

# IMPOSSIBLE

DOCUMENTARY MEDIA KIT

## HIDDEN IN PLAIN SIGHT. I'M POSSIBLE.

A real-time documentary series following a father approaching 30 as he learns from world-class combat-sports coaches and tests whether greatness can be taught.

PRESS • FESTIVALS • PODCASTS • DISTRIBUTION



→  [impossibledocumentary.com](https://impossibledocumentary.com)

✉ [colin.dingelstad@gmail.com](mailto:colin.dingelstad@gmail.com)





# THE JOURNEY IS HAPPENING NOW

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MOST DOCUMENTARIES TELL YOU WHAT HAPPENED.



## THIS ONE IS HAPPENING **RIGHT NOW.**

At 28, with almost no formal combat-sports experience, Colin Dingelstad commits to learning boxing, Brazilian Jiu-Jitsu, wrestling, Muay Thai, judo, and MMA from elite coaches around the world.

The ultimate ambition is to become an MMA champion and test how far disciplined effort, intelligent systems, and world-class mentorship can take a late starter.

There is no scripted outcome.

The audience does not know whether Colin will succeed, fail, adapt, or discover a limit that cannot be overcome.



## THAT UNCERTAINTY IS THE **ENGINE OF THE STORY.**

Watch the official trailer:

 [impossibledocumentary.com](https://impossibledocumentary.com)



**WATCH THE TRAILER**  
[impossibledocumentary.com](https://impossibledocumentary.com)



# THE CENTRAL QUESTION

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## CAN GREATNESS BE TAUGHT?

A late-start beginner enters elite combat-sports systems to test how far world-class coaching, intelligence, repetition, and complete commitment can take him.

### Each discipline tests a different part of the question:



**Technique**  
versus talent.



**Systems**  
versus instinct.



**Discipline**  
versus genetics.



**Ambition**  
versus reality.



**THE CHAMPIONSHIP IS THE EXPERIMENT.**  
**THE DEEPER STORY IS WHAT THE ATTEMPT REVEALS.**



# THE STORY



“

## WHAT BECOMES POSSIBLE WHEN YOU STOP STARTING OVER?

The pursuit of a championship is the vehicle.  
The deeper story is conscious transformation.

AT 28, COLIN DECIDES TO STOP STARTING OVER.

01

Colin Dingelstad is not a lifelong fighter or decorated martial artist.

02

He is an entrepreneur and father who spent years moving between sports, businesses, travel, and reinvention without discovering how far he could go in one pursuit.

03

Fatherhood changes the question.

04

It is no longer only about what he may be capable of.

05

It becomes about the example his son will one day see.



# WHY IT IS DIFFERENT

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## THE STORY BEGINS BEFORE GREATNESS EXISTS.

- Most sports documentaries begin with a champion and then reconstruct the road to success.
- IM|POSSIBLE begins before the result exists.
- There is no belt.
- No guaranteed ending.
- No retrospective certainty.
- The audience watches every breakthrough, injury, fight, failure, doubt, and consequence as it happens.
- Real access to elite coaches and champions creates both an emotional human story and an inside look at how excellence is actually built.



THE PURSUIT OF A CHAMPIONSHIP IS THE VEHICLE.  
THE DEEPER STORY IS CONSCIOUS TRANSFORMATION.





# THE STAKES ARE REAL

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This is not symbolic training or a manufactured television challenge.



## It includes:

- Real amateur and professional competition
- Injury, concussion, neurological risk, exhaustion, and physical damage
- Public failure in front of coaches, competitors, cameras, and a growing audience
- The pressure of balancing fatherhood, finances, identity, relationships, and complete commitment
- The possibility that the pursuit of greatness becomes destructive

The question eventually changes from:

“

## CAN HE DO IT?

To:

## WHAT WILL IT COST, AND IS THE COST WORTH PAYING? ”



# THE JOURNEY

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A TRANSFORMATION BUILT THROUGH REAL TESTS.

## 1. EVALUATION

Former UFC Heavyweight Champion Ricco Rodriguez assesses whether the ambition is physically, technically, and competitively possible.

## 2. JIU-JITSU

Accelerated elite training making Colin go from a white belt (lowest belt) to being on the same level as competition level black belts.

## 3. BOXING

Serious technical development, hard sparring, and a real professional boxing competition.

## 4. MUAY THAI

Immersion in Thailand's fighting culture, built around the objective of his first fight in one of the most legendary stadiums in Thailand.

## 5. WRESTLING + JUDO

Takedowns, balance, pressure, control, and the ability to decide where the fight takes place.

