposite sides of a deadly civil war.

Co-produced by ESPN and NBA Entertainment for ESPN's 30 for 30 series

Screened

2010 Hamptons International Film Festival
2010 Primetime debut on ESPN
2011 Debut on Radio Television of Serbia



D: DANI MENKIN

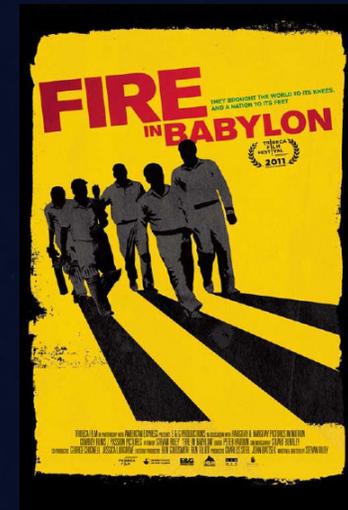
Still demoralized after the 1973 Yom Kippur War, Israel was hungry for a collective uplifting event. "On The Map", a fast-moving, emotional and awe-inspiring documentary, recounts the story of how one Tel Aviv team no one thought could win toppled the four-time defending European Champions and put Israel firmly on the map.

Audience Awards for Best Documentary

2016 Berkshire Jewish Film Festival
2016 Boston Jewish Film Festival
2016 Rutgers Jewish Film Festival

Screened

2017 San Antonio Jewish Film Festival
2017 Houston Jewish Film Festival
2017 Seattle Jewish Film Festival



D: STEVAN RILEY

In a turbulent era of apartheid in South Africa; race riots in England and civil unrest in the Caribbean, the West Indian cricketers, led by the enigmatic Viv Richards, struck a defiant blow at the forces of white prejudice worldwide. Their undisputed skill, combined with a fearless spirit, allowed them to dominate the genteel game at the highest level, replaying it on their own terms.

Nominated for Best Documentary

2010 British Independent Film Award
2012 Evening Standard British Film Awards
2013 Broadcasting Press Guild Awards

Screened

2010 London Film Festival
2011 Tribeca Film Festival
2011 Perth International Film Festival

GROSS: £107,312

FISCAL SPONSORSHIP

provided by the international documentary association



Your donation is tax deductible! The People's Game is a fiscally sponsored project of the International Documentary Association (IDA), a 501(c)(3) nonprofit organization. Contributions in support of The People's Game are payable to IDA and are tax deductible, less the value of any goods or services received, as allowed by law.

MAJOR VOICES

Our story will have three major voices—The Tamils, the Sinhalese, and the Sri Lankan cricket team. Act One will explore how these voices differed from each other, Act Two will show how they came together, and Act Three will explain why--twenty years removed--those voices are started to blend again.

