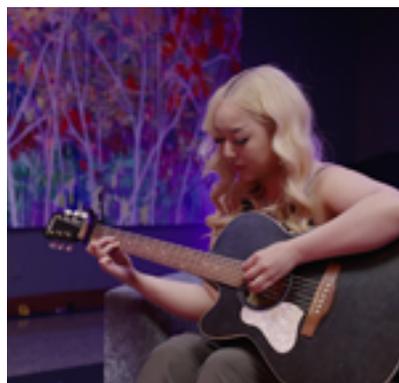
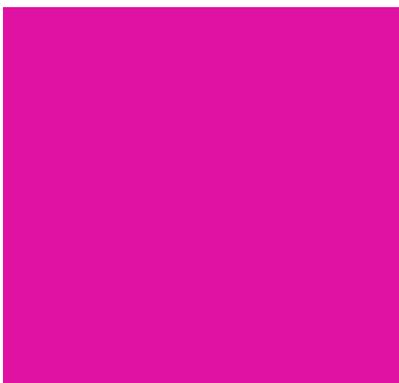
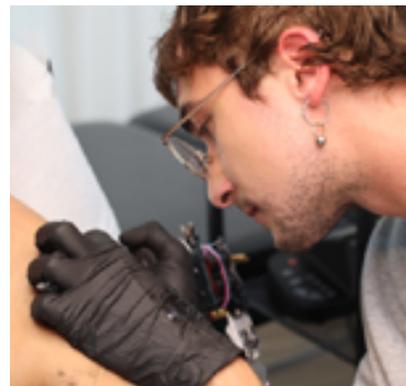




# The Gift

## Press Kit

A Production by IndigeKin Productions and Simba Creative  
Created by Therese 'Tag' Goulet





Running time	9 x 44-minute episodes
Genre	Unscripted, Reality Competition
Year	2026
Language	English
Country of Origin	Canada
Format	3840 x 2160, 23.98 fps, 1.66:1, Sound 5.1
Sales/Distribution	Lolly de Jonge <a href="mailto:indigekin@gmail.com">indigekin@gmail.com</a>
Website	<a href="http://indigekin.com/sugarmama">indigekin.com/sugarmama</a>

## Logline

Creative people with unique talents (stage performers, visual artists, and musicians) experience personal growth while vying for a gift of \$100,000 from an arts matron known as The Sugar Mama.

## One Liner

- 1 Sugar Mama ● 12 Creatives ● Intense Challenges ● Personal Growth
- \$100,000 on the Line ● Whose Dream Will She Make Come True?

## Trailer

View trailer [here](#).

## Photos

Downloadable photos for media are available on request.

# Synopsis

**“My people will sleep for one hundred years, but when they awake, it will be the artists who give them their spirit back.”**

~ Louis Riel, Métis leader

In “The Gift” TV series, 12 creative people (“Creatives”) bring their talents in stage performing, music, and visual arts to compete for a gift of \$100,000 from a sweet matron of the arts.

Known as The Sugar Mama, Therese ‘Tag’ Goulet has devoted her life to helping people achieve their dreams. After many years as an author and motivational speaker, she became a philanthropist and has provided financial support for hundreds of creative people.

During a 10 day Creative Retreat, the Creatives experience individual and group challenges where their creativity and character is tested and pushed to the limit. They will need Grit, Intention, and Faith in their abilities.

Along the way, Creative Facilitator Dr. Lolly, a leading human development expert, guides them in their creative and personal growth. Ultimately, all will be Transformed by this once in a lifetime experience.

The Sugar Mama consults with Trusted Advisors who have expertise in each of the creative fields. However, at the end of this adventure, The Sugar Mama alone will decide and give her gift of \$100,000 to the one Creative who she feels has most moved her spirit.

Filmed at the spectacular Azuridge Estate in Alberta, Canada and infused with Indigenous values, The Gift is joyful and authentic, offering a message of love and hope to any viewer with a dream of their own.





# The Sugar Mama

Our **Sugar Mama**, whose identity is initially unknown to the Creatives, is **Therese 'Tag' Goulet**, a real-life "Matron of the Arts" who has provided funding for hundreds of creatives worldwide, including more than 100 indie filmmakers, visual artists, musicians, performers, and more. From facing adversity after a divorce and having to access a food bank, she worked her way out of almost a half million dollars of debt to be able to give back to others.

