

# W PICKLE

A COMEDY. WITH BALLS.



# LOGLINE

A bullheaded tech mogul squabbles with a cocky ex-tennis pro in a territorial war over one thing... pickleball courts at the country club. In this cross-generational comedy, pitting social progress against tradition, they must both learn what it truly means to win, or risk losing what they actually love most — their family.



**DINK**  
PRODUCTIONS

# BEHIND THE CAMERA



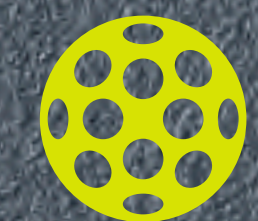
**Dan Brooks**  
Writer / Producer



**Jason Reid**  
Writer / Producer



**Joel Boyd**  
Writer



# SYNOPSIS

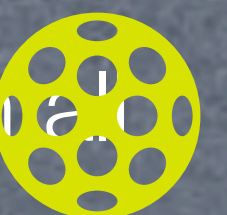


In the uproarious tradition of beloved sports comedies like "Caddyshack" and "Dodgeball"—“In A Pickle” brings a more grounded approach to the humor.

The story delves into the life of Angel Ramirez, a cocky former tennis pro deeply attached to the club and courts he inherited from his deceased father. When tech-mogul and pickleball enthusiast Nick Dickens and his family relocate from California to Charlotte, and demand equal court access at Angel's club, Angel perceives this as a direct threat to his legacy and a barbaric feud is born. Angel resolves to fend off these newcomers at any price, even if it means estranging his own son. Meanwhile, Nick vows to fight for the respect pickleball deserves, even at the risk of losing the good graces of his wife and daughters.

Despite numerous attempts to reach an amicable agreement, the only solution to determine the club's destiny comes down to a pickleball match between Angel's loyal allies and Nick's kooky pickleball fanatics. A match that will force both men to decide what truly matters in the end—winning? Or family.

With a diverse cast, a romantic subplot, and a humorous take on the real-world tension between tennis and pickleball, “In a Pickle” is a 4-quadrant movie which captures the essence of America's fastest-growing sport in all its delightful, offbeat glory.



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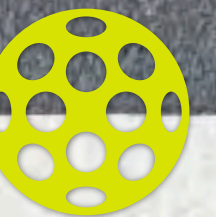
# TREATMENT – MAIN CHARACTERS – 1

**Angel Ramirez** is a proud, fiery, French Open-obsessed tennis player who never quite made it to the big time, and now lives vicariously through his son's potential. Angel's father built the courts at the Charlotte club where the movie is set, and Angel has dedicated his life to protecting this legacy, no matter what stands in his way.

**Nick Dickens** is a Californian transplant, and a notoriously bullish force in the tech world, achieving success through force of will as much as by tech savvy. Nick loves a good fight, and with a daughter trying to break into the world of Pickleball, Nick chooses semi-retirement to relocate his family to the pickleball friendly town of Charlotte... where he's destined to meet his next petty, stubborn adversary.

**Rafael ('Rafa') Ramirez** is Angel's late-teen son, and an up-and-coming tennis player in his own right. With his father's good looks, and his deceased mother's calmer temperament, throughout the story Rafa is directly trapped between his family's strict legacy, and his own inner desire for freedom, fun, and expression.

**Chloe Dickens** is Nick's youngest teenage daughter, a bright and cheerful girl whose passion for pickleball and its community, somehow lends itself to a good perspective on how much she will let it govern her life. With her father's unyielding and sometimes obsessive support, above anything she wants her dad to release his tight control-freak grip.



# TREATMENT – MAIN CHARACTERS – 2

**Becca Dickens** is Chloe's early twenties older sister, somewhat of a daredevil and smart-ass, despite being confined to a wheelchair. She's a social media celeb of sorts, known for her stunts and wisecracks that challenge public assumptions of what someone in her condition can achieve. Despite being seen by millions of fans online, her real desire is to be truly seen by her father.

