

A PHOTODIVERSITY FILM PRODUCTION

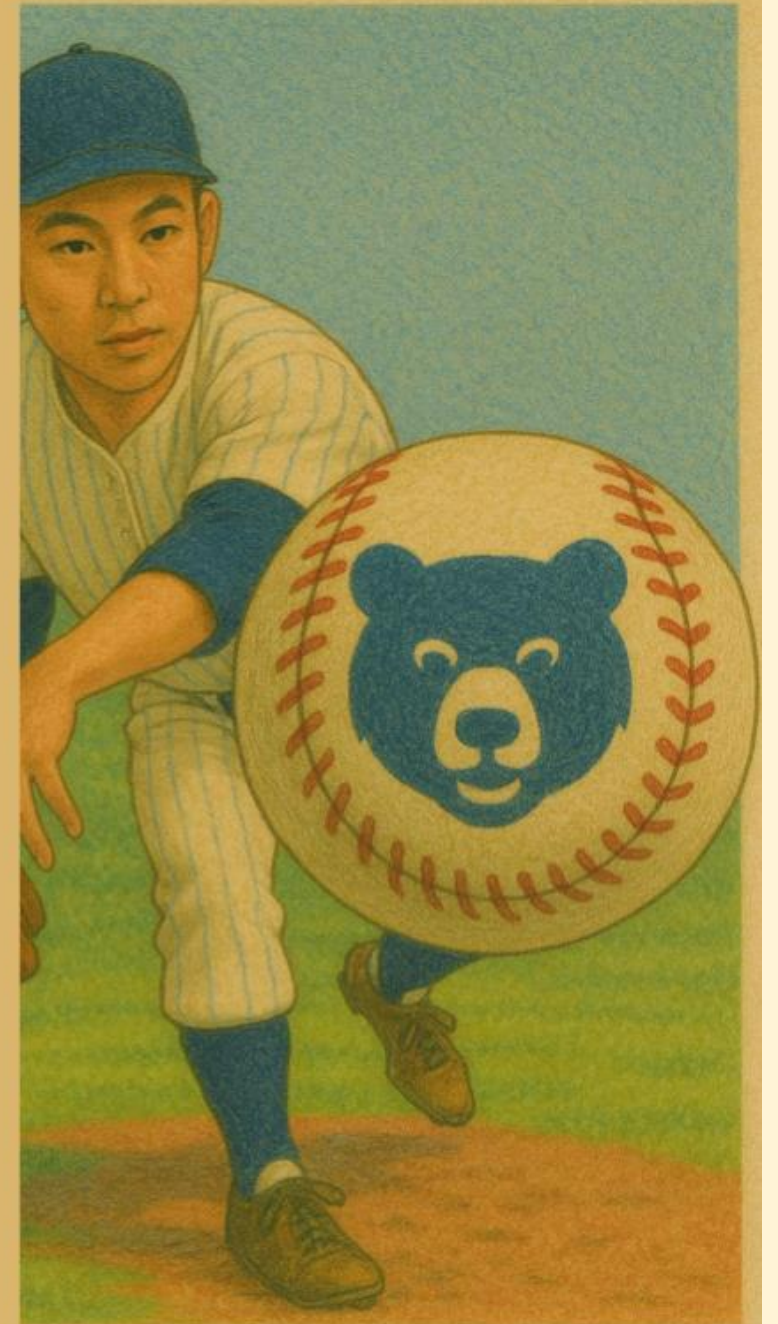
A project undertaken in support of
ZLI'S BEARANOIA CAMPAIGN,
(©The Zoological Lighting Institute <<zli.org>>)
exploring relationships of light to mental health.
Fear of Faith explores the role of play in
mitigating external factors of anxiety.



An Animated Series

for Scientific, Historical and Cultural Literacy

信仰への恐怖：野球の思い出
Fear of Faith: Bears and Baseball



SERIES AT A GLANCE

LOGLINE

A Matagi boy helps his father grow from star baseball pitcher to manager, learning lessons recollected from legends Eiji Sawamura and Lou Gehrig.

COMPARABLE TITLES

Ace of Diamond • *Gurazeni: Money Pitch* • *Slam Dunk*

FORMAT

Animation

EPISODE LENGTH

~30 min.