An Indigenous person, she quotes Métis leader, Louis Riel, "My people will sleep for one hundred years, but when they awake, it will be the artists who give them their spirit back." She says, "After overcoming hardship, I absolutely love working with the next generations of Creatives who have helped me regain my spirit."

Friends describe her as a doll who, coincidentally, was born in 1959 and loves the colour **pink**.



# Creative Facilitator

Dr. Lolly de Jonge (known as **Dr. Lolly**) is the show's Host and Creative Facilitator. Dr. Lolly is a change agent with extensive business experience, over three decades of community leadership and is recognized as a notable Indigenous person in Canada. She delivered a 200-hour personal development program focused on "enabling individuals to create a passion for living life to the fullest, each and every day".

With graduate work in human development, Lolly walks alongside the Creatives through their journey. Her facilitation and gentle, wise interviewing elicit genuine emotional responses and touch them deeply when they come to the realization that, "You've always had the power, my Dear!" (Glinda, "The Wizard of Oz").



"Our focus on human development had us take a unique approach to the casting process which paid off. Our intention was to establish a high level of trust beforehand so that, when the Creatives arrived on set, they immediately felt safe in being authentic and risk-taking.

I was devoted to their growth and well-being and promised them that they could expect this to be a life-changing experience . . . and then we let the magic transpire!

The Sugar Mama series was an intentional act of reconciliation which included Teachers in Residence and Elders in Residence. Our team reimaged how unscripted series are produced by applying Indigenous ways of knowing and doing. We chose to place healing and love at the centre of our work.

At the same time, The Sugar Mama series is a groundbreaking format that explores the human condition in ways in which we can all relate and that inspires us to follow our own dreams and be generous with others."

~ Dr. Lolly, Creative Facilitator

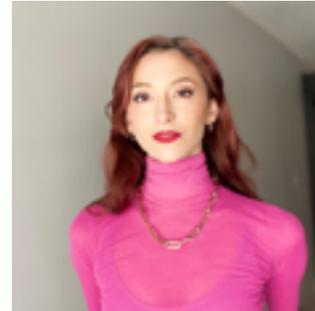
# The Creatives

## STAGE PERFORMERS

**Paula Cobo Botello** (she/her)

### Dancer

Born in Mexico City, Paula trained at Escuela de Ballet del Valle. At age 9, she auditioned for The National School of Classical and Contemporary Dance in Mexico City where she continued her studies. At 14, she received a scholarship and moved to Victoria, BC to further her education at Victoria Academy of Ballet. Upon graduating, Paula joined Ballet Edmonton. She choreographed and created "Gracia Plena" a Dance on Film project for Ballet Edmonton's YEG in Motion digital initiative.



**Sterling Scott** (he/him)

### Comedian

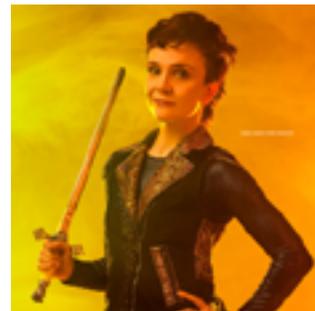
Sterling has been a stand-up comedian for 16 years and performed multiple times overseas in Iraq, Kuwait and Afghanistan for the military. He was the first Black Canadian to win the most prestigious comedy competition in America at "The San Francisco International Comedy Competition." At the "Just for Laughs Festival," he was one of ten people to receive a development deal from Kevin Hart to produce a show. He's made multiple TV and festival appearances. In 2024 he received the golden buzzer for his performance on "Canada's Got Talent".



**Lindsay Istace** (they/them)

### Circus Artist

Lindsay Istace is a multi-disciplinary non-binary circus artist whose specialties include contortion, fire eating and sword swallowing. Lindsay is a versatile artist known for their creativity and charisma. They previously served as the Chief Executive Officer, Flexibility Coach, Artistic & Professional Development Program Director at an aerial and circus arts studio.

