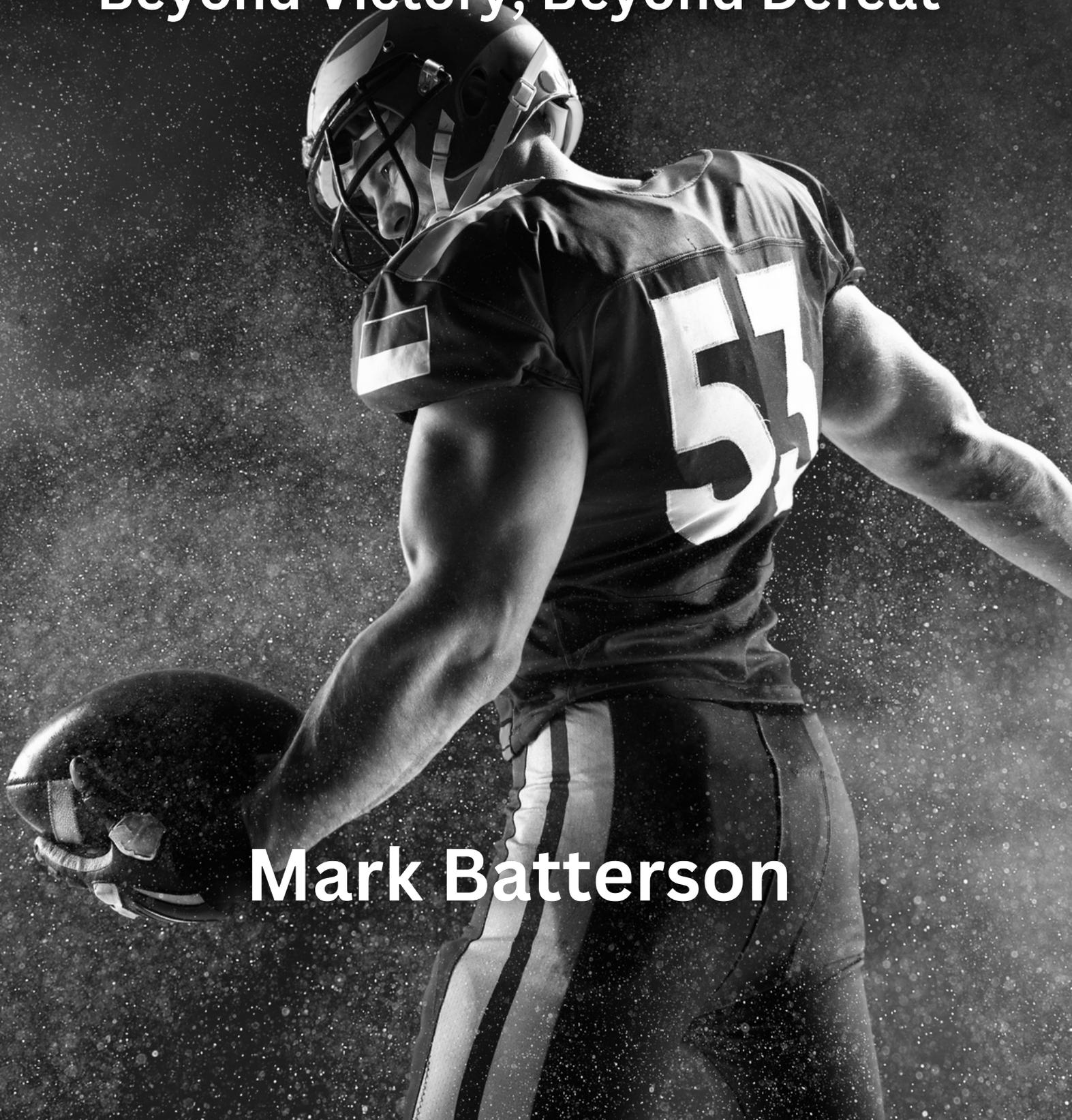


# WIN THE DAY

Beyond Victory, Beyond Defeat



Mark Batterson

# CONCEPT

*Win the Day* is a groundbreaking interview series hosted by Pastor Mark Batterson, aimed at exploring the profound and often underrepresented intersection of faith and professional sports. This series delves into the personal stories of top professional coaches and players, uncovering how their spiritual beliefs have shaped their careers, influenced their performance, and provided guidance through the highs and lows of competitive sports.



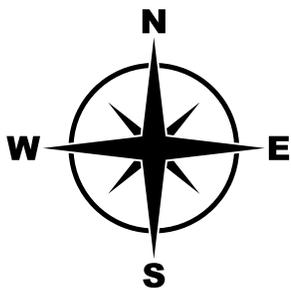
# CORE THEMES



## **Spiritual Influence in Professional Sports:**

Examining how faith impacts decision-making, resilience, and leadership both on and off the field.

