



# JUMP

BEHIND THE SCENES OF THE COMPETITIVE WORLD OF SHOWJUMPING

PRESENTATION AUGUST 2023

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# 01 | SETTING THE STAGE

Experience the highs and lows of competitive showjumping in our captivating and immersive behind-the-scenes series.

A sport in which there is no discrimination, where men and women compete alongside each other without distinction or bias at the same events, at the same heights and under the same rules. The emphasis is on skill rather than gender and viewers watch as rider and horse conquer obstacles and face defeat.

The documentary style series will offer an in-depth and unfiltered look at the preparation, training and dedication required to excel in this intensive, equestrian sport.

It will capture the atmosphere, rivalry and camaraderie that define the showjumping circuit, which, in recent years, has seen an influx of celebrity daughters and will highlight the global nature of show jumping, from the sprawling showgrounds of North America to the historic arenas of Europe.

The series will showcase Jamie Gornall and the central theme revolves around his remarkable journey towards representing Great Britain at next year's Paris Olympics, to be held against the iconic backdrop of the Palace of Versailles.



## 02 | BEYOND BLACKBURN

Born in Blackburn, England to working class parents, Jamie didn't start riding until he was 14, having previously played football for Blackburn Rovers youth team. At the age of 16, following the tragic death of his brother, which had an enormous effect on his family, he started to earn money riding difficult horses.

A pivotal riding lesson at 21 led him to Di Lampard who, at the time, was head coach of the British team. He soon turned professional, having finished his studies, something he promised his mother that he would do.

At 24, Olympic silver medallist Rolf-Goran Bengtsson came calling and Jamie moved to Hamburg to ride for him. He then started riding for Janne Friederike Meyer which threatened to get him "blacklisted" by the British Show Jumping Federation.

At 27, a serious knee injury forced him to quit riding. Following 2 knee operations, 3 months in hospital and 12 months of rehabilitation, Jamie got back in the saddle and started riding for Ludger Beerbaum, arguably the world's greatest showjumper. This partnership propelled him back into the competitive scene.

Three years later he moved back to England in the hope of being shortlisted for the Tokyo Olympics. Having made the shortlist, fate dealt a blow with a sold horse and the pandemic. Undeterred, he now has his sights on Paris 2024.

Jamie's remarkable story is one of determination, resilience and passion.



## 03 | SYNOPSIS

Jump is a thrilling, unscripted series that takes viewers deep into the world of competitive showjumping.

With the spotlight on Jamie's pursuit of the 2024 Paris Olympics, viewers will accompany him on his quest to represent Great Britain and will witness his emotional journey as he competes in various qualifying events and strives to achieve peak performance.

The series also follows a diverse group of talented riders as they navigate the challenges of the show jumping circuit. It will delve into their personal stories exploring their triumphs, setbacks and the sacrifices they make in pursuit of their dreams. Through compelling background stories viewers gain insight into the rigorous training regimes, the emotional rollercoaster of wins and losses and the unwavering passion that fuels these remarkable athletes.

Each episode provides an intimate and behind-the-scenes look at the lives of the riders, their unbreakable bonds with their horses and the dedication required to excel in this demanding sport. As the season progresses, tensions rise, rivalries form and unexpected twists unfold keeping viewers hooked. Jump showcases the grace, skill and adrenaline that define competitive showjumping.



# 04 | EPISODES



## 01 | AMERICAN DREAMS

Introduces Jamie and showcases his bold decision to move to America in pursuit of his showjumping career. Captures the excitement, uncertainty and anticipation as Jamie embraces a new environment and builds new connections and partnerships.



## 02 | SHOWJUMPING IS HARD

Training showjumping horses requires patience, consistency and a deep understanding of equine behaviour - the role of the coach, more than a trainer, they are a mentor, strategist and support system for both the rider and horse. A winning team requires a strong coach.



## 03 | WIN OR GO HOME

Captures the intensity and high stakes faced by the riders as they compete in a crucial event that could make or break their chances of qualifying. Behind-the-scenes showing the riders preparation, their mental focus and the bond they share with their horses as they enter the arena.



## 04 | FRENEMIES

Explores the complex dynamics and rivalries within the showjumping community, the relationships between riders who are simultaneously friends and competitors and what happens when they compete.