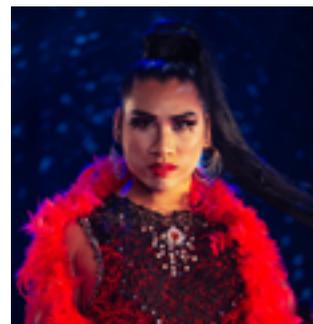


**Francheska Dynamites** (she/her)

**Francis "Kiko" Yutrigo** (he/him)

### Drag Performer

Francheska was the Pageant Queen in the Miss Philippines-Canada Queen Pride Dame of Progress in 2018. She also placed at the Miss Philippines-Canada Pride Queen and Alberta's Next Drag Superstar in 2019. In 2022, Telus Originals produced a documentary about Francis' life entitled "Francheska: Prairie Queen". When not in drag, he goes by the nickname Kiko.



# VISUAL ARTISTS

**Von Bryan Francisco** (he/him)

## Makeup Artist

Bryan enrolled in makeup school to learn the theory behind makeup artistry. He works with models, photographers and commercially. He creates content for social media, transforming himself into creatures like the Demogorgon and aliens (featured on NETFLIX social media), movie characters and avant-garde makeup looks. His Zodiac Sign Series trended worldwide. Val Garland from the UKTV Show GLOW UP affirmed him personally after winning one of her online competitions.



**Contemporary Vice** (they/them)

## Visual Artist

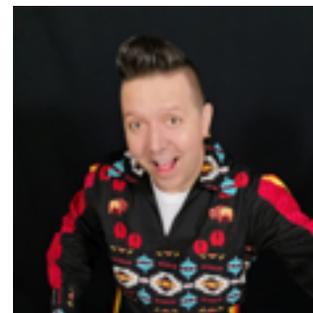
Vice is a non-binary artist specializing in mixed media and conceptual work. Self-taught, they believe passion comes from within and a degree doesn't solely define artistic merit. They use expressionism to depict the human experience and address topics such as emotion, perception, sexuality, and childhood. Displaying the world through a fifth dimensional lens, their art accentuates the imperfection of life while hinting that magic is real.



**Lance Cardinal** ᑭᓄᓂᓂ (he/him)

## Artist

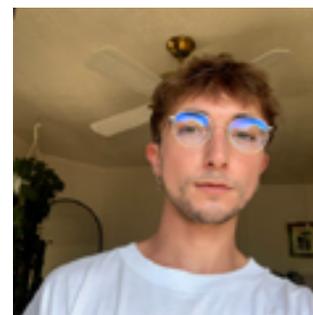
Lance is a First Nations, 2-Spirit artist, entrepreneur and member of the Bigstone Cree Nation. He's worked with many organizations (IKEA, Rugby Canada, Unbelts, Telus World of Science, Edmonton Public Library and Re/Max Field). He is the Indigenous consultant and designer for the Edmonton Oilers. He is a media personality, appearing on CTV Morning Live Edmonton, featuring segments from his kids show "Indigenous Art Adventures" which won a Canadian Screen Award in 2025.



**Skylar Eyre** (he/him)

## Tattoo Artist

Skylar grew up with a tattoo artist father who began training him in drawing and tattooing at an early age. A graduate of the Alberta University of the Arts with honours, Skylar has displayed his work in galleries, pop-up spaces, and music festivals. He maintains an active studio practice. He briefly worked in the film industry as a painter and sculptor (including "The Last of Us"). He's returned to tattooing professionally to run his own business.



# MUSICIANS

**Amanda Gendron** (she/her)

## Musician

Amanda is an Indigenous singer-songwriter who has performed in many venues. She hopes to also become an actor. Amanda has been songwriting since the age of 15, written over 100 songs, and writes every day. In 2017, Amanda won a competition through Disney's Family Channel receiving a trip to London. She has been supported by radio stations and television channels including Shaw TV, APTN and Global News.



**Riccardo Baldini** (he/him)

## Musician

Riccardo has a Master's degree in piano performance from the Italian conservatory G. Rossini and has performed on stage since a young age. Creativity in classical music is how he interprets music and communicates emotions. Riccardo has also applied his creativity to the development of "Resonate," a technology to help disabled people press piano pedals without needing to use their feet (he was paralyzed from the chest down in 2019). Riccardo appears on the CBC TV series "Push".