**Triumph Over Adversity:** Highlighting remarkable stories of overcoming obstacles, where faith acted as a beacon of hope and strength.

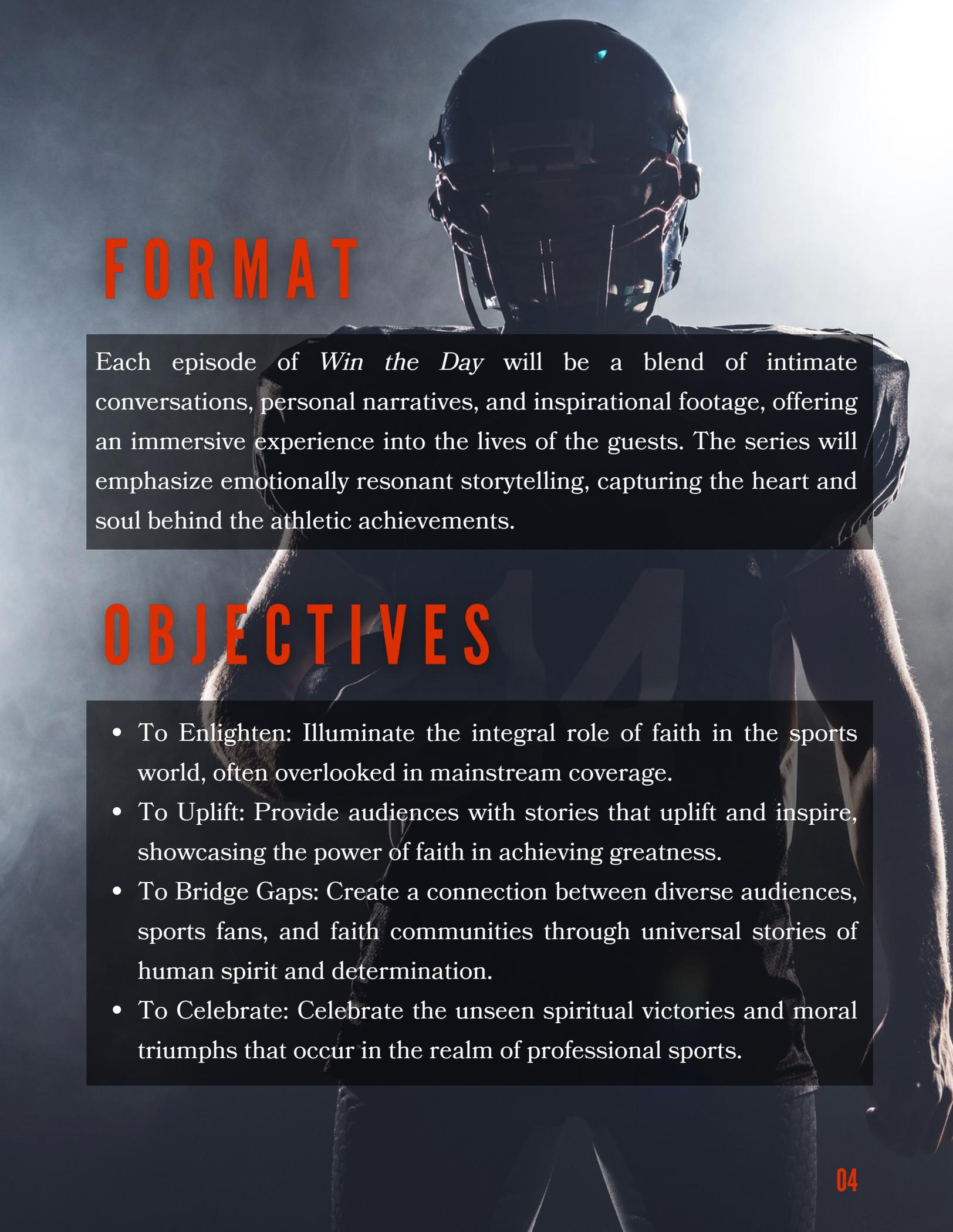


**Personal Journeys:** Sharing intimate stories of struggle, perseverance, and triumph, highlighting the role of faith in overcoming challenges.

**Unity and Brotherhood:** Showcasing how shared beliefs foster a unique bond and camaraderie in teams, transcending the boundaries of the game.



**Ethics and Integrity:** Discussing how faith influences ethical behavior and integrity within the realm of professional sports.