## 6. THE MERGE

Striking and grappling are combined under MMA pressure, where every weakness can be exposed.

## 7. REAL COMPETITION

Amateur fights, professional progression, and the long road toward championship contention.



EVALUATE. BREAK DOWN. REBUILD. COMPETE. REPEAT.



# CURRENT PRODUCTION STATUS

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Status as of July 2026. The project is already moving, but the story is still open-ended.

**10%****OF THE JOURNEY  
CAPTURED****20+****FILMING DAYS****8TB+****CINEMATIC FOOTAGE****608K+****EARLY VIEWS**

## COMPLETED

- Initial evaluation and filming with former UFC Heavyweight Champion Ricco Rodriguez.
- Official trailer completed and released.
- Major Jiu-Jitsu production block completed with AMG Miami.
- Boxing production completed at Trinity Boxing Club in New York.
- Core film, editorial, and combat-sports team assembled.
- Formal Letter of Intent secured from TriCoast Worldwide.

**Real-time PRODUCTION**

“

**THE PROJECT IS FAR ENOUGH TO PROVE THE STORY EXISTS,  
BUT EARLY ENOUGH FOR PARTNERS TO BECOME PART OF IT.**



# THE TEAM

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EXPERIENCED FILMMAKERS, CHAMPIONS, COACHES, AND STORYTELLERS.



## RICCO RODRIGUEZ

TRAINER & FEATURED MENTOR

Former UFC Heavyweight Champion providing evaluation, championship experience, mentorship, and combat-sports access.



## COLIN DINGELSTAD

ORIGINATOR • ATHLETE • SUBJECT

The father and late-start athlete behind the real-time experiment.



## MATT COHEN

DIRECTOR

Hollywood producer, actor, and director leading the creative vision and long-form story.



## VI ANGELI LANOT & TEAM

EDITORIAL • NARRATIVE • POST-PRODUCTION

Leading the evolving story, editing, color, sound, digital content, and long-form narrative.



## SIMON RUBENSTEIN

LEAD CINEMATOGRAPHER • CO-PRODUCER

Producer, director, and cinematographer with experience across major entertainment, studio, and broadcast productions.



## MARTIN SNOW

BOXING COACH

Former heavyweight Golden Gloves champion and founder of Trinity Boxing Club in New York.



# PROJECT FORMAT

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IM|POSSIBLE is built for:



## Combat-sports fans

MMA, boxing, Jiu-Jitsu, wrestling, Muay Thai, judo, and elite-performance audiences.



## Parents and families

People who connect with fatherhood, legacy, responsibility, and leading by example.



## Entrepreneurs and high performers

People pursuing difficult goals while questioning whether they started too late.



## Mainstream audiences

Anyone who has wondered whether it is still possible to become who they could have been.



**THE UNIVERSAL STORY IS WHY IT CAN TRAVEL.**

- Combat sports provide a passionate global foundation.
- But the emotional story reaches far beyond MMA.



# EARLY AUDIENCE PROFILE

**608K+**  
**VEWS**

Generated during  
the first four weeks  
from a previously  
dormant account.

**65.9%**  
**AGES 25-44**

The strongest  
early audience  
segment.

**~50/50**  
**GENDER  
BALANCE**

Broad audience  
resonance

**USA**  
**CORE  
MARKET**

With strong early  
concentration in  
New York and Los  
Angeles.



## WHY THIS MATTERS

The early audience is aspirational, digitally engaged, and naturally aligned with brands that help people train, recover, travel, create, perform, and build better lives.

**Source:** Project Instagram Insights and internal platform analytics. Figures to be updated before each external send.



# MOMENTUM & VALIDATION

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Early traction, production progress, industry credibility, and a defined path to market.



## AUDIENCE MOMENTUM

- 608,000+ early views during the first three weeks of posting.
- Strong concentration between ages 25 and 44.
- Balanced male and female reach.



## DISTRIBUTION VALIDATION

- Formal Letter of Intent from TriCoast Worldwide supporting future global distribution efforts following completion.



## PRODUCTION MOMENTUM

- Official trailer completed and released.
- 20+ filming days completed.
- More than 8TB of cinematic footage captured.
- The story is being filmed continuously rather than reconstructed later.



## INDUSTRY VALIDATION

- Former UFC Heavyweight Champion Ricco Rodriguez attached.
- Hollywood director Matt Cohen attached.
- Simon Rubenstein and Vi Angeli Lanot leading cinematography, editorial, and narrative.
- Training access through AMG Miami, Trinity Boxing Club, GT Gym HQ, Bobby Gambitta, the Sainz Brothers, and additional elite coaches.



