



The Show

Appu & Arriba

A dramatic anime tribute to Yasujiro Ozu, featuring life's seasonality and sea turtles.

Twenty-One Episodes @30 min

Each episode dedicates itself to a sequential moment in a sea turtle's life.



Audience

Complex families,
Age: 20-30,
wildlife enthusiasts,
cinema fans.



Distribution

Streaming / VOD
Anime, educational, and
festival outlets.

Theatrical
Museum, school, aviaries,
independent venues.

SWAG & Programming
Anti-bullying Events,
Strat-o-matic Game.



Logline

Appu & Arriba tells the story of Noriko Santiago, as she struggles to give her ailing grandfather a vision of rebirth, before life takes them both away.



Synopsis

Appu & Arriba tells the intertwined stories of Noriko Santiago, and of her grandfather Jaime Santiago, giving contrast to the culminating moments of their childhood's end.

Jaime, nicknamed Jim-Jim, spends his senility staring at the ocean in Ishigaki at his often absent and widowed daughter-in-law's home, alone with grandchildren Noriko and Takeshi.

Noriko, an aspiring wildlife film-maker, longs to travel to her grandfather's Mexico. She is caught between caring for the wandering Jim-Jim and honoring her perceptions of his past in the life she chooses.

In youth, Jim-Jim had left his impoverished parents behind in marrying Noriko's grandmother. Guilt and regret grew under a happy façade, leading to divorce and isolation.

Resolution comes as Noriko's fiancé offers her a photographer's post aboard a Mexico bound cruise ship, upon which she takes Jim-Jim.

Each of the twenty-one episodes in the series features a moment in a black sea turtle's life, from hatching to death.



Roadmap

Season One

Noriko and Jim-Jim pursue very different paths in life, together.

Feature Film

Noriko explores American Pacific coasts, creating a tribute film for her grandfather.



Key Episodes

Ep.1

Film-student Noriko spots her grandfather walking into the sea, as she films shoreline crabs in the mangrove roots.

Sea Turtle Age: Incubation

Ep.6

Noriko's film is celebrated, gaining complements from a visiting critic.

Sea Turtle Age: Hatching

Ep.9

Young Jim-Jim defies his wealthy father, and steals food to feed his hungry mother.

Sea Turtle Age: Juvenile

Ep.12

Noriko nearly drowns, trying to pull elderly Jim-Jim out of the sea. The critic saves her.

Sea Turtle Age: First Breeding

Ep.15

A frustrated Jim-Jim leaves his parents, after meeting a beautiful Japanese tourist.

Sea Turtle Age: Laying

Ep.18

Noriko accepts the critic's proposal of marriage, along with a photography job offer aboard a cruise ship. To her fiancé's distress, she insists on taking Jim-Jim.

Sea Turtle Age: Post-menopause

Ep.20

Jim-Jim drowns at sea, walking alone off the deck at night. His body washes ashore in Mexico.

Sea Turtle Age: Death & Rebirth



Partners



Budget

\$19.4 m



Comparable Projects

Title	Type	Budget	Gross
Demon Slayer: Mugen Train	Anime	\$15 million	\$502 million
Raya and the Last Dragon	CGI	\$100+ million	\$130.3 million
Your Name	Anime	\$3 million	\$358 million
Encanto	CGI	\$50 million	\$119.3 million



Money In

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Appu & Arriba

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OPPORTUNITIES

LOGO PLACEMENT**

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* Promotional Items subject to agreement

** Logo placement and dimensions commensurate with sponsorship level

*** Specific screenings subject to prior arrangement with PhotoDiversity Films LLC

WHAT WE DO

PhotoDiversity™ Films presents documentary and animated films from diverse international perspectives on cultural, environmental and animal welfare issues.

OUR CHARITABLE PARTNER

The Zoological Lighting Institute™ Supports the Sciences of Light and Life through the Arts for Animal Welfare and Wildlife Conservation as a 501c(3) NPO. We provide scholarships and educational programming.

WHY SPONSOR?

PhotoDiversity Films celebrate engagement, inclusion and diversity as fundamental values.

OUR AUDIENCES ARE YOUR AUDIENCES.

Sponsoring this anime demonstrates a commitment to working with our well-educated, international and influential audiences to protect the animals they love, through the very communities that already support you,



Appu & Arriba

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	Eco-travel Participation	\$10,000
	Named Annual Scholarship	\$5,000
	Screening Pre-Sale	\$1,000
	DVD/Blu-ray Pre-purchase	\$100

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