# FORMAT

Each episode of *Win the Day* will be a blend of intimate conversations, personal narratives, and inspirational footage, offering an immersive experience into the lives of the guests. The series will emphasize emotionally resonant storytelling, capturing the heart and soul behind the athletic achievements.

# OBJECTIVES

- To Enlighten: Illuminate the integral role of faith in the sports world, often overlooked in mainstream coverage.
- To Uplift: Provide audiences with stories that uplift and inspire, showcasing the power of faith in achieving greatness.
- To Bridge Gaps: Create a connection between diverse audiences, sports fans, and faith communities through universal stories of human spirit and determination.
- To Celebrate: Celebrate the unseen spiritual victories and moral triumphs that occur in the realm of professional sports.

# IMPACT

*Win the Day* is more than just a series; it's a journey into the heart of what makes sports figures not just champions in their fields, but heroes in their spiritual lives. It aims to resonate with viewers by demonstrating that the greatest victories are often those of faith, character, and integrity. This series is set to inspire, motivate, and challenge viewers to see the world of sports in a new, more profound light, recognizing the indomitable spirit that unites faith and athleticism.

With *Win the Day*, viewers are invited to experience an inspiring narrative that transcends sports, celebrating the extraordinary interplay between athletic prowess and spiritual depth. This series promises to be a beacon of inspiration, showcasing the profound and often untold stories of faith behind the fame.

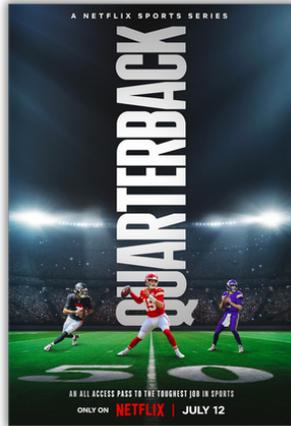


# TARGET AUDIENCE

The target audience for *Win the Day* encompasses a diverse range of viewers, primarily aimed at sports enthusiasts who are intrigued by the personal and spiritual journeys of professional athletes and coaches. This series will also appeal to individuals with an interest in faith-based stories, seeking inspirational and uplifting content that transcends conventional sports narratives. It's designed to resonate with a broad demographic, including young adults, families, and older viewers, who appreciate the intersection of sports, spirituality, and personal development. Additionally, it will attract viewers from various religious backgrounds who are interested in how faith can influence and enrich professional and personal lives. The series aims to bridge gaps, bringing together communities of sports fans and those who seek motivational and character-driven stories.

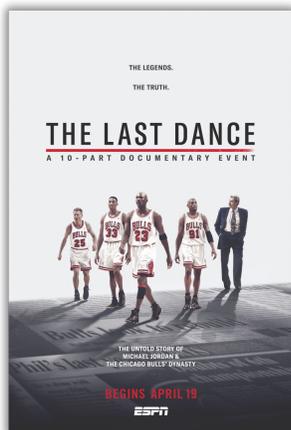


# COMPARATIVE SERIES



## QUARTERBACK (NETFLIX)

"Quarterback" offers an unprecedented look into the lives and challenges of NFL quarterbacks, focusing on their professional journeys, personal challenges, and the intense pressure of leading a team. This Netflix series has garnered acclaim for its intimate storytelling and unparalleled access to some of the game's most intriguing figures. Its success lies in its ability to humanize these larger-than-life athletes, offering viewers a behind-the-scenes look at the dedication, resilience, and mental toughness required at the highest levels of professional football.



## THE LAST DANCE (ESPN/NETFLIX)

This critically acclaimed docuseries chronicles the career of Michael Jordan and the 1990s Chicago Bulls, with a particular focus on their final championship season in 1997-98. "The Last Dance" blends never-before-seen footage with interviews of key figures, providing an in-depth look at Jordan's competitive spirit, leadership, and the complexities of professional sports. Its widespread success and cultural impact highlight the audience's fascination with the personal stories behind sports legends.



## HARD KNOCKS (HBO)

As one of the first series to offer an inside look at the day-to-day operations of NFL teams, "Hard Knocks" has become a staple for sports documentary enthusiasts. Each season focuses on a different team during training camp, offering viewers a raw and unfiltered glimpse into the professional and personal lives of players, coaches, and staff. Its longevity and popularity stem from its authentic portrayal of the sports industry, making it a compelling watch for fans interested in the intricacies of football.

## ALL OR NOTHING (AMAZON PRIME VIDEO)

This sports docuseries provides a season-long inside look at various sports teams, including football (both NFL and international soccer teams), rugby, and cricket, offering viewers a deep dive into the professional and personal lives of the athletes and coaches. Each season focuses on a different team, showcasing the highs and lows of their journey through the season. "All or Nothing" has been praised for its detailed storytelling, emotional depth, and the way it captures the essence of teamwork, dedication, and the impact of sports on individuals' lives.



