



**RIDE**  
— FOR —  
**AWARENESS**

TREATMENT BY MATT DEVINO



**Allstate**  
You're in good hands.





## INTRO

I'M REALLY EXCITED TO HAVE THE OPPORTUNITY TO TELL THE STORY OF NATE HOLDER AND HIS RIDE FOR AWARENESS. AS A MOTORCYCLE RIDER MYSELF, I REALLY CONNECT WITH WHAT NATE IS DOING - GETTING OUT AND RIDING YOUR BIKE IS ONE OF THE MOST FREEING EXPERIENCES IN THE WORLD. SPENDING TIME ALONE IN YOUR HELMET ON THE OPEN ROAD IS ALMOST LIKE MEDITATION, AND DOING A SOLO TRIP ACROSS THE COUNTRY IS THE ULTIMATE EXPRESSION OF THIS. I THINK THAT THE COMBINATION OF NATE'S SOLO TRIP AND HIS MOTORCYCLE SAFETY AWARENESS WORK IS REALLY INSPIRING, AND I INTEND TO CREATE SHORT FILMS THAT WILL INSPIRE OTHER RIDERS TO GET OUT ON THE OPEN ROAD AS NATE IS DOING.





## NATE'S STORY

THESE FILMS WILL PIVOT AROUND NATE HIMSELF, INTERCUT WITH HIS EXPERIENCES ALONG THE WAY. HE HAS SO MUCH TO SHARE THAT WILL BE FASCINATING, SO I WANT TO CREATE COMFORTABLE, YET CINEMATIC ENVIRONMENTS, WHERE HE'LL FEEL GOOD ABOUT TALKING WITH ME. I'D LIKE TO SPEND AS MUCH TIME AS POSSIBLE WITH HIM SO THAT HE FEELS COMFORTABLE WITH ME, AND WILL TALK WITH ME NATURALLY, NOT IN A FORCED INTERVIEW SORT OF WAY, LIKE A FRIEND.



HE'S THE EPITOME OF A MOTORCYCLE RIDER.  
IF YOU RIDE, YOU WANT TO HANG OUT WITH THIS GUY.



## NATE'S STORY

WE'LL WANT TO HAVE TIME TO TALK WITH HIM IN A VARIETY OF PLACES IN EACH CITY - TO INSPIRE DIFFERENT KINDS OF CONVERSATIONS, COVERED IN DIFFERENT WAYS. SOMETIMES IT WILL BE A 2 CAMERA INTERVIEW, OFTEN WITH ONE CAMERA PICKING UP CLOSE-UP DETAILS FOR US TO CUT TO. SOMETIMES WE'LL JUST GRAB SPONTANEOUS SLICES OF CONVERSATION WITH NATE AND HIS FRIENDS, THAT ARE LESS STATIC AND PRE-PLANNED.



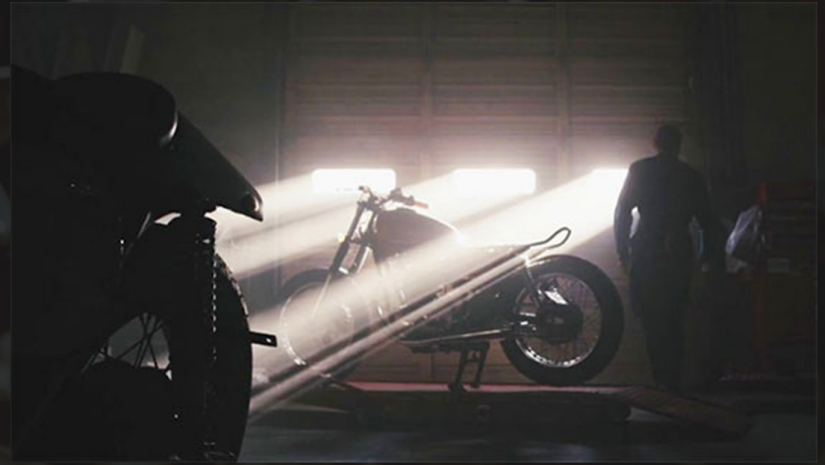
IN ALL CASES, THE INTERVIEWS WILL BE NATURAL AND CONVERSATIONAL, WHERE WE MIGHT COVER SOME OF THE FOLLOWING TOPICS, AND MORE:

- NATE WILL TELL US STORIES OF HIS LIFE, HIS BUSINESS
- HOW HE FELL IN LOVE WITH RIDING MOTORCYCLES
- WHAT THE DRIVING FORCE BEHIND HIS SOLO RIDE IS
- WHY MOTORCYCLE SAFETY IS SO IMPORTANT TO HIM
- INFO ABOUT THE RIDE FOR AWARENESS, & ALLSTATE'S SUPPORT OF IT
- STORIES FROM THE RIDE - WHERE HE'S BEEN, WHERE HE'S GOING



## CINEMATOGRAPHY

I THINK THESE SHORT FILMS SHOULD BE CAPTURED VERY SPONTANEOUSLY. WE'LL GET TO SEE WHO NATE IS IN HIS NATURAL ENVIRONMENT. I WANT IT TO FEEL VERY AUTHENTIC BUT STILL CINEMATIC, SO MOSTLY NATURAL LIGHT BUT COMBINED WITH SOME REALLY BEAUTIFUL TRACKING B-ROLL SHOTS CAPTURED ON A MOVI - BOTH ON HIS BIKE AND IN THE LOCATIONS HE VISITS.