PRIMARY AUDIENCE

Anime, Mature

RATING TARGET

16+, MA

GENRE

Historical Fiction, Scientific Literacy

TONE

Family Relationships, Sports Anime

LANGUAGE(S) (all regions)

Japanese, Malay, English

THE PROMISE

Every episode delivers historical, scientific, and cultural facts relevant to **ZLI’S BEARANOIA CAMPAIGN**.

Built around historical baseball events in the 1920s, 1930s, 1970s, and 1980s from a young Matagi man’s perspective, Fear of Faith presents an intimate father-son relationship built on knowledge and skill sharing. Audiences learn and enjoy nuances in the game of baseball alongside a unique exploration of animals often met with justifiable anxiety.

Michimaru Hokkyo-kuguma (“Ho”)

Protagonist

Active in the mid 1970s and 1980s (Age: 11 - 22)

Role: Series Protagonist / Compassionate Hunter / Yo’s Son

Visual Aesthetic:

Large and solidly built even as a boy, Ho looks more imposing than he behaves. His practical, weather-worn clothes reflect an outdoor childhood with his Matagi grandfather, Heikichi. Quietly attentive and seemingly indifferent to cold, rain or physical discomfort, his size and stillness pair with a gentle, observant expression.

Profile:

Kind, polite and an instinctive listener, Ho is unusually capable outdoors but deeply anxious in social settings. Bullied partly because of his famous but absent baseball-star father, Yo, Ho initially knows almost nothing about baseball. He idolizes Heikichi and develops formidable practical skills around bears and wilderness, while gradually learning baseball from his father, along with Sawamura, Mackey, Gehrig, and Ruth anecdotes. Across the series, play and practiced skills give Ho ways to act through anxiety rather than simply escape or fight it.



Settings

1970s Childhood

Location: Akita Prefecture, Japan

Setting:

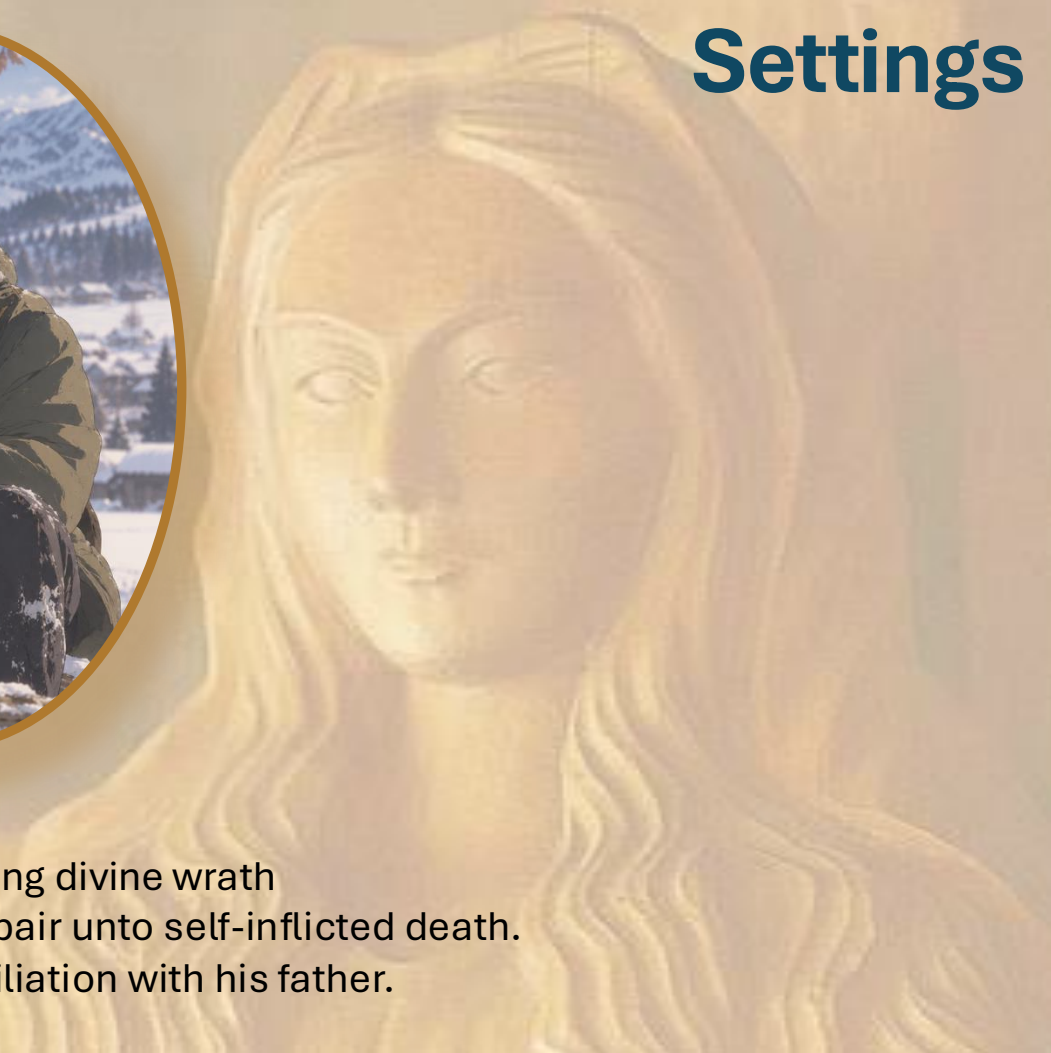
Ho grows up between his gentle *gaman* mother Hana and his grandfather Heikichi, a Matagi guide who becomes his outdoor mentor and idol.