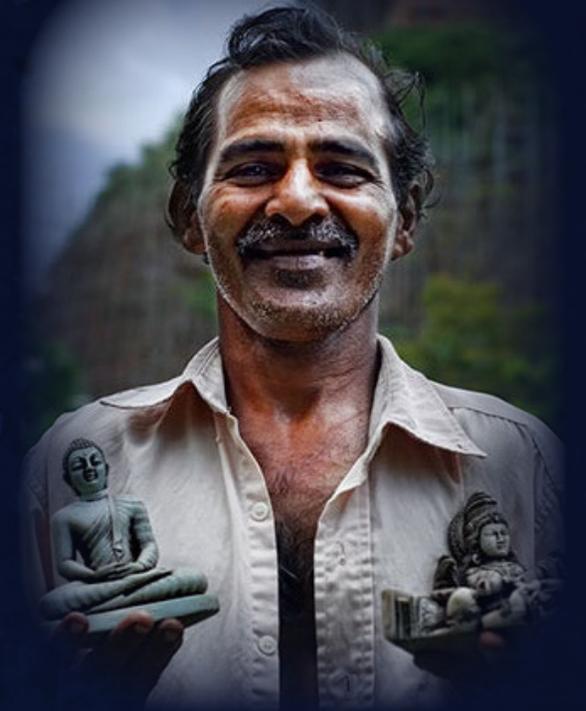
SINHALESE



SRI LANKAN CRICKET



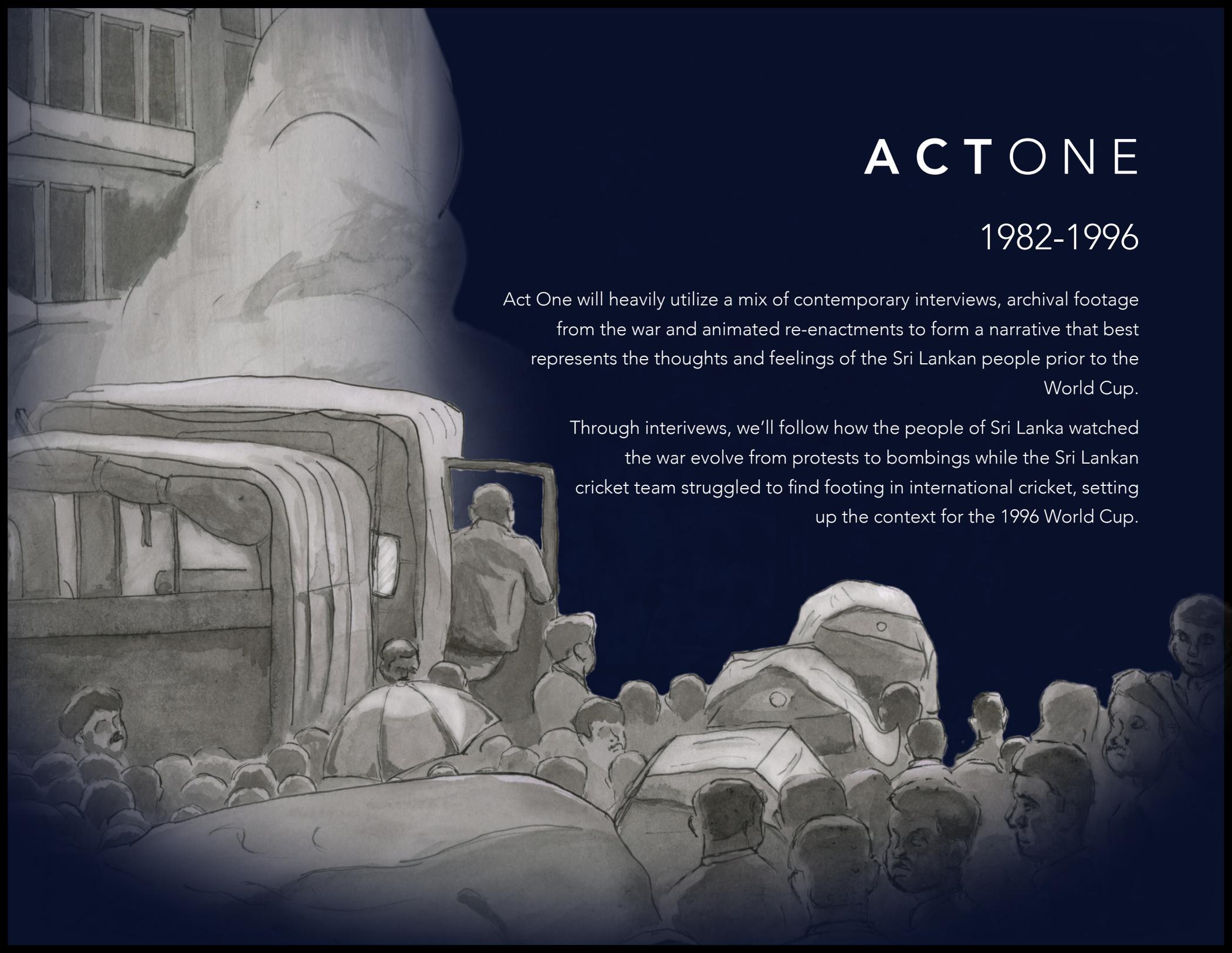
TAMIL





PLOTPOINTS

THE PEOPLE'S GAME will be broken up into three acts, with the climatic sequence of the film being the 1996 World Cup Final.



ACT ONE

1982-1996

Act One will heavily utilize a mix of contemporary interviews, archival footage from the war and animated re-enactments to form a narrative that best represents the thoughts and feelings of the Sri Lankan people prior to the World Cup.

Through interviews, we'll follow how the people of Sri Lanka watched the war evolve from protests to bombings while the Sri Lankan cricket team struggled to find footing in international cricket, setting up the context for the 1996 World Cup.



