

GA

GRAND AVENUE
— STUDIOS —

Initial Slate of Content



The original screenplay, scripted series and vertical content are built to scale multi-platform audiences and engagement with strategic IP partnerships unlocking global revenue streams.

TRAVEL BALL



Travel Ball, a sports drama, explores the pressures placed on elite teen athletes by well intentioned (but misguided) parents, win at all cost coaches and a multi-billion-dollar industry profiting from it all.





AVALON

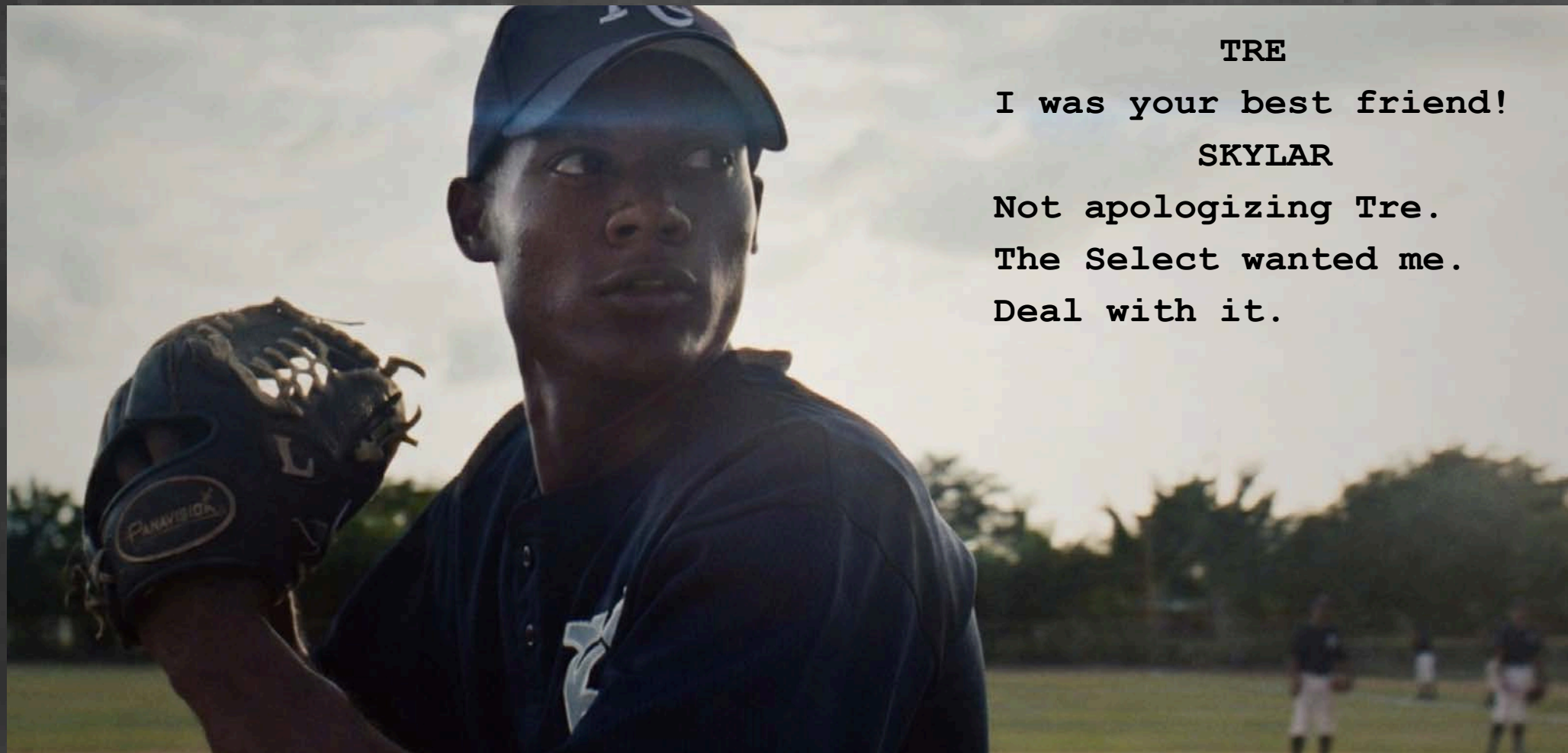
How can you be such a good baseball coach, and such a myopic Dad?