**Jessica Dickens** is Nick's loving, no-nonsense wife. With her own successful career in banking, she can be the velvet glove to Nick's Iron Fist, or a voice of reason when Nick needs a knock upside the head. Since Nick's retirement from the tech world, her real want is for them to finally spend quality time together as a family and a couple.. and she's willing to rock Nick into compliance to get it.

**Chairman Bob** is the bumbling, debonair "Switzerland" between the catastrophic forces of Angel and Nick, a former banker, and the active chairman of the club of which Angel's father was a founding member. Having pledged his loyalty to Angel's father before he passed, he stands at the epicenter of choice between tradition and progress, AKA tennis vs. pickleball. His conscience is pulled back and forth by both parties throughout the tale.



# TREATMENT – STORY BEATS



In **Act 1**, we meet Nick, bullheaded tech mogul and pickleball enthusiast, packing up his family to move cross country, after selling his company for \$1 billion. Meanwhile, Angel, a die-hard tennis player who despises pickleball and everything it stands for, does everything in his power to limit its presence at the club his departed father helped build. After Nick and his pickleball protégé daughter Chloe set up temporary pickleball nets on Angel's father's tennis courts, Nick and Angel face off for the first time, as Nick fails to convince Angel to build better pickleball courts for the community. Once he realizes he can't reason with Angel, he seeks alternative solutions, forming a secretive alliance with the amenable Chairman Bob.

**Act 2** sees Nick gaining public support to convert some of the tennis courts into pickleball courts, despite Angel's objections. Chloe and Becca meet Rafa at a party, unaware of their fathers' feud, and encourage Rafa to try pickleball, over his father's likely objections, as a romance between Chloe and Rafa ignites. Nick gathers signatures, gains approval from the Board, and attempts to begin construction, prompting Angel to confront him. When Angel denigrates the sporting value of pickleball, Nick challenges him to a team match to settle their dispute. Angel, believing he cannot lose, accepts.

In **Act 3**, both sides assemble teams and train for the showdown. Angel omits Rafa from his squad sensing his divided loyalties due to his feelings for Chloe. Nick's team follows conventional training, while Angel's team employs dubious tactics. The match draws a large crowd, with Rafa reluctantly volunteering to step in and play the final game after Angel's playing partner is injured. The final game is intense—Nick and Chloe against Angel and Rafa, as Angel's constant cheating leads to a confrontation between Angel and Rafa. After this, it dawns on Angel that the cost of winning this way will be too high, so he agrees to play fairly, and somehow in turn... starts having fun. The match concludes with Angel having a change of heart and embracing pickleball, welcoming it to the Club for all.



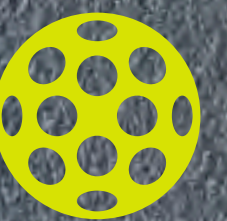
# AUTHOR STATEMENT

Who doesn't love a good sports comedy? Jason and Dan both played some sort of competitive sport all their lives, but were only introduced to Pickleball a couple of years ago. Around the same time as a whole lot of other people it seems! In it we found not only a way to stay physically active and mentally engaged, but also a wonderfully welcoming community that spans generations and cultures. Of course there's a competitive aspect to the sport, but it's much more than that.

It's also a sport that outsiders (AKA 'not yet pickleball players') find confounding. So simple it might be a child's sport, but increasingly rewarding for those who play at the professional level. It's also occasionally hard to accommodate. Especially when it comes to court access. Tennis and country clubs in particular are struggling to keep pace with the explosion of popularity, and the demands it places on their facilities.

It's against that backdrop that "In a Pickle"! is set. But "In a Pickle"! isn't about Pickleball. Or Tennis. It just uses them as the vehicle through which to tell a classic comedy story - a buddy movie with a dash of rom com, and a heartwarming redemption arc.