**Robert Adam** (they/them)

## Country Singer

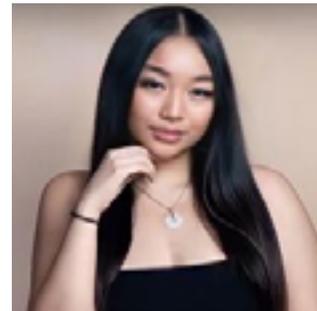
Hailed for their angelic, inviting presence, Robert breaks barriers between generations. Born and raised in a small town, Robert calls Crossfield home. They are an eclectic human who happens to be the most gritty, pretty cowboy you've ever seen. Whether it's rhinestoning their outfit, placing top 12 in Wild 95.3's prestigious Project Wild competition, or graduating honour roll with a heavy-duty mechanics degree, they are anything but one dimensional. Robert released their first album in 2025.



**Katelin Aragon** (she/her)

## Singer-Songwriter

Katelin has been singing and performing since she was a little girl. She has performed for fundraisers, cultural events and busked in downtown Calgary. She started piano lessons at age 3 and has picked up the guitar, ukulele, and trumpet since then. She has performed for many Filipino artists such as Regine Velasquez, Bamboo, Martin Nivera, Daryl Ong, and is a verified artist on Spotify with a single called 'Puppets' on music platforms.

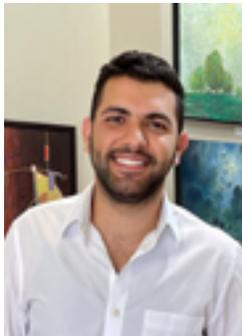


# The Trusted Advisors

The Sugar Mama's Trusted Advisors understand her underlying interests and are in the role to be in service to her. Like the cast members, they are successful creatives from younger generations. They are authentic and genuinely passionate with exceptional, targeted knowledge. The Sugar Mama trusts them implicitly.

## [Andrew Jenkins](#)

Andrew is an award-winning actor and producer, born in Medicine Hat, Alberta and now living in Austin, Texas. He trained at the Esper Studio in New York City, and has appeared on stage, as well as in numerous film and television roles from indie films to blockbuster movies. He has appeared in series screened on Netflix and Disney, among others, and has worked with Oscar winners and nominees. Andrew is also a Consulting Producer on The Sugar Mama.

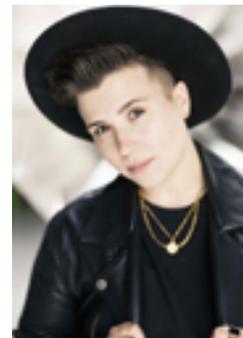


## [Tarek Nemr](#)

Tarek is the co-owner, director, and curator at the Bluerock Gallery in Diamond Valley. He has extensive experience in retail, tourism, and marketing. He is the chair of Diamond Valley Economic Development, a member of the Foothills Local Regional Partnership, and an active participant in The Most Beautiful Art Tour in Alberta. Tarek, an art dealer in Alberta, has also managed businesses internationally, reflecting his entrepreneurial spirit and commitment to fostering global economic connections.

## [Kylee Roman](#)

Kylee Roman is a media personality turned full-time content creator and event host with a focus on the 2SLGBTQ+ community. She has expertise in social media trends, brand growth and social media strategy. Kylee has worked with local and international brands. Her broadcasting experience includes being an on-air personality, host, correspondent and voice artist across various media.



# The Creative Team



[Nauzanin Knight](#), Director, is a Canadian of Caribbean and Middle Eastern descent. She completed her MSc at University College London and is the executive producer at 1844 Studios. She has written, directed, and produced films including *Abu & Mo: Two Orphans*, *ColorBlind*, *My Lyric I Never Knew*, *From the Grassroots*, and *Precarity*. Nauzanin is an alum of Women in the Director's Chair, Whistler Film Festival Doc Lab, and Banff Spark Accelerator for Women in the Business of Media. She facilitated the digital storytelling workshop series Empowering Black Girls (EBG).

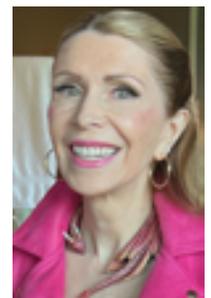
Photo Credit: Samuel Obadero, Motif Photography

[Dr. Lolly de Jonge](#), Executive Producer, is an accomplished Indigenous producer of television, film, music and podcast projects, and the Chief Executive Officer of IndigeKin Productions Inc., a 100% Indigenous-owned media arts production company. She is a provocateur and change agent with decades of executive management experience. Lolly is a skilled director, editor, host and interviewer. Her writing spans visual, audio, and print media, as well as comedy and academic. Her television series, *Transformation to Parenthood*, which she directed and hosted, was broadcast on television for two years. Lolly has a PhD in Human & Organizational Systems and was named to the 2016 Diversity 50 by the Canadian Board Diversity Council.