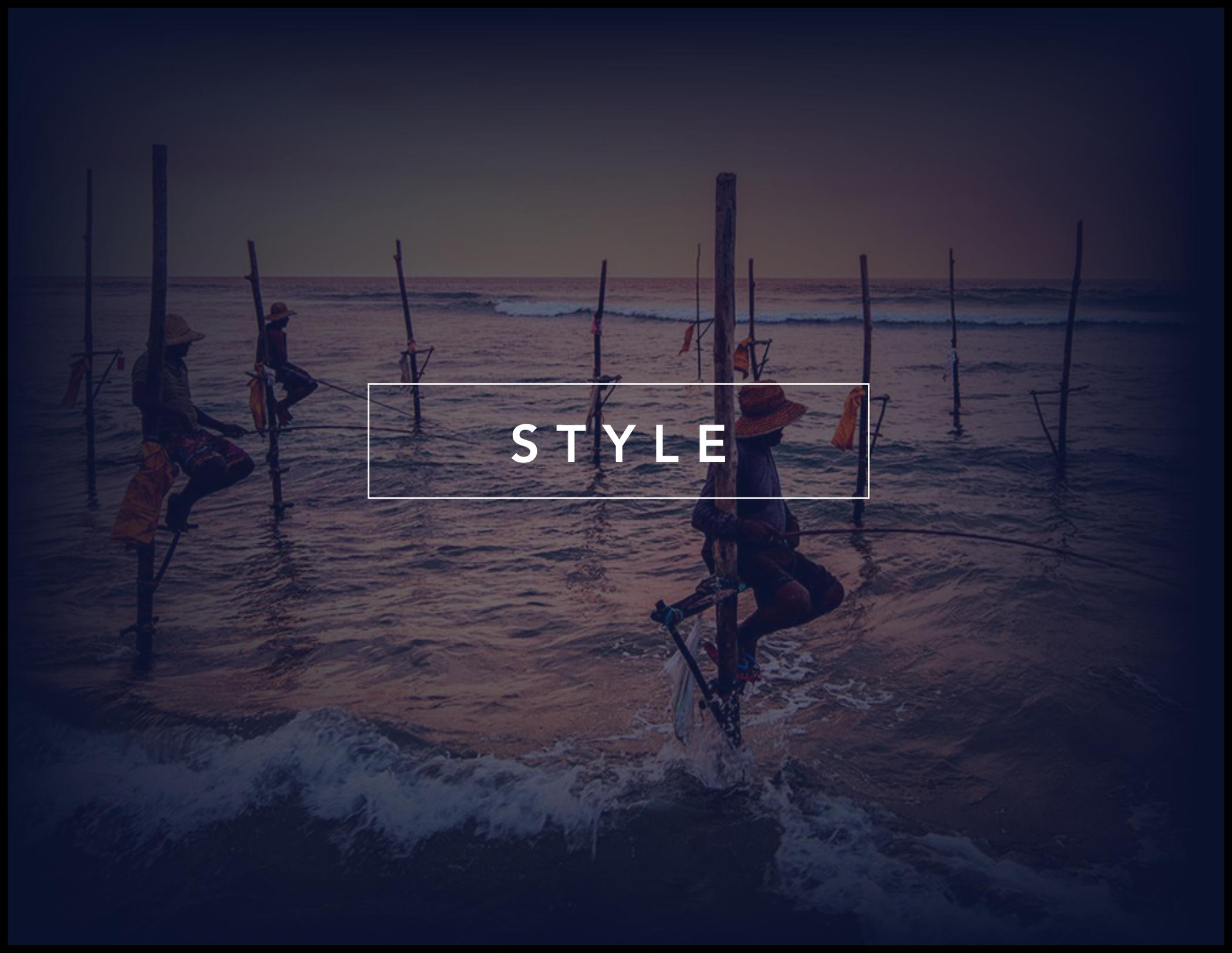
ACT TWO

Act Two will illustrate how our three voices (Tamils, Sinhalese, Sri Lankan cricket team) have come together as one, using each other to push Sri Lanka to win its first and only cricket world cup, uniting the nation in the process. Interviews will explore how the Sri Lankan cricket team changed their playing and coaching style and how that change represented and resonated with the Sri Lankan people.