Severe winters, mountain forests and bear encounters are ordinary parts of Ho's childhood.

Around him, Akita is changing. School sports dominate the social scene, while Our Lady of Akita events bring questions of faith, suffering and doubt.

Stress and Faith:

Broadcasts of Sr. Agnes Katsuko Sasagawa's angelic invocation of pending divine wrath become too much for the gentle Hana to bear; her 'gaman' failing in despair unto self-inflicted death. Ho however, adopts the call to gratitude and obedience, seeking reconciliation with his father.



At the same time, teams representing Akita tantalize the prefecture at the Koshien Summer tournament, year after year. Classmates bully Ho to lead them to victory, which he cannot do, leading the boy to join his father in an attempt to rebuild his family life and develop skills that others would respect him for. Season One reunites father and son in Akita and Hokkaido, Season Two brings them to Kuala Lumpur, and Season Three fulfills their relationship in Alaska.

Baseball Legacies

Season One



Baseball Diplomacy

PRE-WAR GOOD WILL TOURS

Many goodwill baseball tours happened between Japan and the USA before the onset of war in 1941.

Chief among them is the well known 'Banzai Babe' tour of 1934, in which throngs of fans celebrated Ruth's visit before 'To Hell with Babe Ruth' became a soldier's cry during the war.

Season One fictionalizes two of these tours, that of the 1927 Philadelphia Royal Giants featuring Biz Mackey and the 1931 All-American Baseball Tour featuring Lou Gehrig and Lefty O'Doul. Mackey's tale sets the tone for Gehrig's behavior and diplomacy.

In the present, Yo meets beloved NY Yankee Bobby Murcer and opens to coaching in Kuala Lumpur.

Season Two



Differing Childhoods

PARALLEL DEVELOPMENT(S)

Creating a backstory to the backstory, season two explores the mythical childhoods of two iconic talents, Lou Gehrig and Babe Ruth, creating poignancy to the estrangement felt during the 1934 Banzai Babe tour.

Gehrig's childhood faces anti-German sentiment at home and presents an awkward hard-working boy seeking excellence to please a doting but overbearing mother and somewhat absent father. Ruth enters as Gehrig's big brother, after with Gehrig joins the Yankees.

Ruth's portrayal is that of a fun-loving orphan in perpetual trouble, naturally talented but happily detached from those around him. Ruth's Catholic childhood ends with the death of his estranged wife, and second marriage to Claire in 1929.

Season Three



Reconciliation

PROMISES OF HAPPINESS

Season Three centers on the Banzai Babe tour, and the situation of Eleanor Gehrig between the Ruths and her husband Lou.

Lou's deep consideration for his hosts leads him to embrace Japan as a future home, bolstered by the promises of a managerial position after his playing days are done. It also lays the groundwork for Lou's maturation, with a life dedicated to Eleanor in the hopes of parental distance. War and ALS intervene, but Gehrig is triumphant nonetheless (luckiest man on earth).