Pickleball is a wonderfully diverse and inclusive sport, so it was important to us that the story also be a celebration the colorful characters and demographic variety that has driven it's rapid growth.





# VISUAL STATEMENT

We intend to shoot this as much as possible with natural light as the primary source, to present an almost documentary-style, augmented by the use of hand-held gimbal shots as much as possible. The color palette will be bright and crisp, and we'll look to imbue the outdoor shots with a sunny warmth that supports the positive message embedded in the comedic approach.

We'll also capture the gameplay footage in such a way as to convey the dynamism of the sport, whilst staying true to the positive and embracing nature of the colorful pickleball community





Alodia Stock / #607179718

Audbe Stock / #60344440



# AUDIENCE & MARKETING

"In a Pickle" is uniquely positioned to leverage pickleball's extraordinarily diverse demographics for a deep 4-quadrant audience appeal. Furthermore the exponential explosion of player participation, and an increasing international appeal, will, we believe, translate to significant 'built-in' audience with an appetite for content that speaks to their passions and hobbies. Additionally, the narrative structure does not exclude anyone who is unfamiliar or ignorant of pickleball, so we can optimistically expect to pull audience from the non-playing segment as well.

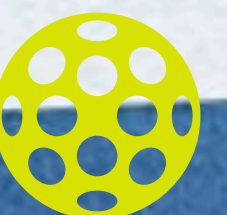
**#1 fastest growing sport in the US**

**36.5 million active players in the US**

**60% of players are male, 40% female**

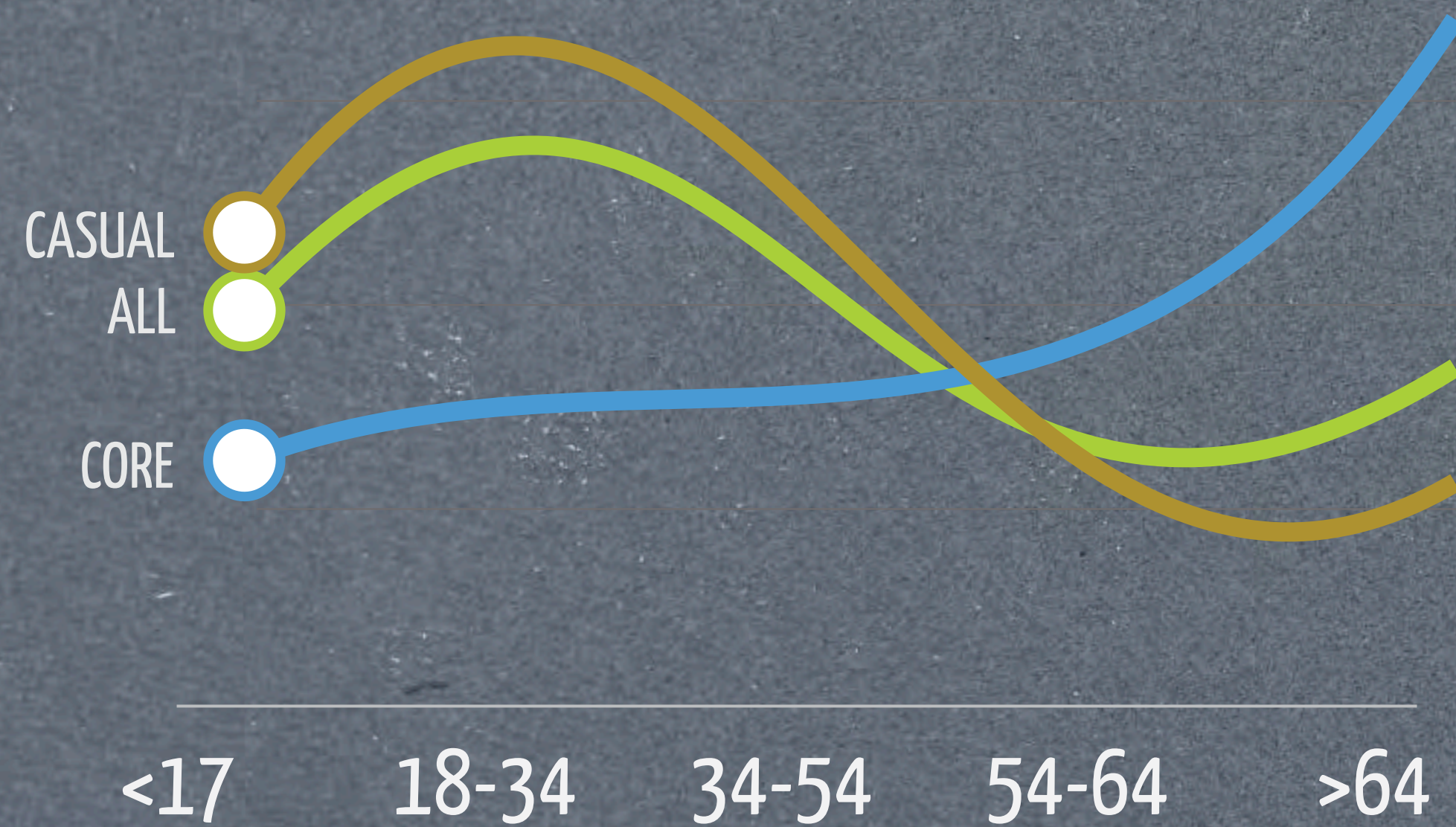
**14% of Americans have played  
in the last 12 months**