A wide-angle photograph of a street in Sri Lanka during the golden hour of sunset. The street is filled with people, many of whom are playing cricket. In the foreground, a young boy in a dark shirt and pants stands with a cricket bat, looking towards the camera. To his left, a blue cart is parked on the sidewalk. In the background, a group of children is playing cricket on the street, with a ball visible on the ground. The street is lined with buildings and shops, and there are strings of lights hanging across the street. The overall atmosphere is one of a busy, vibrant community.

ACT THREE

The end of "THE PEOPLE'S GAME" will show how far Sri Lanka has come since their 1996 victory, showing examples of the ideal Sri Lankan society the country has been striving for. We'll emphasize images of children playing cricket in old war-zones-turned-cricket-stadiums and highlights of the new Sri Lankan cricket team as they prepare for the 2019 ICC Cricket World Cup, hoping to continue the legacy that was cemented in 1996.

A photograph of fishermen using traditional stilt fishing methods in the ocean at dusk. The word "STYLE" is overlaid in a white box. The scene shows several fishermen sitting on wooden stilts in the water, with waves breaking around them. The sky is a mix of dark blue and orange, suggesting sunset or sunrise. The overall mood is serene and traditional.

STYLE

CINEMATOGRAPHY

A goal of this project is to showcase the beauty of Sri Lanka and its rich and diverse culture. Our cinematography will embody the country itself: elegant and graceful. Interviews will take place in village homes, at war memorials and old battlegrounds and at old cricket stadiums. The audience must become fully immersed into the Sri Lankan culture to truly understand the impact of the 1996 World Cup victory.



ANIMATIONS

While most of our storytelling will come from contemporary interviews, "THE PEOPLES GAMES" will utilize animations and reenactments to provide the audience with a different way of understanding the story. The Central Bank bombing and the introduction of the civil war will employ animations supplemented by the Tamil and Sinhalese voices. Below are some illustrations depicting historical events created by our storyboard artists.



KEY PERSONNEL

ANDREW FERNANDO



Andrew Fidel Fernando is an ESPN Correspondent for the Sri Lankan Cricket team. He currently writes for ESPN Cricinfo and the Cricket Monthly, following the national Sri Lankan team during their international travels. In 2015, Andrew wrote "The Lion's Fairytale." This article was a detailed account of Sri Lanka's 1996 World Cup Victory that was published in the Cricket Monthly. It includes interviews with several members of the historic 1996 cricket team.



© Getty Images

FEATURE

The lion's fairy tale

Bomb blasts, luxury watches, and loud snoring: the remarkable story behind Sri Lanka's World Cup triumph

ANDREW FIDEL FERNANDO | MARCH 2015

KEY PERSONNEL

KUMAR SANGAKKARA



Kumar Sangakkara is a former Sri Lankan cricketer and captain of the Sri Lankan national team. Sangakkara is widely regarded as one of the world's most influential cricketers, one of Sri Lanka's legendary match-winners and one of the best batsmen to have ever played the game for Sri Lanka. Sangakkara is described as one of the "most polished and prudent of batsmen" in cricket as well as being a record breaking wicket-keeper. Sangakkara was a key member of the team that made the final of the 2007 Cricket World Cup, 2011 Cricket World Cup, and won the Man of the Match award in the final of the 2014 ICC World Twenty20, where he helped the team win their first title.

KEY PERSONNEL

SANATH JAYASURIYA



Former Sri Lankan cricket and member of the 1996 World Cup team, Jayasuriya was one of the pioneers of the revolutionary batting strategy that changed the game of cricket forever. He now works as a selector for the Sri Lankan cricket team. He will be able to speak about the team's chemistry during the 1996 campaign and how his success paved the way for others after the war.

POTENTIAL TALENT



GORDON WEISS
AUTHOR OF "THE CAGE"

Gordon Weiss is a journalist and former United Nations official who wrote the book, "The Cage: The Fight for Sri Lanka and the Last Days of the Tamil Tigers". This book discusses the end of the Sri Lankan Civil War and thereafter. In The People's Game, Gordon would speak about the climate of Sri Lanka during the civil war and compare it to what Sri Lanka is like now.