Ruth and Claire plan on a life in America, with Ruth set on managing too. In the present (1980s), the series backstory culminates in a scene between Yo and beloved Yankee star Bobby Murcer in front of Gehrig's grave.

Animal Welfare Challenges

Season One

Capacity



Environment

Season One explores animal species as elements in their environment, rather than as independent beings.

Ho's origins in a Matagi community underscore the roles that open ended species and individuals occupy, while developing capacity for 'richer' lives.

Season Two

Husbandry



Bear Farming

Season Two explores the notion of open-ended species and individuals that must consume and exploit each other in perpetuity.

Carrie's placement of Ho in Shen Pharma's bear bile factory evinces her good will, along with a willingness to ameliorate its deleterious effects.

Season Three

Conservation



Reconciliation

Season Three shifts exploration of animal welfare to conservation, and the mitigation of human induced suffering in wild contexts.

Ho manages Alaskan bear conflicts, discovering climate induced pizzly / grolar bears, to introduce animal welfare-oriented conservation.

Episode Content

FEAR OF FAITH
uses specific animal species to structure episodes, do all Inhumanities anime series. Fear of Faith features bears, in line with ZLI's Bearanoia Campaign, which explores the impact of light on mental function and health while setting this against bear iconography pertaining to anxiety and its playful amelioration.

FEAR OF FAITH
also sets itself to highlighting and organizing specific baseball skills, underscoring the benefits of play while also relaying detailed information about the game for viewers.

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EPISODE	EPISODE TITLE	BEAR	BASEBALL SKILL
S1.1	Thibetanus Japonicus	Japanese Black Bear	How to hold a baseball
S1.2	Americanus Luteolus	Louisiana Black Bear	Playing catch
S1.3	Americanus Machetes	West Mexican Black Bear	Four-seam throw
S1.4	Thibetanus Laniger	Himalayan Black Bear	Fielding a ground ball
S1.5	Thibetanus Formosanus	Formosan Black Bear	Catching a fly ball
S1.6	Ursus Maritimus	Polar Bear	Batting stance
S1.7	Arctos Lasiotus	Ezo Brown Bear	Swing mechanics
S1.8	Arctos Beringianus	Kamchatka Brown Bear	Running the bases
S1.9	Arctos Arctos	Eurasian Brown Bear	Throwing accurately
S1.10	Arctos Collaris	East Siberian Brown Bear	Bunting
S1.11A	Americanus Cinnamomum	Cinnamon Bear	Pitching from the stretch
S1.11B	Malayanus Malayanus	Malayan Sun Bear	Reading a pitch
S2.1	Melanoleuca Melanoleuca	Giant Panda (1)	Strike-zone judgment
S2.2	Thibetanus Thibetanus	Tibetan Black Bear	Hitting to the opposite field
S2.3	Ursavus Tedfordi	Dawn Bear	Leading off
S2.4	Ursus Spelaeus	Cave Bear	Stealing a base
S2.5	Tremarctos Floridanus	Florida Spectacled Bear	Sliding
S2.6	Tremarctos Ornatus	Spectacled Bear	Tagging up
S2.7	Malayanus Euryspilus	Borneo Sun Bear	Cutoffs and relays
S2.8	Ursus Minimus	Auvergne Bear	Turning a double play
S2.9	Ursus Etruscus	Etruscan Bear	Backing up a play
S2.10	Tyrant Maritime Bear	Tyrant Polar Bear	Reading signs
S2.11A	Arctos Priscus	Steppe Brown Bear	Changing speeds
S2.11B	Arctodus Simus	Giant Short-Faced Bear	Calling/understanding a game
S3.1	Arctos Horribilis	Grizzly Bear	Reading the pitcher
S3.2	U. Maritimus x U. Arctos	Grolers and Pizzlies	Situational hitting
S3.3	Americanus Carlottae	Haida Gwaii Black Bear	Hit-and-run
S3.4	Americanus Perniger	Kenai Black Bear	Pickoff moves
S3.5	Americanus Altifrontalis	Olympic Black Bear	Outfield positioning
S3.6	Americanus Floridanus	Florida Black Bear	Infield positioning
S3.7	Arctos Middendorffi	Kodiak Bear	Pitch sequencing
S3.8	Arctos Gyas	Alaska Peninsula Brown Bear	Hitting with two strikes
S3.9	Americanus Emmonsii	Glacier Bear	Rundown
S3.10	Arctos Sitkensis	ABC Islands Bear	Reading the whole field
S3.11A	Arctos Californicus	California Grizzly Bear	Managing a situation
S3.11B	melanoleuca qinlingensis	Qinling Panda (2)	Playing catch

Visual language, reference

Fear of Faith

will be best produced in a hand drawn visual style with direct reference to the nuances of light, sound, color, and delicacy. Respect for personal elements of faith and redemption demands such an approach, best seen in the works of Naoko Yamada.