**Largest cohort of players are 18-34**

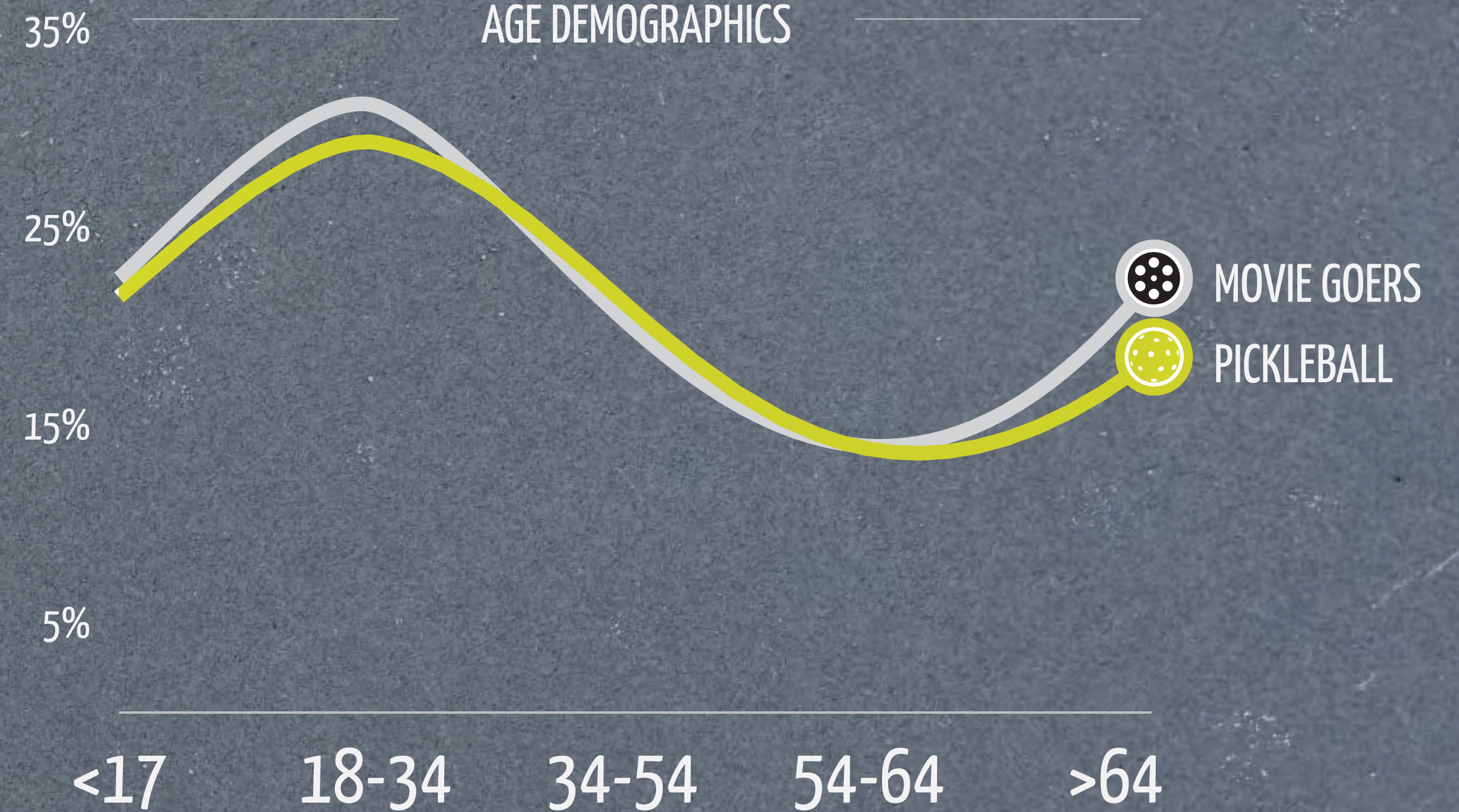


# AUDIENCE STATS & DEMOGRAPHICS

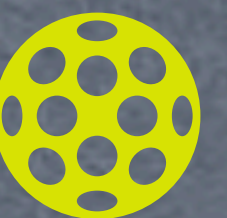
PLAYER AGE BREAKDOWN



AGE DEMOGRAPHICS



"CASUAL" PLAYERS PLAY 1-7 TIMES A YEAR , "CORE" PLAYERS PLAY 8 OR MORE TIMES A YEAR



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# PLAYER BASE

(MILLIONS OF U.S. PLAYERS PER YEAR, 2022)



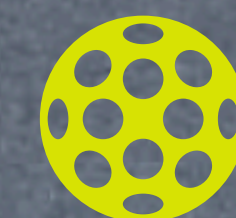
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24



