

RED BERENSON LEGACY FILM

“Building Character and Grit—The Right Way”

Objective

A core group of Red Berenson supporters called “Team Red” is teaming up with Picture Show Films to produce a one-hour documentary featuring legendary University of Michigan Hockey coach – Red Berenson. Team Red is seeking contributions to fund the production of this impactful story which will capture the legacy of Red Berenson and ensure his “leadership” and “integrity” will be a part of the “M” lore and collegiate athletics forever.

Overview

Due to early support, filming of the **Red Berenson Legacy Film** commenced in late 2017 and captured wonderful footage of Red’ final games as coach as well as interviews with former players. As production continues, the documentary will continue to center on in-depth interviews with former teammates of Red (both collegiately and professionally), along with discussions with former players, alumni and key “*influentials*” where Red’s “leadership” has impacted their lives.



Mike Leonard and Picture Show Films is producing the documentary with former University of Michigan alum and M baseball player, Steve Seyferth overseeing. Below is a three-minute trailer:

<https://vimeo.com/pictureshowfilms/review/228092048/c116ab8df5>

Password: red17

Media Distribution – Big Ten Network (BTN)

The University of Michigan has an exclusive arrangement with the Big Ten Network (BTN) and they have agreed to carry the documentary during the 2018-19 Hockey season, as well as potentially stream on BTN2Go.

Red Berenson Background

Red retired in 2017 after his 33rd season as the University of Michigan Hockey Coach. Through the years, Red has demonstrated a strong commitment to academic and athletic excellence and has a reputation of guiding his program the “right way”. These core principles guided Coach Berenson’s distinguished tenure at Michigan, which resulted in a career record of 848-426-92 (.654) including the 1996 and 1998 National Championships.

More importantly, the countless number of student-athletes who have been successful after their playing days has cemented Red’s legacy as an exceptional leader and teacher.

Red was a three-year varsity letter-winner and is one of the top players in Michigan Hockey history earning All-America and MVP honors in both his junior and senior seasons (1961, ’62). His 43 goals and nine hat tricks in his senior season still stand as Michigan records. Berenson holds two degrees from U of M; a BA in Business Administration in 1962 and an MBA in 1966.

Berenson played in the NHL for 17 seasons accumulating 261 goals and 397 assists in 987 games. Following his retirement as a player after the 1977-78 season, he served on the coaching staff of the St Louis Blues, earning the NHL Coach of the Year in 1981.

Mike Leonard and Picture Show Films Background

Mike Leonard is an American television journalist who produced over 1000 stories in a 32-year career as a Feature Correspondent on the *Today Show* (NBC). Mike earned the unique distinction of having his segments air without having NBC approve any editorial ahead of time. A trusted storyteller, Mike has been called “a national treasure” by legendary broadcaster Tom Brokaw.

Mike Leonard is also a bestselling New York Times author having published, “The Ride of Our Lives” in 2006. Mike is a graduate of Providence College where he was a four-year member of their Varsity hockey team playing for legendary hockey coach Lou Lamoriello. Since retiring from *The Today Show*, Mike has focused his creative talents on collaborating with Picture Show Films, a family-owned video production company out of Chicago, Illinois.

Team Red Legacy, Inc. and the Red Berenson Legacy Film Production Costs

The Red Berenson Legacy Film is spearheaded by Team Red Legacy, Inc., a non-for-profit corporation registered in Michigan.

Directors

Bruce Elliott Jake Haas Fritz Seyferth

Advisors

Ross Childs Dave Harlock Mark Miller Dave Roberts Steve Seyferth

The estimated cost to produce the **Red Berenson Legacy Film** is \$275,000.

Once this level has been secured and, if contributions exceed the original estimate, Team Red will disburse additional funds to the University of Michigan Hockey program.

Tax Deductible Charitable Donations and Fiscal Sponsorship

Team Red Legacy, Inc. has retained Artrain, Inc., an Ann Arbor, Michigan-based 501(c)3 arts and creative charity as its fiscal sponsor. Donations made to Artrain in support of **The Red Berenson Legacy Film** are fully tax deductible as allowed by law, less the value of any perks, gifts or merchandise received by the donor, under the IRC Section 501(c)(3). Artrain’s tax identification number is 23-7099789.

About Artrain - Since its founding in 1971, Artrain has helped start or strengthen hundreds of arts and cultural organizations. In recognition of its legacy, in 2006 Artrain received the **National Medal for Museum Service** – the nation’s highest award for institutions that make significant and exceptional contributions to their communities using extraordinary and innovative approaches to community service. In addition to its programs and services, Artrain extends fiscal sponsorship services to artistic projects or programs that are not or may not need to be independent charities.

Contributions Funding Levels

There are six (6) categories available for support that will help fund the production of the Red Berenson Documentary:

<u>Contribution Levels</u>	<u>Amount</u>	<u>Units</u>
National Champion	\$75,000	1
Hat Trick	\$50,000	2
Power Play	\$25,000	3
Goal	\$10,000	No Limit
Assist	\$5,000	No Limit

Contributor Film Credit Recognition

The documentary will salute and thank those that contributed over \$5,000 at the end of the **Red Berenson Legacy Film** in the credits with the following messaging:

This documentary of legendary University of Michigan Hockey coach Red Berenson, was made possible by the kind contributions of the following student-athletes, friends and fans of "Red". Thank you!

- *Donor Name*
- *Donor & Donor Name*
- *Business Name*
- *Anonymous*
- *Donor Name & Donor Name*
- *Red's 1996 National Championship Team*
- *The Donor Family*
- *Foundation Name*

How You Can Support the Making of the Red Berenson Legacy Film

If you are interested in supporting the **Red Berenson Legacy Film**, please complete the attached form with payment information and send it to:

Artrain: The Red Berenson Legacy Film Project
100 North Main Street, #A,
Ann Arbor, MI 48104

Thank You for Your Consideration

Team Red Legacy, Inc.

For More Information

If you have any questions or recommendations, please call Steve Seyferth at 734-604-4605 or send an email to sseyf6@gmail.com.