WE'LL ALSO GET DRONE SHOTS OF HIM RIDING HIS BIKE, ESPECIALLY IN COLORADO, SO WE GET THAT SENSE OF EXPANSIVE NATURE THAT HE'S RIDING THROUGH.



# CINEMATOGRAPHY



WE'LL FIND COOL LOCATIONS THAT VISUALLY SAY "MOTORCYCLE CULTURE", LIKE MOTO MODA AND THE BARRISTA PARLOUR, TO DO OUR INTERVIEWS IN. MAKING THESE FILMS EXPRESS THE FACT THAT NATE LIVES AND BREATHES MOTORCYCLE CULTURE IS REALLY IMPORTANT. WE'LL CAPTURE SOME GREAT REALITY MOMENTS OF HIM INTERACTING WITH OTHER RIDERS IN THESE MOTORCYCLE LANDMARKS WE'LL BE VISITING, AND ON THE ROAD, AS THEY START THEIR RIDES. WE WANT OUR LOCATIONS TO BE THE KINDS OF PLACES THAT MAKE UP HIS WORLD. I THINK THAT WAY WE'LL HAVE A REALLY INTERESTING MIX OF INTERVIEW/VO, CINEMATIC B-ROLL, AND AUTHENTIC REALITY MOMENTS THAT WILL HELP PEOPLE BE REALLY DRAWN INTO THE FILMS.



## SUPPLEMENTAL STORY TELLING

TO SUPPORT NATE'S ON-CAMERA PIECES, WE WILL SHOOT B-ROLL FILLED WITH COLOR, DETAILS AND INFORMATION THAT HELP TELL NATE'S STORY. WE'LL GET TWO VERY DISTINCT FILMS, WITH A DIFFERENT SENSE OF VIBE AND PLACE, TO HELP ILLUMINATE THE DIVERSITY OF HIS EXPERIENCES ON THE RIDE.



WE'LL GET GREAT TEXTURE AND CUTAWAYS IN ALL OUR LOCATIONS. WE'LL GET TO KNOW HIS FRIENDS AND THE COMMUNITY THAT SUPPORTS HIM. AND WE'LL HAVE GREAT DOCUMENTATION OF BIKE CULTURE



## SUPPLEMENTAL STORY TELLING

IN ADDITION , WE'LL CAPTURE:

- BEAUTIFUL FOOTAGE OF NATE RIDING THROUGH NASHVILLE AND COLORADO
- NATE VISITING CLASSIC MOTORCYCLE HANG OUTS
- NATE INTERACTING WITH OTHER RIDERS NATURALLY, SPREADING HIS MESSAGE
- SOUND BYTES FROM OTHER RIDERS ABOUT WHAT THEY THINK OF NATE'S MISSION
- CITY TEXTURE IN NASHVILLE - THE FEEL OF THE CITY
- NATURAL BEAUTY IN COLORADO - THE OPEN ROAD AND FRESH AIR



IN ADDITION TO THE FOOTAGE WE'LL SHOOT, I'D LIKE TO INCORPORATE SOME OTHER ELEMENTS INTO OUR EDITS. IT WOULD BE GREAT TO USE THE GOPRO FOOTAGE OF NATE ON HIS RIDE LEADING UP TO OUR MEET UP IN NASHVILLE. I ALSO THINK MOTION GRAPHICS SHOWING NATE'S ROUTE ACROSS THE COUNTRY WILL GIVE US SOME INFORMATION ABOUT THE RIDE AND A COMMON STRUCTURE TO TIE THE VIDEOS TOGETHER.





EACH OF THESE FILMS WILL LIVE ON THEIR OWN, A COMPLETE STORY AND INSIGHT INTO NATE'S WORLD. BUT TOGETHER THEY WILL HELP US TELL ALLSTATE'S STORY ABOUT THE IMPORTANCE OF SAFETY AMID THE UNBRIDLED FREEDOM OF GREAT RIDING. WITH NATE'S PASSION GUIDING US, THE SUPPORT OF HIS COMMUNITY AND AMAZING ENVIRONMENTS AROUND HIM, THESE FILMS WILL BE ENTERTAINING AND MEMORABLE. I'D BE SO THRILLED TO BRING THEM TO LIFE WITH YOU.

THANK YOU FOR YOUR CONSIDERATION.

MATT DEVINO