



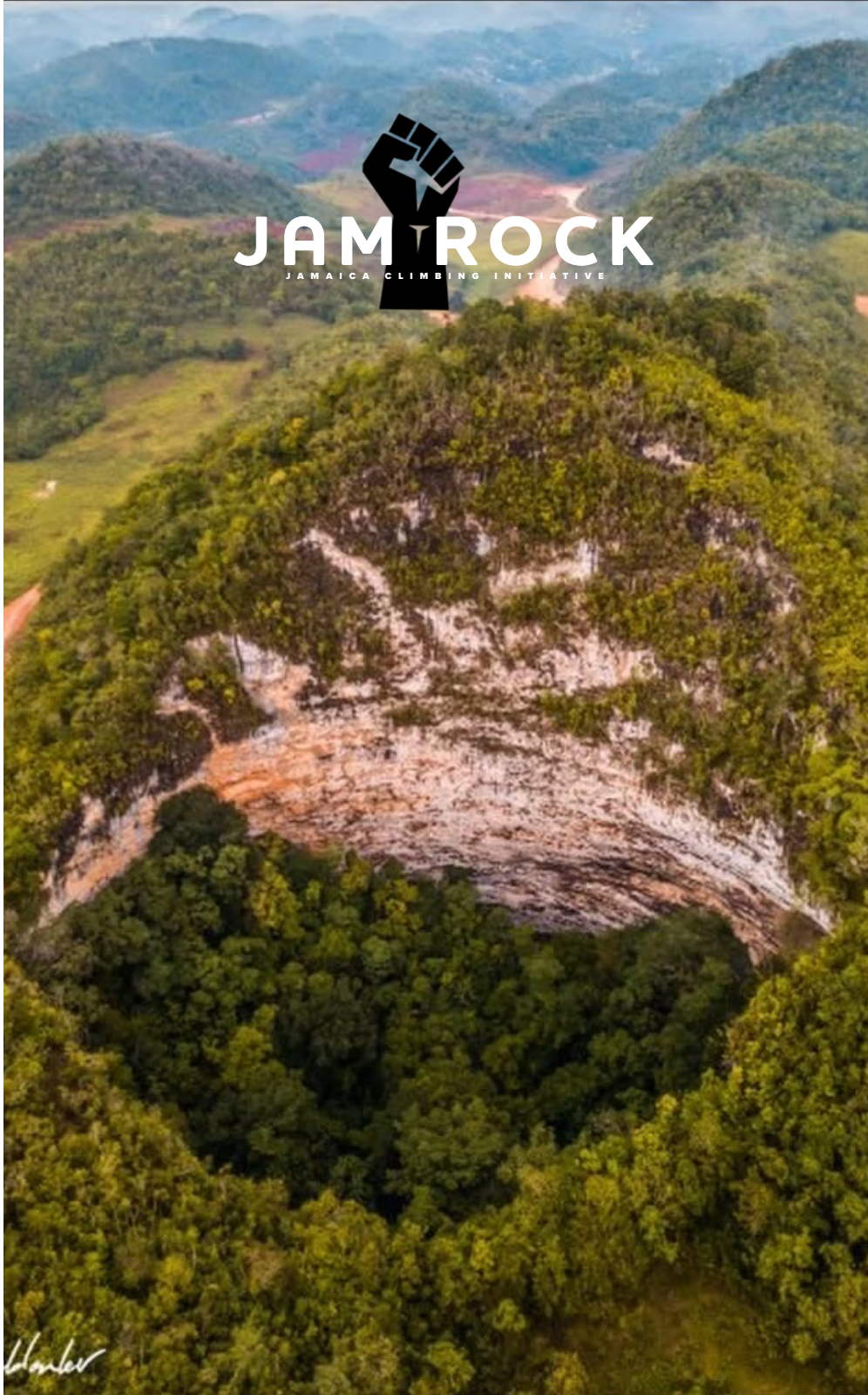
PROJECT TREATMENT • VERSION 2 • AUGUST, 2023

CREATED BY **we||  
good** PRODUCTIONS • BEYOND THE ORDINARY



## BACKGROUND

Jamaica is a small island nation in the Pacific that is best known for its crystal clear waters, pristine beaches, and the birthplace of reggae legend, Bob Marley. But Jamaica is more than a beautiful place on a map. It's a culture rich with sporting legends such as Usain Bolt, and unlikely heroes like the Jamaican BobSled Team. It is where Sam Sharpe initiated a revolt which would lead to the abolition of slavery. More recently however, it's been gaining attention for something which is less well known, rock climbing. Spearhead by local climber Juan Luis Toribio Vazquez - he has sent out a call for international climbers to visit the island and help develop the many cliffs they have uncovered and further nurture the emerging climbing community in the country. Speaking with him on the zoom, he has expressed that Jamaica is in dire need of representation in climbing which is widely seen as a white sport. It is also in need of a community meeting space (Climbing Wall), and climbing routes to make the pursuit of the sport accessible. The goal of this project is to be a catalyst in their existing pursuit to welcome new climbers to the sport, and be part of something whose efforts will echo through generations to come.