GRIT

What's wrong with you getting a little love? I see all these kids with D-1 scholarships and NIL.





TRE
I was your best friend!
SKYLAR
Not apologizing Tre.
The Select wanted me.
Deal with it.





AVALON

Dad got stabbed?

BIANCA

He just landed. Let
him tell you.





***Travel Ball* is an ensemble sports drama about a father and daughter struggling to hold on. It's about intense competition driving a wedge between best friends, and a coach who lives through his players to rewind his past. They're all on a collision course with hope, money and the love of a simple game.**



Character Ensemble



James "Grit" Douglas is committed to his family, and baseball. Grit's obsession to take an underachieving player to the next level, potentially sacrifices the love of his daughter.



Tre Jackson, initially seduced by the swag, learns quickly that it's not about the shoes. His life changes after being betrayed by his former teammate, flame throwing pitcher Skylar Sinclair.



Avalon Douglas is a soccer phenom who shows no fear on the pitch. But to get the attention of her preoccupied father, she journeys to a far away land only to learn about her weaknesses and his strengths.



Bianca Douglas loves her family unconditionally and understands the sacrifices both Grit and Avalon make to win at all costs. She's keeps a secret to hold it all together, one that can jeopardize her family's stability.



Strategic Partnerships



Travel Ball Partners has secured top level partnerships with the following organizations:

- **Manchester City Football Club (Avalon competes on the women's team)**
- **Major League Baseball (Licensing agreement in place for scouts to wear team logos)**
- **Perfect Game (1,000 plus tournaments and over 1.5 million players annually)**
- **Elite Clubs National League (250+ boys and girls sports leagues)**

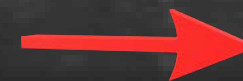
Reels Today – Audience Tomorrow

Travel Ball merges elite youth athletes with globally recognized actors to build a pre-release audience, turning on-set production into a scalable media engine with daily behind-the-scenes posts across platforms.



DRAMA + AUTHENTICITY

- Proposed athletes: Trinity Rodman, Elly De La Cruz, Konnor Griffin, Alyssa Thompson
- Elite athletes (16–24) integrated for authenticity
- Cameo pipeline: WSL, MLB, PG & ECNL



BUILT-IN REACH & DISTRIBUTION*

3M–10M+ aggregated reach (pre-release)