[Sylvester Ndumbi](#), Producer, is an award-winning filmmaker with over 15 years of experience. One of 15 filmmakers chosen to participate in the Alberta Accelerated Producer's Program, his mentors included executives from Warner Brothers and Entertainment One. He was selected for NETFLIX's Diversity of Voices program at the Banff World Media Festival receiving mentorship and making industry connections. His latest documentary, *Without Leaving Anyone Behind*, was an official selection of the Calgary International Film Festival. Sylvester has produced dozens of programs for Shaw, Rogers, and Telus. His passion is to tell stories that help people connect to each other on a deeper and more meaningful level.

[Therese 'Tag' Goulet](#), Creator, is an Indigenous producer whose credits include more than 100 independent films, including several from Santa Monica College's award-winning film production program. She has producer credits on films which have screened in the Emerging Filmmakers Showcase at the 2022 and 2023 Cannes Film Festivals, longlisted for a 2021 British Film Academy Award (BAFTA), and won the Crystal Bear Award at the 2020 Berlin International Film Festival. In a 2022 post on women in film, IMDbPro called her a "female producer to watch in the indie genre."



[Daniel Gretton](#), Co-Producer, is a dynamic media arts producer. After graduating from the Southern Alberta Institute of Technology's Film and Video Production program, Dan went on to work on multiple location and post sound projects and created Corphix Productions. He is a member of IATSE 212 and has over a decade of experience in the media industry with early specializing in location sound services on documentaries, films, web series, corporate videos, and television series. His work has been broadcast on-air, on the web, and at private screenings and festivals.

# Credits

This is a partial list. Additional cast and crew members are listed in each episode's credits.

## Key Cast

The Sugar Mama – Therese 'Tag' Goulet

Creative Facilitator – Dr. Lolly de Jonge

Creatives – Robert Adam, Katelin Aragon, Riccardo Baldini, Paula Cobo Botello, Lance Cardinal, Skylar Eyre, Von Bryan Francisco, Amanda Gendron, Lindsay Istace, Sterling Scott, Contemporary Vice, Francis Yutrigo

Trusted Advisors – Andrew Jenkins, Tarek Nemr, Kylee Roman

Elders in Residence – George and Terry Goulet

Teachers in Residence – Terry (Coyote) Aleck and Christine Turenne

## Key Crew

Executive Producer – Lolly de Jonge

Executive Producer – Therese 'Tag' Goulet

Producer – Sylvester Ndumbi

Co-Producer – Daniel Gretton

Casting Director – Terez Goulet

Associate Producer – John M. McDougall-Goulet

Consulting Producer – Andrew Jenkins

Consulting Producer – Hal Eagletail

Director – Nauzanin Knight

Director of Photography – Kady Ross

1st Assistant Director – Christopher Cinnamon

2nd Assistant Director – Priya Ramesh

Production Manager – Eman Safadi

Assistant Production Manager – Anushka Rajesh

Head Story Producer – Jacob Hartland

Co-Production Designer – Mike Kasper

Co-Production Designer – Benny Warren

Production Sound Mixer – Daniel Gretton

Key Grip – Kaz Nakajima

Key Gaffer – Alyssa Howland

Key Wardrobe – Marta Styler

Key Makeup – Meagan Jaxon

Locations Manager – Ismail Okasha

Transportation Captain – Jamar Sterling

Craft Services – Jackson Sprau

Health and Safety Manager – Constance Hazlett

Executive Assistants – Kara Lee Musters, Kristian Leach

Lead Production Assistant – Carrie Thai

## Land Acknowledgement

The Sugar Mama was filmed on Treaty 7 territory where we respect the deep, historical connection to the land by the Blackfoot confederacy: Siksika, Kainai, Piikani, as well as the Îyâxe Nakoda and Tsuut'ina Nations and the Otipemisiwak Métis Government (District 6). We encourage viewers to integrate reconciliation, decolonization and accomplice-ship into their lives and work.

## Contact

Lolly de Jonge

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Mobile: (403) 863-1343

Website: [www.sugarmama.tv](http://www.sugarmama.tv)

## Designed By

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