BALLS

Docudrama/Comedy 30 Minute Duration
Created by: Lou Imbriano
Former NFL Team Executive



FINALIST
Cannes Script Festival
2026

LoyaltyALWAYS
ENTERTAINMENT

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BALLS INTRO

In the world of professional sports, the athletes are front and center and while fans are watching their moves on the field, they are actually just pieces on the board. Who are the ones really pulling the strings? Follow the money... The moneymakers are making all the moves in the fast paced, cutthroat arena in the business of professional sports. The extents these movers and shakers go to, in order to be the best, takes BALLS.

This ongoing series pulls back the curtain to show the world what it really takes to win multiple Championship Rings in professional football – this is an off-the-field show that reveals the truth behind the selling, pitching, marketing and making power moves in the corporate sports world, far from the actual playing field. The money makers spend the equivalent of a player's signing bonus on weekend excursions with sponsors and clients just to bring in hundreds of millions of dollars to fuel the success of the team. So, while it's fun and entertaining to see the big-name singers perform the National Anthem or rock star-studded halftime shows AND while we all love to watch our favorite QB on a celebrity roasts, attend black tie galas, and world championship parades, who makes it happen?

BALLS has the insider feel of "Silicon Valley" and "Succession," with the vibe of "Mad Men" meets "Entourage." With a backdrop of professional football, we follow the outrageous exploits of corporate sports executives and their interaction with powerbrokers, celebrities, athletes, their staff, clients, and competitors and the dilemmas they constantly get into while attempting to achieve their goals. Full of sex, pranks, power moves, wild predicaments, and full throttle success, BALLS exposes the inner workings of a football franchise in a way no one would ever expect.

The vivid details of the fast-paced storytelling of BALLS, from varying perspectives, will leave viewers on the edge of their seats to see what's next. Unlike most sport-themed series, ***BALLS comes from actual front office executives with those coveted rings***, whose decades in the industry provide true, real-to-life recollections of the wild antics and championship performance that fans and viewers would never ever see, until now.



BALLS INTRO

Taking place in the late 90's and present day, our two unlikely leads, Jake Dorsey (Chief) and Tom Sullivan (Sully) are on a mission to be number one in the league when it comes to revenue and business success for their team, The Boston Bandits. They are the "moneymakers" and will go to any measure to close business and to get bragging rights.

Marcia Glazier is the owner of the Boston Bandits, Glazier Financial and many other various ventures. Marcia, while being an heiress and a billionaire, is business savvy, bright, well educated, classy and very benevolent. Even though she possesses these qualities, she can be tough when she needs to be and doesn't take shit from anyone. Marcia is the engine that drives Joe and Sully's crazy train to success!

Dorsey is the Chief Marketing Officer of the team and has an unconventional approach to leadership, blurring the lines at times to motivate his team and get the job done. His relationship with Marcia, adds a dynamic that fuels Dorsey's brazen attitude to the industry and co-workers at the stadium. Sully is the consummate lieutenant, but with a bizarre way for getting things done, which somehow always seems to work.

On road trips and events at the stadium, in the locker room, at dinners and meetings, the swagger and "fuck you" approach lends itself to the wild shit this crew gets into on a regular basis. Like the time they landed a huge sponsor in Pfizer, and the in-stadium ads for Viagra, read "it's Up, it's Good" – to the dismay of ownership as their suite guests are the Archbishop of Boston and a group of nuns. Or the time the team's General Counsel had to be bailed out of jail after he had an unfortunate encounter with a drag queen. The Playboy Mansion, Victoria's Secret Parties and strippers on the team plane is only scratching the surface with this crew.

These guys start out with a huge dream, and, in spite of their immaturity and crass behavior, they end up boosting up a mediocre, struggling team all the way to League Champions and the highest revenue generating team in the league. Their dream becomes the reality for the players and fans alike. Until they realize in the end, after many rollercoaster seasons, that even though it's a dream job, all the money and fame and championship rings don't protect them from life's reality.