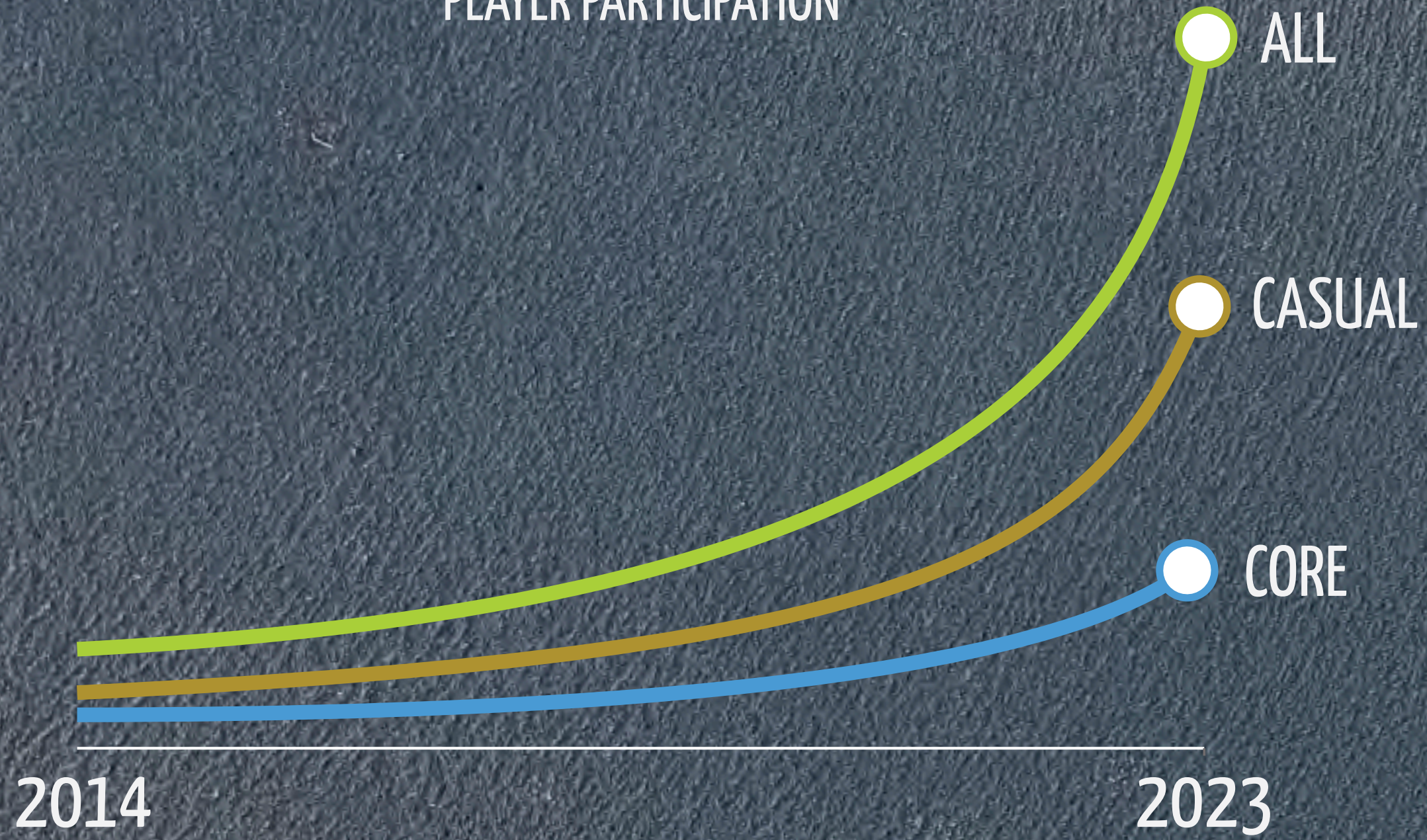
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