**MOMENTUM IS NO LONGER THEORETICAL - THE PROJECT IS ALREADY MOVING.**



# DISTRIBUTION STRATEGY

A MULTI-STAGE STRATEGY BUILT TO CREATE VALUE BEFORE, DURING, AND AFTER RELEASE.



## REAL-TIME AUDIENCE GROWTH

Build the audience throughout production through training footage, interviews/podcasts, short-form storytelling, and behind-the-scenes access (social media).



## FESTIVAL LAUNCH

Pursue prestige documentary, sports, and combat-sports festivals while protecting premiere eligibility.



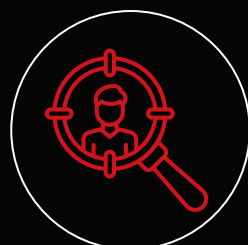
## STREAMING + TELEVISION

Use the completed series, festival response, growing audience, and TriCoast relationship to support acquisition and licensing conversations.



## GLOBAL + LONG-TAIL

Extend through international broadcasters, transactional platforms, airline entertainment, educational licensing, and continuing digital content.



## PROSPECTIVE PLATFORMS

Netflix • Amazon Prime Video • Apple TV+ • Hulu • Roku • Tubi • International streaming and broadcast outlets



# WHY BRANDS BELONG IN THE STORY

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## THIS IS NOT TRADITIONAL ADVERTISING.

Partners can become part of the systems, tools, travel, training, recovery, and technology that make the transformation possible.



### AUTHENTIC USE

Products and services appear inside real training, travel, recovery, production, and competition.



### REAL VALUE

The audience sees what the brand helps make possible, not simply a logo inserted into a scene.



### LONG-TERM STORYTELLING

Partner exposure can begin during production and continue through digital content, competitions, press, festivals, release, and long-tail distribution.



### NATURAL ALIGNMENT

Resilience. Ambition. Discipline. Purpose. Fatherhood. Human potential.

## A partner is not being asked to sponsor "an MMA documentary."

The opportunity is to support a global transformation story with a passionate built-in niche and the potential to reach the mainstream.



# PARTNERSHIP OPPORTUNITIES

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01

## PRESENTING PARTNER

"IM | POSSIBLE presented by..."

The highest level of association across the series, website, credits, digital content, press, premieres, and selected brand activations.

02

## OFFICIAL CATEGORY PARTNER

Exclusive or preferred partnership within a defined category such as apparel, recovery, travel, technology, nutrition, or production.

03

## EPISODE OR CHAPTER PARTNER

Own a natural part of the journey through a specific discipline, destination, competition, or major challenge.

04

## PRODUCT + EQUIPMENT PARTNER

Place the product inside the real work through authentic use in training, filming, travel, recovery, or competition.

05

## CONTENT + MEDIA PARTNER

Extend the story through co-created digital content, licensed assets, interviews, podcasts, editorial collaborations, and joint campaigns.

[BECOME PART OF THE SYSTEM.](#)



# CATEGORY OPPORTUNITIES

REAL STORY. REAL USE. REAL CATEGORIES.

01

## APPAREL + FOOTWEAR

Training apparel, lifestyle clothing, fight gear, and footwear.

02

## RECOVERY + WELLNESS

Sleep, cold plunge, sauna, massage, physical therapy, and rehabilitation.

03

## TECHNOLOGY + AI

Software, productivity, analytics, communication, and performance tools.

04

## TRAVEL + HOSPITALITY

Airlines, hotels, rental cars, travel platforms, and insurance.

05

## FINANCIAL SERVICES

Banking, payments, insurance, investment, and financial planning.

06

## NUTRITION + HYDRATION

Protein, meals, supplements, sports drinks, hydration

07

## HEALTH+ PERFORMANCE

Sports medicine, diagnostics, testing, wearables, and athlete monitoring.

08

## CAMERA + PRODUCTION

Cameras, lenses, audio, lighting, editing, cloud systems, and storage.

09

## AUTOMOTIVE

Transportation, electric vehicles, performance vehicles, and mobility.

10

## MEDIA DISTRIBUTION

Publishers, platforms, broadcasters, podcasts, and live events.

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# PARTNER VALUE

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## PARTNERSHIP VALUE CAN INCLUDE:

- ✓ Documentary integration and official credits
- ✓ Authentic product placement and on-camera use
- ✓ Short-form and long-form digital content
- ✓ Dedicated or collaborative social posts
- ✓ Website recognition and partner links
- ✓ Approved photography and edited stills
- ✓ Approved footage licensing
- ✓ Premiere, screening, and event access
- ✓ Joint press and campaign opportunities
- ✓ Category exclusivity where available
- ✓ Performance and audience reporting

All rights, quantities, usage, category definitions, and exclusivity terms are agreed before activation.