BALLS – EPISODE SUMMARIES

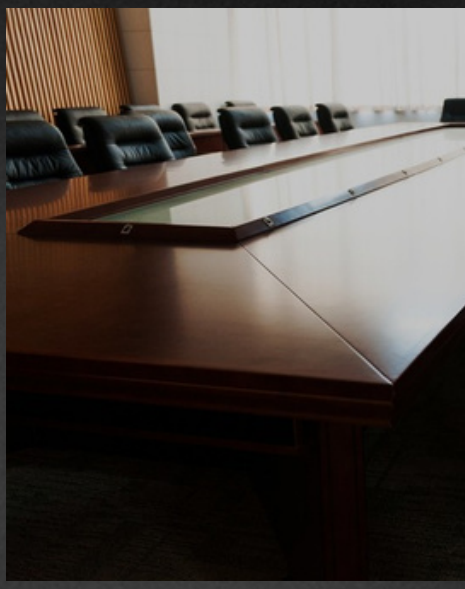
We have written a ten (10) episode season for BALLS. Please find a synopsis of each episode in this section. We have also attached the full BALLS pilot, Bury It and Episode 2: It's Up, It's Good, at the end of this pitch bible. We included these two scripts because we believe, together, they provide a solid feel for the show and capture its vibe and direction. All other episodes are available upon request. Thank you.

We hope you enjoy

BALLS







BALLS – EPISODE SUMMARIES



BALLS (Pilot) ~ Bury It
Docudrama/comedy
30 Minute duration
Created by: Lou Imbriano
Writer: Lou Imbriano
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The Pilot, Episode One of Balls, entitled "Bury It" captures the essence of the series, where hard driving marketing executives, push hard, play hard and get into some trouble. In this episode one of the Marketing crew crashes the team wrapped vehicle, the Bandit Bandwagon, on interstate 90 in Boston, Massachusetts, after a night of partying with a client. Fitzy and his companion, Candy, a cheerleader with the team, flee the scene of the crime and the next day try to wiggle their way out of it.

Fitzy with the help of his direct boss, Sully and the head of marketing, Chief, assist him in burying all evidence of the Bandwagon and Fitzy's blunders. The maneuvering, hijinks and debauchery is captured throughout the show, set in the late nineties and present day. Shot in a documentary style where the interviews serve as narration and the flashbacks depict the lunacy and success of running the business side of a football team.

BALLS Episode 2
It's Up, It's Good
Docudrama/comedy
30 Minute duration
Created by: Lou Imbriano
Writer: Lou Imbriano
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Sully is up to his old tricks, in this episode, pulling a prank on Fitzy and crushing up Viagra in his morning coffee on game day. Fitzy is put in some compromising situations due to the effects of the ED drug, that are funny while embarrassing to Fitzy.

Team Owner, Marcia Glazier, while happy with the new sponsor Pfizer, is not too thrilled with the copy aired in stadium, using the double entendre, "It's Up, It's Good!" and battles with Chief over changing the copy. Chief pushes back and reflects on a player that takes his life due to brain injuries.

BALLS – EPISODE SUMMARIES



BALLS Episode 3
They Hate Our BALLS
Docudrama/comedy
30 Minute duration
Created by: Lou Imbriano
Writer: Lou Imbriano
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Chief gets in a battle with all other departments in the stadium, fueling an "us against them" scenario adding to the distain others in the organization have for Marketing. Humorous interactions and turf fights ensue throughout the episode.

Bandit the Racoon, a live critter and team mascot, is introduced, as well as the comical demise of the first two Bandits.

Chief and Stanley get the best of head coach Bobby Billings, while getting a larger team plane to take Marketing Guests on team trips. Chief gets a security guy fired and there is a significant increase in stolen wallets at the stadium.