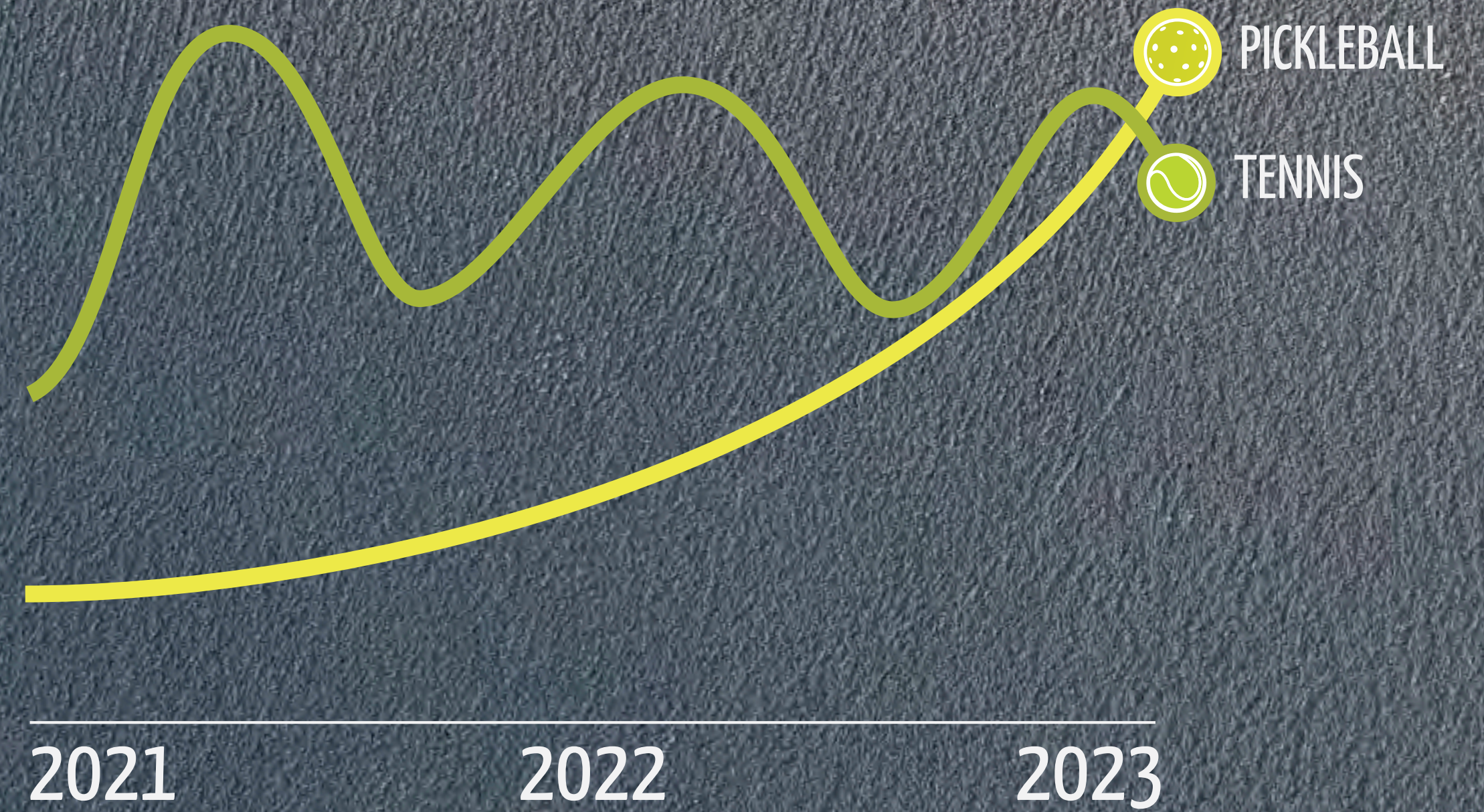
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# PLAYER BASE / POTENTIAL AUDIENCE