THREE WAYS TO PARTICIPATE

Entertainment Financing to Supporting Global Conservation

A
PHOTODIVERSITY
FILM PRODUCTION



Fear Of Faith™ is designed as a premium international animated co-production, developed charitably and then moved to for-profit commercial production combining commercial distribution with mission-driven partnerships that support environmental initiatives.

Production Model

- Premium animated series designed for global streaming platforms
- International co-production structure (Japan / North America / Europe)
- Character-driven storytelling supporting long-term franchise potential

Revenue Opportunities

- Global streaming licensing
- International distribution and broadcast rights
- Merchandise and fan culture participation
- Educational and environmental partnerships

Mission Alignment

Revenue generated by the series supports conservation initiatives connected to **ZLI's Bearanoia Campaign** and related nonprofit programs.

PARTICIPATE IN **Fear of Faith™**

Three ways to join the project

INVESTMENT

Co-production and equity participation opportunities

SPONSORSHIP

Brand partnerships aligned with animal welfare and ecojustice

Series • Seasonal • Episodic

DONATION

ZLI maintains development rights of **Fear of Faith™** and will accept grants, CSR support, and private donations to facilitate development and ensure quality. Charitable supporters are eligible for US based tax deductions.

THE FINANCIAL PICTURE

Three separate paths into one media project



33 episodes • \$49.95M production budget • \$99.90M combined financing target

CLASS V INVESTMENT

666 shares × \$75,000 = \$49.95M to finance the full production budget.

COMMERCIAL SPONSORSHIP

A separate \$49.95M commercial target, matching the full budget.

ZLI DONATIONS

Voluntary, unrestricted gifts to ZLI;
no donation target is included in the \$99.90M.

Residual Classes: **Class A** (PhotoDiversity Media and Partners), **Class B** (Lead Studio).
ZLI controls charitable grants and receives its FMV package payment and 2% gross royalty.

CLASS B | LEAD STUDIO



Paid development and production, plus the full Class B pool

One unnamed studio serves ZLI and PhDF under separate agreements.

ZLI COMISSION

Separately priced charitable development work and defined deliverables.

PhDF CONTRACT

Proposed \$24.975M production envelope:
50% of the 33-episode budget, including studio margin.

CLASS B RIGHTS

Sole holder of Class B;
A and B receive the first proposed \$9.99M residual tranche equally.

After Class V catch-up, A, B and V receive one-third each of further residual distributions.

Illustrative studio inflow: \$24.975M fee + \$33.82M B = \$58.795M, plus the ZLI development fee.

CLASS V | INVESTMENT

Capital return, one-time preference and residual participation



666 Class V shares × \$75,000 = \$49.95M
at full subscription, *funding the entire production budget.*

FIRST PRIORITY

Return eligible Class V capital from available distributable cash:
up to \$49.95M.

THEN PREFERENCE

One-time 20% on eligible Class V capital: up to \$9.99M;
payable only from available cash.

RESIDUAL RIGHTS

After the A/B priority tranche, V catches up;
subsequent residual cash is split in thirds.

Quarterly calculations; statements within 45 days and available distributions within 60 days.

PROJECT SPONSORSHIP



PhDF seeks \$49.95M in sponsorship to supplement the \$49.95M Class V investment target.

WHAT SPONSORS BUY:

Negotiated series, season and episode recognition, approved integration and promotional rights.

WHERE CASH GOES:

Approved project obligations, including production and studio contracts; unused cash follows the project waterfall.

SERIES

\$12,000,000

One Available

Series Sponsor Logo will precede opening credits, announcing every episode in perpetuity.

Series Sponsor granted licensing rights and 'presented by' credit.