These series, including "Quarterback," share a common thread in their focus on the personal and professional challenges faced by athletes at the top of their game. They have succeeded by offering audiences an intimate look at the lives of sports figures, blending the thrill of competition with human stories of perseverance, making them not just sports documentaries but compelling narratives about the human experience.



# BUDGET: 8 EPISODES

## 1. PRE-PRODUCTION

TOTAL: \$48,000

## 2. PRODUCTION

TOTAL: \$583,600

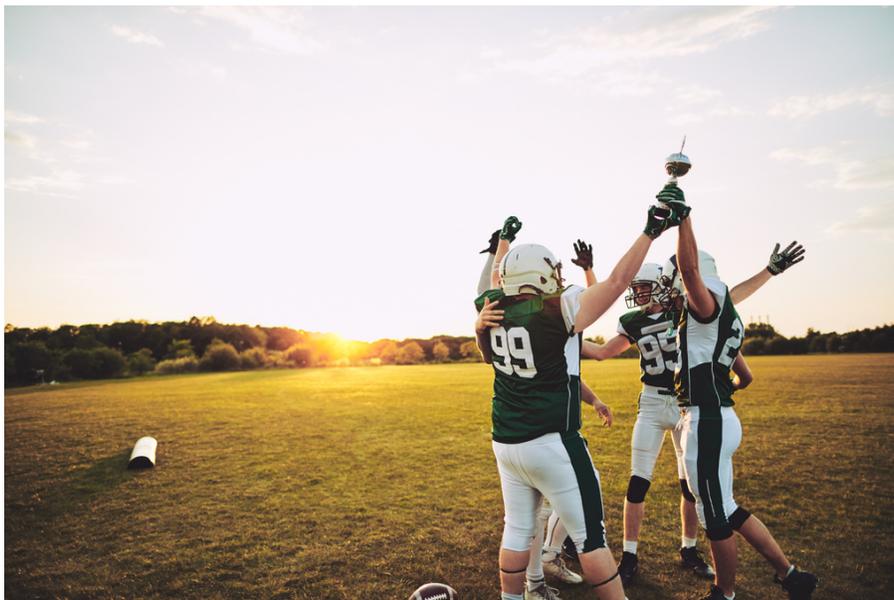
## 3. POST-PRODUCTION

TOTAL: \$124,000

## GRAND TOTAL ESTIMATE

TOTAL PER EPISODE: \$94,450

TOTAL SERIES ESTIMATE (8 EPISODES): \$755,600



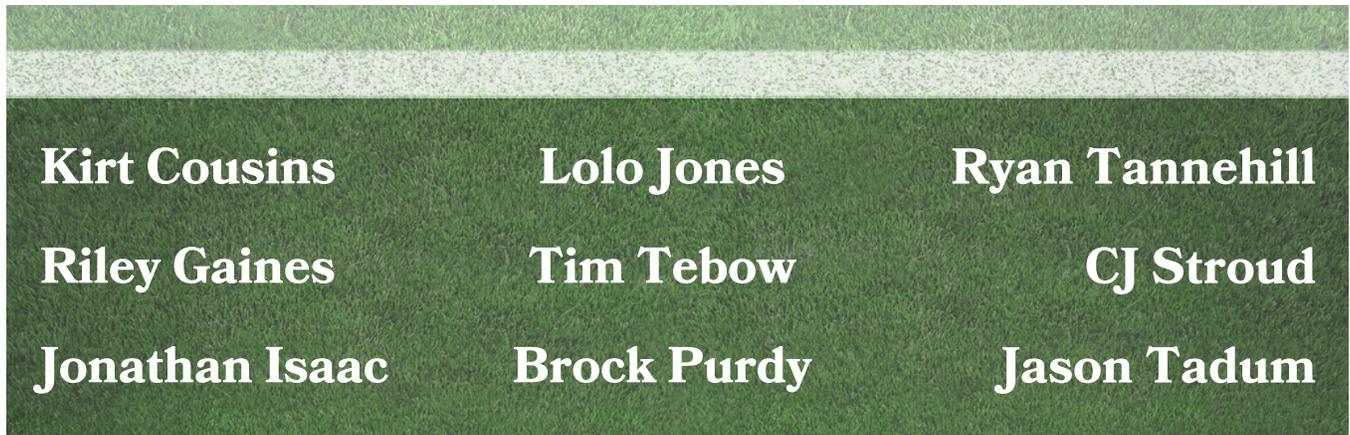
# EPISODE STRUCTURE

Each episode of *Win the Day* uniquely showcases the parallel lives of two sports icons from different disciplines, exploring their journeys to greatness alongside their spiritual odysseys. By juxtaposing a coach with a player or stars from varying sports, we illuminate the universal themes of resilience, faith, and perseverance. Viewers will be treated to a rich tapestry of narratives, from childhood dreams and pivotal life moments to the pinnacle of their professional achievements, all underscored by their faith in God. The episodes skillfully interweave footage of their most triumphant moments with intimate interviews, offering a deep dive into how these individuals face challenges, celebrate victories, and rely on their spirituality as a guiding force. This structure not only highlights the similarities that transcend the boundaries of their respective sports but also celebrates the diverse paths to personal and professional fulfillment, making *Win the Day* a compelling exploration of the human spirit.

# BEYOND THE ATHLETIC FEATS & ACCOLADES

*Win the Day* delves deeper into the personal lives of our featured sports icons, bringing to light the moments that define them beyond the field of play. This intimate exploration uncovers the challenges they've faced outside of their sport, from personal struggles and family trials to moments of significant personal growth and development. Through candid interviews and exclusive behind-the-scenes footage, we reveal the pivotal experiences that have shaped their character, tested their faith, and ultimately strengthened their resolve. By sharing these deeply personal stories, the series not only humanizes these larger-than-life figures but also illuminates the profound impact of faith in navigating life's most demanding trials. This approach ensures that *Win the Day* is not just a celebration of sporting excellence, but a testament to the enduring power of the human spirit in the face of adversity.