SAMANTH SUBRAMANIAN
AUTHOR OF "THIS DIVIDED ISLAND"

Samanth is a journalist that has written for The New Yorker and The New York Times. He wrote "This Divided Island" which documents the brutality of the Sri Lankan Civil War and how the people of Sri Lanka coped with the aftermath. For our documentary, Samanth would speak about the mentality of the Tamil people during the war and relationship between the Tamil community and the LTTE.

P O T E N T I A L T A L E N T



PUBUDU DASSANAYAKE

Pubudu Dassanayake is a former international Sri Lankan cricketer. He currently serves as the head coach of the U.S. National Cricket team, having previously served as the head coach of Canada and Nepal. With Pubudu's vast experience of cricket in both playing and coaching, he will be able provide an insight to how Sri Lanka's 1996 victory helped shape international cricket and how it shaped Sri Lankan society.

THE TEAM

DIRECTOR/PRODUCER



SAHAN JAYAWARDENA

Sahan Jayawardena is a senior originally from Iowa currently finishing up his B.F.A. in Film, having directed and produced several short films throughout his time at Syracuse University, including his documentary thesis film, *I WILL BE*. Sahan has had his films accepted in the Syracuse University Film Festival, the Iowa Independent Film Festival and was awarded, "Best Film" and the "Audience Award" for his work on *How to Have Ever*, a short film which screened at the Cannes Film Festival through the Creative Mind Group.

Over the past few years, Sahan has interned with IM Global at the Cannes Film Festival, the Toronto International Film Festival and the American Film Market.

THE TEAM

DIRECTOR OF PHOTOGRAPHY



PRASH SAMPATHKUMARAN

Prash Sampathkumaran is an award-winning cinematographer whose work ranges from narrative and documentary to music video and commercial. A recent graduate of Syracuse University, his short film "Passage" won third place at the inaugural Syracuse University Film Festival, and he is currently finishing post-production on his senior thesis film. He is based in Brooklyn.

THE TEAM

MARKETING



RYAN HARPER

Ryan Harper is a senior from rural Western Massachusetts studying creative advertising at Syracuse University. He has worked as an art director at BBDO Worldwide in NYC and Cramer-Krasselt in Chicago on clients like Snickers, GE and Heinz.

He was a founding member of SU's OttoTHON, a dance marathon for Upstate Golisano Children's Hospital that raised \$152,000 in its first year. He was awarded "Most Promising Advertising Student" by the S.i. Newhouse School of Public Communications.



TJ WELLS

TJ Wells is a senior advertising major at Syracuse University. He was raised just outside of Boston, Mass. He has interned at 2 advertising agencies: Gupta Media working on digital marketing tactics and Hill Holliday, working on the Dunkin' Donuts account. At school, he is involved with an all male a cappella group, as well as running public relations teams for multiple on campus organizations.

THE TEAM

STORYBOARD ARTISTS



JOSHUA MCMASTER

Joshua McMaster is an illustrator, storyboard artist, graphic designer, and animator currently studying animation at Syracuse University. In 2016, he founded Orange Shorts, Syracuse University's first and only student animation studio, with which he currently serves as president, producer, and editor for their debut short film. He's also worked with Neighborhood Film Co., based out of Philadelphia, on commercial and feature projects, and hopes to continue work in preproduction in the future.



DELANEY KURIC

Delaney Kuric was born in Los Angeles, California and is currently finishing her last year as an illustration major at Syracuse University. Her interests lie in fashion and editorial illustration, as shown by her previous employment as a design intern at Elisabeth Weinstock and Red Hen Press. This year she is the Head Illustrator of the Daily Orange, Syracuse's daily newspaper ranked as the second best in the country.

RESOLUTION

Cricket did not end the war.

Tanks, bombs and gunfire did. While 1996 provided Sri Lanka with a glimpse of what could happen in the future, it did not solve the country's deep rooted ethnic conflict. It took an additional 14 years for the war to finally come to a controversial end in 2009.

However, 1996 proved that an ideal Sri Lankan society involved equality for all ethnicities. Two decades later, the 1996 World Cup is still very relevant in Sri Lanka. Cricket has become the nation's way of connecting with each other and with the world. While things are still not perfect, present-day Sri Lanka is starting to resemble shades of the society that was shown in 1996, with cricket proving to be the heartbeat of the country.