SEASONAL

\$4,000,000

Three Available

Season Sponsor Logos introduced after credits, closing each seasonal episode but preceding next episode preview.

Seasonal Sponsors gain limited licensing rights for one season (e.g., tech, apparel).

EPISODIC

\$750,000

Thirty-three Available

Episode Sponsor Logos included on three iconic scientific or cultural bears, as scene breaks within the show.

Episode Sponsors gain limited rights to co-promote / screen that episode.

Sponsorship creates no Class V or Class B interest.

DONATIONS TO ZLI

Independent charitable support and grant decisions



ZLI invites unrestricted gifts for its charitable mission and Through the Arts Fund grant-making.

ZLI DECIDES THE USE

ZLI supports eligible scientific, cultural and educational projects specifically related to ZLI’s Bearanoia Campaign for Mental Health. ZLI selects recipients and controls the distribution of charitable funding.

VOLUNTARY AND SEPARATE

A \$75,000 gift or more may be made independently of investment, divided into units for in-show credit recognition. The gift is unrestricted and buys no share, priority payment or production entitlement, but it does create tax benefits and communication value according to the following recognition schedule:

Spectrum	Violet	Indigo	Blue	Green	Yellow	Orange	Red
200+ Units	$199 \leq x \leq 100$ Units	$99 \leq x \leq 50$ Units	$49 \leq x \leq 20$ Units	$19 \leq x \leq 10$ Units	$9 \leq x \leq 2$ Units	1 Unit	<1 (any amount)

Each tier is accompanied by donor benefits, which involve supporters in ZLI’s work and mission.

ZLI DONATION TIERS

Structured Giving and CSR Value



Tier	Units	Donation Perk
Spectrum	200+	A personally developed Bearanoia field and media program, with prominent acknowledgment in ZLI's own educational films, exhibitions, or publications
Violet	100–199	A planned journey across several project research locations, with ZLI science and arts briefings and optional recognition in ZLI's educational coverage
Indigo	50–99	A connected two-location itinerary, tracing a theme across settings—for example, bears, baseball (Japan and the US), and the changing experience of light
Blue	20–49	A tailored visit to one real location informing Fear of Faith, with a ZLI-led discussion of its ecology, light, and cultural setting
Green	10–19	Invitation for the donor and a guest to one guided Bearanoia field visit at an accessible baseball, or bear research site followed by a conversation about how the science enters the Fear of Faith story.
Yellow	2–9	Small-group viewing of ZLI-cleared visual development and research materials,
Orange	1	Illustrated print and ZLI tote; invitation to a tour of locations informing Fear of Faith, led by ZLI
Red	<1	Membership in ZLI's Bearanoia Community, with regular updates relating light to mental health.

Credit for each donation level will be attributed in-show credits, across social media and all venues engaged by ZLI's Bearanoia Campaign.

PILOT FUNDING

Initial \$2M Goal

ONE STEP AT A TIME STRATEGY

Donors, Sponsors, and Investors are invited to participate from development onward.

FEAR OF FAITH requires funding for a pilot episode in addition to the entire series.

Donors may contribute directly to **ZLI's Bearanoia Campaign** at zli.org, receiving an immediate tax deduction and associated CSR Value.

Sponsors will be granted communications value in the form of placement and show credit.

Investors will be granted Class V shares, securing proportional net profit rights and screen credit.



PILOT REQUIRMENT	USD BUDGET
IP license	\$150,000
Writing and series development	\$75,000
Director, producers and core creative team	\$500,000
Character, creature and environment design	\$100,000
Storyboards, layout and animatic	\$100,000
Animation production	\$650,000
Voice cast and recording	\$75,000
Music, sound and final mix	\$60,000
Editing, compositing and mastering	\$50,000
Production management, legal and insurance	\$50,000
Sales package, trailer, subtitles and financing materials	\$150,000
Contingency (ZLI Licensing Fee Upon Transfer)	\$40,000
TOTAL	\$2,000,000

Pilot funding enables the creation of a proof of concept offering, along with the resources required to finance the entire project.



THANK YOU!

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THE ZOOLOGICAL LIGHTING INSTITUTE

is dedicated to supporting science through the arts
for animal welfare and wildlife conservation.

See www.zli.org for more information.