## 05 | DON'T GET BITTER, GET BETTER

Empowering episode exploring the inherent unpredictability of the showjumping world, where even the most skilled riders face obstacles, setbacks, moments of disappointment, frustration and self-reflection and confront their own limitations.



## 06 | CHASING THE DREAM

Eye-opening episode that sheds light on the financial challenges faced by riders in their pursuit of competing at the highest level and the crucial role that sponsorship plays in enabling their dreams.



## 07 | EVERYTHING HAS LED TO THIS

The pressure mounts as Jamie faces a decisive moment in his quest to represent Great Britain in Paris. Showcases the emotional rollercoaster, the heightened nerves and the strategic decisions he must make as he tackles a challenging course.



## 08 | PASTURE, PODIUM, PASTURE

The full cycle of a showjumping horse's life from breeding programs to foaling, the selection of young horses for training to retirement including Interviews with the people who provide loving homes for them.

## 05 | WHAT'S BEING WATCHED?

Sports docu-series have shown to evoke strong emotional responses from viewers. They all, to a greater or lesser degree, involve inspiring stories, behind-the-scene access, human drama, an insight into the sporting world, entertainment value and escapism.



### FORMULA 1

An insiders look into the world of Formula 1 racing

First Aired: March 2019

Last Aired: 24 Feb 2023

5 Seasons

50 Episodes

Renewed for sixth season



### BREAK POINT

Behind the scenes look at the lives of top tennis players

First Aired: 13 Jan 2023

Last Aired: 21 June 2023

1 Season

10 Episodes

Renewed for second season



### FULL SWING

Behind the scenes look at the players and tournaments of the PGA and ATP

First Aired: 15 Feb 2023

Last Aired : 15 Feb 2023

1 Season

8 Episodes

Renewed for second season

Netflix are set to host another sports docu-style series for the NFL covering the 2022 NFL season.

## 06 | TARGET AUDIENCE

This family-friendly series is designed to introduce the sport to a broader audience.

It will appeal to:

- All sports enthusiasts who will appreciate the athleticism, strategy, rigour and competitiveness of the sport.
- General documentary viewers for the engaging and informative content.
- Reality TV series fans attracted to the intriguing story lines, the unique, diverse, multi-generational characters and the visual appeal, making it bingeworthy.
- Animal lovers and horse lovers fascinated by the human-animal bond.
- Equestrian enthusiasts and equestrian competitors looking for inspiration and educational insights and a deeper understanding of the showjumping discipline.



## 07 | VALUE PROPOSITION

The value proposition of the series lies in its unique ability to entertain, educate and inspire viewers through in-depth storytelling and visual storytelling techniques. By following the lives of talented riders, dedicated trainers and magnificent horses, we bring the audience into the heart of this dynamic sport.

The series will highlight the values of perseverance, team work and the pursuit of excellence, which will resonate with a wide range of audiences. The series will present several potential financial opportunities:

### PARTNERSHIP

Competitive showjumping is often associated with elegance, skill and sophistication and partners can align their brand with these desirable attributes.

### PRODUCT INTEGRATION

Products or services can be seamlessly integrated into the series in a non-intrusive and natural way, enhancing the viewer's experience and fostering a positive brand association.

### OVERSEAS SALES

Showjumping is a global sport and a well produced series will attract an international audience.

### DIGITAL ENGAGEMENT

Partners can benefit from the digital presence and engagement generated by the series, including social media promotion, online discussions, fan communities and the sharing of related content all of which will expand the reach and visibility of the partner's brand.



## 08 | SUMMARY

- The series will focus on a diverse group of riders with a behind-the-scenes insight into their individual lives and personal motivations.
- Gap in the market - currently no comparable programming/competitor.
- Relatable and watchable main character.
- Compelling bingeworthy story lines, human experiences of determination to succeed against all the odds.
- Stunning cinematography.
- Broad reach of target audiences.
- Commercial viability through partnership and overseas sales.



Whittier Trust



Showjumping is one of the most exhilarating equestrian sports in the world. It has a bright future with rising stars, top notch facilities and increasing interest in the sport. We hope that JUMP will do for showjumping what other series have done for their respective sports.

For more information please contact us at [Info@jump.partners](mailto:Info@jump.partners)