



Find Out What's Familiar and What's Fresh

The Sugar Mama series (being renamed *The Gift* in November 2025) offers a fresh take on reality competition with a format that can be sold worldwide.

Read on to find out “what's familiar” and “what's fresh” with The Sugar Mama's Contestants, Judges, Challenges, Mentors, Prizes, Production Value, and more.

With a multi-generational cast (aged 18 to 89) in a spectacular setting, the series is warm, joyful, authentic, funny, and infused with Indigenous values. Ultimately, *The Sugar Mama* series is a message of love, hope, and inspiration for anyone with a creative dream of their own.

Contestants	
What's Familiar	What's Fresh
<p>Like other great Canadian reality competition series where we've seen everything from chefs to glass blowers to sandcastle builders compete to see who's best, <i>The Sugar Mama</i> contestants are a true “cast of characters” all with the aim of winning the competition.</p>	<p>Our talented contestants (we call them ‘Creatives’) come from three creative fields (stage performers, musicians, visual artists). Viewers can root for their favourites among:</p> <ul style="list-style-type: none">• a makeup artist whose online videos have over 50 million views• a standup comic who got the golden buzzer on <i>Canada's Got Talent 2025</i>• a 2 Spirit winner of a Canadian Screen Award & contestant on CBC's <i>Best in Miniature</i>• an internationally renowned classical pianist who appeared on CBC's <i>Push</i> series• a hilarious drag queen with multiple pageantry titles and lots of spice• a circus artist who swallows swords, eats fire, and contorts• a dancer with one of Canada's top urban ballet companies• a gay country music singer• and more! <p>Over half of Season 1's cast are BIPOC and more than half are members of the 2SLGBTQ+ community.</p>

Judges	
What's Familiar	What's Fresh
<p>The winners and finalists on reality competition series are chosen by either an individual or a panel of judges.</p> <p>Similarly, our winner is chosen by The Sugar Mama, a charismatic Indigenous matron of the arts who has provided financial support for hundreds of creatives (bio on website).</p>	<p>Our Baby Boomer Sugar Mama personally provides a gift of \$100,000 to the Creative who “moves her spirit” the most, while relying on the input of her three Trusted Advisors, all Millennials with expertise in one of the three creative fields.</p> <p>In addition, The Sugar Mama’s fun and quirky personality is showcased in a 60-second scripted, pre-recorded scene in each episode (see some clips at the end of our sizzle reel).</p>
Challenges	
What's Familiar	What's Fresh
<p>Contestants competing against other contestants is a staple for many reality series including The Sugar Mama. Like some reality series, such as <i>Survivor</i> and <i>Master Chef</i>, our series also has group challenges where contestants team up.</p>	<p>In individual and group challenges, you will see spectacular performances when stage performers compete against visual artists and musicians. Then see the breathtaking performance art that's created when a stage performer, visual artist, and musician join forces.</p> <p>You'll see how these incredibly talented Canadians step up and create beautiful pieces and performances with themes such as Mother Nature (our connection with animals), Mother Earth, and more.</p>
Mentors	
What's Familiar	What's Fresh
<p>Some reality competition series have a helpful mentor, such as <i>Project Runway's</i> Tim Gunn and Christian Siriano or celebrity singers on <i>The Voice</i>. Usually, these mentors provide important technical support and help with creative challenges.</p>	<p>The Sugar Mama’s human development expert, Dr. Lolly, helps our Creatives prepare for creative challenges while lovingly pushing them to dig deep and be authentic. It’s no wonder they create at a world-class level.</p> <p>As part of their personal growth, the Creatives also participate in Indigenous activities such as drumming and smudging. These, along with our Opening and Closing Ceremonies, are conducted by Indigenous people.</p>

	Our Creatives are also supported by our Indigenous Teachers-in-Residence along with Elders-in-Residence resulting in the age range of our multi-generational cast being 18 to 89 years.
Production Value	
What's Familiar	What's Fresh
Competition reality series with the highest production value, including The Sugar Mama, offer outstanding cinematography in addition to compelling storytelling.	<p>At over \$2.5 million, The Sugar Mama is the highest budget reality competition series ever filmed entirely in Alberta.</p> <p>Our diverse team of over 100 crew created a groundbreaking production complete with spectacular footage in the Canadian province which Alberta Culture reports has the most Oscar and Emmy nominations.</p>
Location	
What's Familiar	What's Fresh
Like many competition series, such as Survivor, Big Brother and Below Deck, The Sugar Mama's location functions as a character itself, impacting the series narrative and tone.	<p>Filmed at the breathtaking Azuridge Estate south of Calgary, the series also offers vantage points of contestants in their hometowns and other locations across Alberta, including a small-town coffee shop that sells maple bacon and 'worm and dirt' donuts!</p> <p>Our hope is that, once the series is seen world-wide, it will boost Alberta tourism the way other popular Canadian series have done in their locales.</p>
Prizes	
What's Familiar	What's Fresh
The exciting world of reality competition series recognizes and showcases talent. Prizes or investments in people also provide motivation for contestants and increase entertainment value. The Sugar Mama series does just that.	<p>In addition to the \$100,000 grand prize, each of the 12 Creatives unexpectedly receives gifts and cash from The Sugar Mama throughout Season 1 as they move her spirit.</p> <p>These include gemstones, plus real gold and silver from the Canadian Mint in individual treasure chests.</p>

Eliminations	
What's Familiar	What's Fresh
Having eliminations can raise the stakes, increase tension, and create drama in competition reality series. . . but so can looking deeply at oneself, as the Creatives do in The Sugar Mama.	See how highly competitive personalities react to the high stakes, tension, and spectacle that comes from taking an honest look at yourself and raising your bar of excellence. . . even without eliminations. It's a fresh approach that resulted in dramatic, meaningful content.

Visit www.indigekin.com/sugarmama to see The Sugar Mama sizzle reel.

Season 1 is finished and available for acquisition.

In November 2025 the series is being renamed

THE GIFT

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