# EXAMPLE GUESTS & QUESTIONS



## **Example Guest: John Harbaugh — Raven's Coach**

We open with an introduction to John Harbaugh, highlighting his role as the head coach of the Baltimore Ravens and his notable achievements.

**2. Early Life and Background:** Exploring Harbaugh's early life, including his family, upbringing, and initial involvement in sports.

Discussion of any early influences on his faith and character development.

**3. The Coaching Journey:** Tracing Harbaugh's career path, from his start in coaching to becoming the head coach of the Ravens. Insights into challenges faced and milestones achieved during his career.

**4. Faith in Coaching:** In-depth conversation with Harbaugh about how his faith influences his coaching philosophy and leadership style. Stories of specific instances where faith played a key role in decision-making or overcoming challenges.

**5. Team Dynamics and Faith:** Discussion on how faith impacts team culture and player relationships. Examples of how faith has helped in building resilience and unity within the team.

**6. Personal Reflections:** Harbaugh reflects on personal triumphs and trials, both on and off the field. Insights into how his faith has shaped his life outside of football.

**7. Highlights and Achievements:** Review of key moments in Harbaugh's career with the Ravens, including significant games and seasons. Discussion on how faith contributed to these successes.

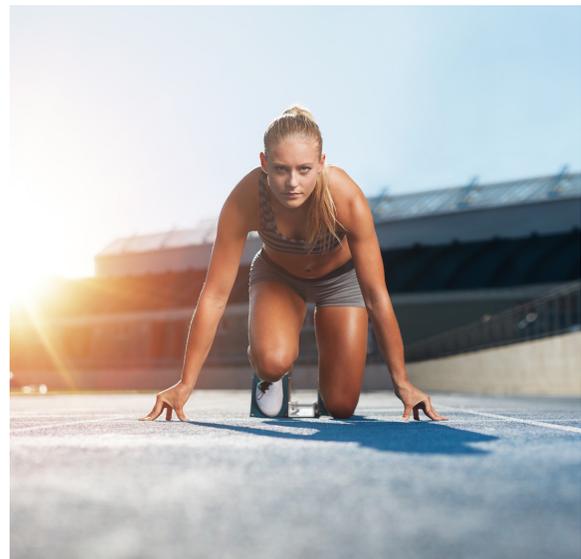
**8. Impact and Influence:** Exploring Harbaugh's impact on players, the Ravens organization, and the broader community. Discussing his role as a mentor and leader beyond the field.

**9. Looking Ahead:** Harbaugh's goals for the future, both personally and professionally. How he envisions continuing to integrate faith into his career and life.

**10. Closing Thoughts:** Final reflections from Harbaugh on the intersection of faith and sports.

Closing remarks by Pastor Mark Batterson summarizing key insights from the episode.

**11. Preview of Next Episode:** Tease the focus of the next episode, maintaining viewer interest and continuity in the series



***“Win the Day is more than just a series; it's a journey into the heart of what makes sports figures not just champions in their fields, but heroes in their spiritual lives.”***



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