5M–20M monthly organic impressions

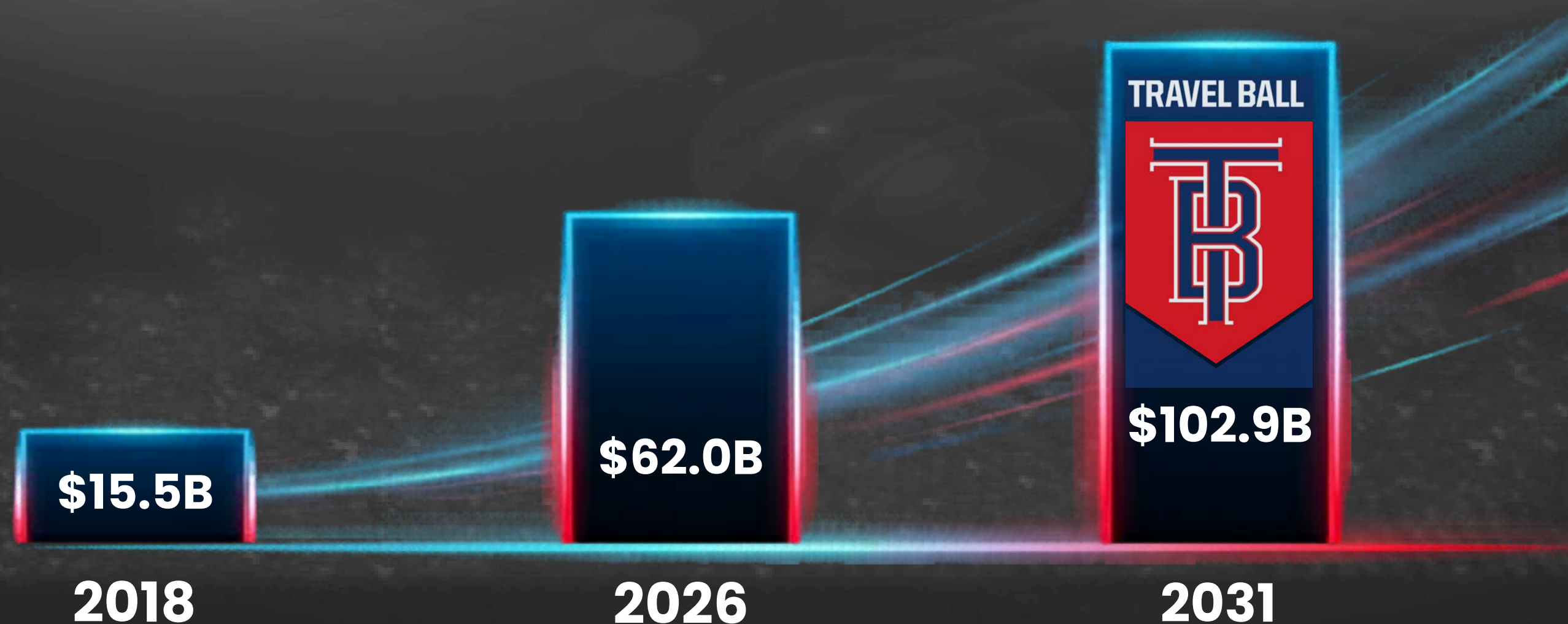
Always-on content across platforms

*before paid marketing



Youth Sports – The Emerging \$100 Billion Market

CAGR – 10.68%



Travel Ball will license multiple IP assets to the teen and family markets augmenting the global box office, PPV and streaming revenues.

"This is a nascent market; there is no end to growth in sight."

*Wintergreen Research, businessresearchinsights.com, Econ Market Research





**THE
ACADEMY**

WHERE PHENOMS COLLIDE

A scripted teen drama series expanding the *Travel Ball* universe.



Set at an elite institution for the world's top teenage athletes, *The Academy* fuses high-stakes competition with the pressures of adolescence. It captures the grind and ambition of rising stars while exposing the psychological toll of extreme expectations and the business behind a multi-billion-dollar youth sports industry. The result is a prestige drama revealing both the allure and the ruthless machine shaping (or breaking) the next generation of superstars.



Bruce McAlester

The founder of Grand Avenue Studios and EMMY® Award winner, Bruce McAlester is an actor's director, writer and producer. His film, *Con Man*, was released by Sony Pictures and tells the redemption gone wrong story of Barry Minkow, the youngest person to defraud Wall Street. The Golden Globe and Oscar nominated cast includes Ving Rhames, Mark Hamill, James Caan, Talia Shire, Armand Assante and Justin Baldoni.

His filming spans decades from Saudi to Sydney, New York to Los Angeles. One project he's most proud of is *Chelsea's Light*, a San Diego Film Festival Award-winning documentary he produced and directed to help protect children from child predators. The film screened across the country to influence lawmakers by enacting "Chelsea's Law".

Bruce is a graduate from the University of Southern California's Division of Cinema/Television. He studied Shakespeare at the Royal Academy of Dramatic Arts, London and has been an active DGA member since 2004.

Bruce wrote the original screenplay *Travel Ball* and is attached to direct the film. He's the father of NCAA athletes and the director of *Phenoms*, a spec pilot about elite student athletes for Disney's Freeform.



For more information contact:
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Original screenplay & pilot script available from:
Greenberg Glusker, LLP

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