## STORY FIRST.

Every integration should feel natural inside the real journey: training, sacrifice, mentorship, travel, competition, recovery, and production.



# APPENDIX 01 DETAILED PARTNER DELIVERABLES

Illustrative framework. Final quantities and rights are defined in the partnership agreement.

| DELIVERABLE                     | PRESENTING       | CATEGORY     | EPISODE        | PRODUCT        |
|---------------------------------|------------------|--------------|----------------|----------------|
| Website logo + link             | Primary          | Premium      | Episode        | Partner page   |
| Documentary credit              | Opening/closing* | Closing*     | Episode*       | Closing*       |
| Product placement               | Included*        | Included*    | Included*      | Included*      |
| Integrated short-form content   | 6–12             | 3–8          | 2–5            | 1–3            |
| Dedicated / collab social posts | 4–8              | 2–5          | 1–3            | Optional       |
| Long-form YouTube integrations  | 1–3              | 1–2          | 1              | Optional       |
| Approved edited stills          | 15–25            | 8–15         | 5–10           | 3–8            |
| Approved footage license        | Up to 90 sec     | Up to 60 sec | Up to 30 sec   | By agreement   |
| Premiere / screening access     | 4–6 VIP          | 2–4 VIP      | 2 VIP          | Optional       |
| Joint PR / campaign support     | Included         | Optional     | Optional       | Optional       |
| Category exclusivity            | Available        | Available    | —              | —              |
| Performance reporting           | Quarterly        | Quarterly    | Campaign close | Campaign close |



\*Subject to final edit, platform requirements, legal approval, and distribution agreements.



# APPENDIX 02 ACTIVATION + MEASUREMENT

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## PARTNER ACTIVATION TIMELINE

01

### PRODUCTION

Product integration, training-camp content, behind-the-scenes storytelling, and website recognition

02

### COMPETITION

Fight-week storytelling, event access, athlete content, and approved brand integration.

03

### FESTIVAL + PRESS

Screenings, interviews, VIP access, joint announcements, and approved co-branded assets.

04

### RELEASE + LONG-TAIL

Credits, licensed content, digital amplification, and continuing exposure across distribution pathways.



## MEASUREMENT MAY INCLUDE

- Views, reach, watch time, and engagement.
- Audience age, gender, and geography where available.
- Delivered content and campaign milestones.
- Link, code, or conversion activity where implemented.
- Press, festival, screening, and event exposure.



## AUTHENTICITY IS THE VALUE.

- The brand should help make the journey possible without compromising the truth of what happens.



# APPENDIX 03 FESTIVAL STRATEGY

The festival strategy is designed to protect premiere eligibility, create industry exposure, generate press, and support acquisition conversations.



## PRESTIGE DOCUMENTARY

- Sundance
- Big Sky Documentary Film Festival
- DC/DOX
- Sebastopol Documentary Film Festival



## SPORTS

- NYU Sports Film Festival
- International Sport Film Festival
- Houston International Sports Film Festival
- FICTS World Challenge



## COMBAT SPORTS

- US Martial Arts Film Festival
- Universal Martial Arts Film Festival



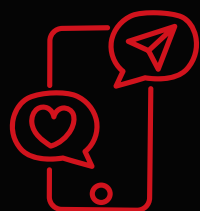
## INDUSTRY CITIES

- DOC NYC
- Slamdance
- AFI FEST
- DOC LA
- New York Documentary Film Festival

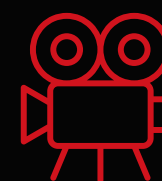
**Festival targets are prospective. Eligibility, deadlines, fees, and premiere rules will be verified before submission.**



## APPENDIX 04 SOURCES + CLAIM NOTES



Project audience figures are based on Instagram Insights and internal platform analytics from the first three weeks of posting in 2026.



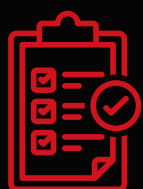
Production figures are based on internal filming logs, footage storage totals, team records, and project documentation as of July 2026.



Distribution language is based on the formal Letter of Intent from TriCoast Worldwide and should reflect only terms contained in the signed document.



Platform and festival names represent prospective targets unless a written commitment exists.



All audience figures, production totals, names, spellings, titles, credits, and partnership claims should be updated and verified before each external send.



Remove this appendix from the standard sponsor-facing version unless due diligence or legal review requires it.