# OBJECTIVE

In October of 2023, Kai Lightner will visit Jamaica for 1 week with the goal of getting to know the local climbing community, establishing new routes, and assisting with the building a climbing wall in Kingston. We will spend our time accompanied by climbing community leaders Vaughan Brown and Juan Luis Toribio Vazquez, who has developed the vast majority of all climbing in the country. Climber, Developer, and Filmmaker Gareth Leah and his team will arrive 1 weeks prior to connect with the local community members, receive goods, and shoot B-roll.

Whilst there, Gareth and his team at Well Good will capture the trip through photo and motion with the goal of highlighting the local climbers, the culture, and what it means to climb in Jamaica.

## **SCHEDULE (Tentative) - October 2023**

Pre Production (7 Days)

Production team arrive in Kingston, meet with local organisers and land owners to prepare for Kai's arrival. Source tools and good for wall building.

Production (9 Days)

Day 1 - Kai Arrives, get settled

Day 2 - Tour of Jamaica, visit the wall site, climbing spot + Initial Interview with Kai

Day 3 - Community meet up event at local climbing area (Cane River).

Day 4 - Build Climbing Wall

Day 5 - Build Climbing Wall or Wall Opening

Day 6 - Kai learns to bolt (Cane River)

Day 7 - Kai climbs his new line (Cane River)

Day 8 - Kai explores climbing areas to understand the landscape and culture

Day 9 - Kai explores climbing areas to understand the landscape and culture

Day 10 - Return Home



# MEDIA

## EXPEDITION | DELIVERABLES

Delivering a turn-key media around the project.

### Motion

A short film that focuses on telling the story of the local climbing community, its history, and what it means to climb in Jamaica.

[Example](#)

### Stills

Capturing the raw and timeless visuals of the journey as it unfolds, the images will breathe life to the project. Supporters will receive a pre-agreed number of assets in line with funding commitments.

[Example](#)

### Written

We will put into words the physical and emotional journey to complement the visuals. Utilizing existing relationships in the climbing media world, we will seek distribution for the article and film to ensure the greatest impact of the generated media.

[Example](#)

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## STILLS

### Digital image gallery

Behind-the-scenes  
Social stories

## MOTION

### Short Film

Social cuts  
Reels

## WRITTEN

### Article

Blog  
Gear reviews





**well**  
**good**

Free thinkers, light bringers, and game shakers. We believe in equality, inclusivity, and diversity. An interdisciplinary team of innovators, artists, and digital guru's that endeavor to be the change they want to see in the world. With adventure media as our stage for action, we are forging a better future with like minded humans. Specializing in commercial outdoor media, our crew is experienced in crossing the toughest terrain, and ascending the highest peaks whether human powered, or break neck speeds.

**we** **ll**  
**go** **o** **d**



**DIGITAL  
SIGNAGE  
CURATION  
ADVERTISING  
BRAND VOICE  
PHOTOGRAPHY  
VIDEO PRODUCTION  
PROJECT MANAGEMENT  
DISTRIBUTION STRATEGY  
CONCEPT DEVELOPMENT  
EXPEDITION PLANNING  
DRONE PILOTING  
ART DIRECTION  
ILLUSTRATION  
PACKAGING  
ANIMATION  
STRATEGY  
WRITING  
EVENTS**

# PORTFOLIO

## BRANDED STORY | WHAT WE CREATE

Whether it's a feature story, branded content, or a documentary - our team adapts their mountain proficiencies to the creative world. Allowing us to access the most difficult terrain, and keep up with the world's cutting edge athletes.

ACCESS CODE: wellgood

ACCESS CODE: PRUDENTIAL



# PAST COLLABORATORS

CLIENTS | WHO WE WORK WITH

Climbing



Outside

cruise

ROCK  
THE CLIMBER'S MAGAZINE AND ICE



vimeo



EPIC TV

The New York Times

YouTube Originals



Backcountry



Black Diamond

META

MOUNTAIN  
HARD  
WEAR

MERRELL

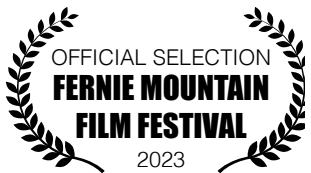
VIA

BFGoodrich  
Tires

facebook

# AWARDS

FEATURED | ON THE BIG SCREEN



A photograph of a person rappelling down a large, textured rock face. Another person is positioned at the bottom of the rock, managing the rope. The background is a dense, green forest under a cloudy sky.

# THANK YOU

Thank you for taking the time to review this project.  
We appreciate your consideration in working with us,  
and look forward to connecting with you.

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