PLAYER PARTICIPATION



COMPARITIVE PARTICIPATION



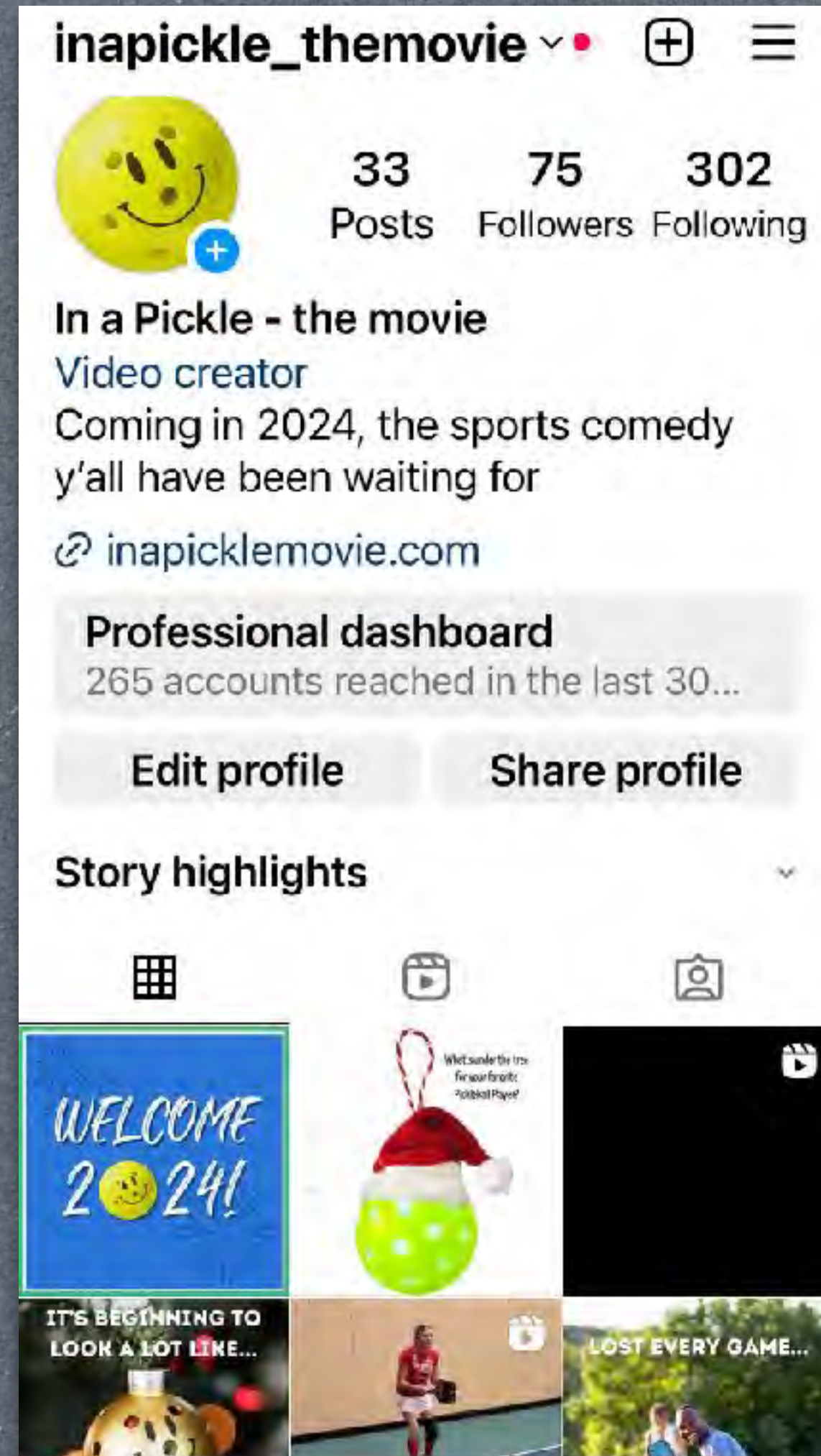
# MARKETING MATERIALS



**IN A PICKLE+**

THINK YOU KNOW PICKLEBALL?  
**DINK AGAIN.**

**ROLLING IN SUMMER 2024**



**inapickle\_themovie** 33 Posts 75 Followers 302 Following

**In a Pickle - the movie**  
Video creator  
Coming in 2024, the sports comedy y'all have been waiting for  
[inapicklemovie.com](http://inapicklemovie.com)

**Professional dashboard**  
265 accounts reached in the last 30...

[Edit profile](#) [Share profile](#)

**Story highlights**

- WELCOME 2024!
- WELCOME TO THE FRESH FRUIT PICKLEBALL PLAYERS!
- IT'S BEGINNING TO LOOK A LOT LIKE...
- LOST EVERY GAME...



**IN A PICKLE**  
A COMEDY. WITH BALLS.

**SUMMER 2024**  
- a movie by -  
**DAN BROOKS & JASON REID**  
A DINK PRODUCTIONS feature

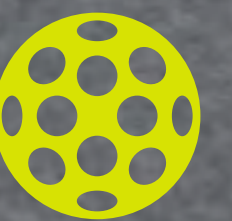
**DINK PRODUCTIONS**





# THE PICKLE

A COMEDY. WITH BALLS.



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