BALLS Episode 4
BALLS in the Ruff
Docudrama/comedy
30 Minute duration
Created by: Lou Imbriano
Writer: Lou Imbriano
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Marcia makes Chief fly to Dallas only to fly back to Boston on her private jet as a show of power. But Chief volleys back, taking a trip to the Playboy Mansion with some of his crew and a big potential client.

Chief, Sully, Linebacker Chris Stapleton, and Junior Salesperson, Morrie have some fun and get into sticky situations at the Playboy Golf Tournament and Mansion with Playmates and Hef.

BALLS – EPISODE SUMMARIES



BALLS Episode 5
You Got Sacked
Docudrama/comedy
30 Minute duration
Created By: Lou Imbriano
Writer: Lou Imbriano
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While on an away trip to play the Savannah Sack, Chief helps Marcia buy a new Gulfstream, While Stanley takes a stripper on the team plane. Sully and Fitzy want to write a guide book, "The Strip Joints of Major League Football".

Stanley then meets a woman at a bar, who is "all over him", only to find out she is a man. The crew and players tease Stanley, with jabbing gender-bender references the remainder of the trip and beyond.

BALLS Episode 6
Braking BALLS
Docudrama/comedy
30 Minute duration
Created By: Lou Imbriano
Writer: Lou Imbriano
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Chief closes a big deal on a handshake to help pay for new renovations at the stadium.

Sully and Fitzy run rampant with practical jokes around the stadium, crossing the line in a comical fashion. Sully and Fitzy get a taste of their own medicine, by new client Jack O'Hara and Chief.

Marcia happy with the success Chief is having on the business side, while cringing on how he and his crew operate.

BALLS – EPISODE SUMMARIES



BALLS Episode 7
BALLS in the Air Tonight
Docudrama/comedy
30 Minute duration
Created by: Lou Imbriano
Writer: Lou Imbriano
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Sully meets the President of Limited Brands (owners of Victoria's Secret) and convinces him to spend sponsorship dollars with the team, leading to the highest rated Victoria's Secret televised Fashion Show ever.

Chief and Sully are invited to the show and after party, hanging out with models all night. Marcia is not pleased with Chief always attending excursions with models and playmates.

BALLS Episode 8
Stressed BALLS
Docudrama/comedy
30 Minute duration
Created by: Lou Imbriano
Writer: Lou Imbriano
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With their first realistic chance to win, the Bandits enter the playoffs on a high. The reality of being in a position to win it all has everyone in the organization stressed. The different ways they cope with this stress is comedic and telling.

Viewers find out who the Wallet Bandit is at the stadium. While truths are revealed about many of the characters. Eddie Money takes the stage and plays at the Conference Championship Party with the Cheerleaders joining him on stage.

Marcia sneaks up to Chiefs room in the wee hours of the morning, to relieve her own stress.

BALLS – EPISODE SUMMARIES



BALLS Episode 9
Grab the Bull by the BALLS
Docudrama/comedy
30 Minute duration
Created by: Lou Imbriano
Writer: Lou Imbriano
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The night leading up to the Conference Championship game for the Bandits, has Morrie in quite a predicament, he goes on a ride of booze, debauchery and sex and just can't seem to get off that Merry Go Round.

Meanwhile Marcia feels a bit guilty for sneaking up to Chief's room in the team hotel, thinking it was a bit reckless for the Owner of the team. She and Chief talk more about how to handle the relationship.

Everything culminates with a Bandit victory over the Bulls in a snow globe scene at the stadium with players doing snow angels and all Bandit Nation celebrating the win.

BALLS Episode 10
BALLS to the wall.
Docudrama/comedy
30 Minute duration
Created by: Lou Imbriano
Writer: Lou Imbriano
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The week leading up to the MLF Championship Game in New Orleans is filled with hard work, hijinks, practical jokes with the crew getting very little sleep. It's what you would come to expect from this BALLS team, full on BALLS to the wall.

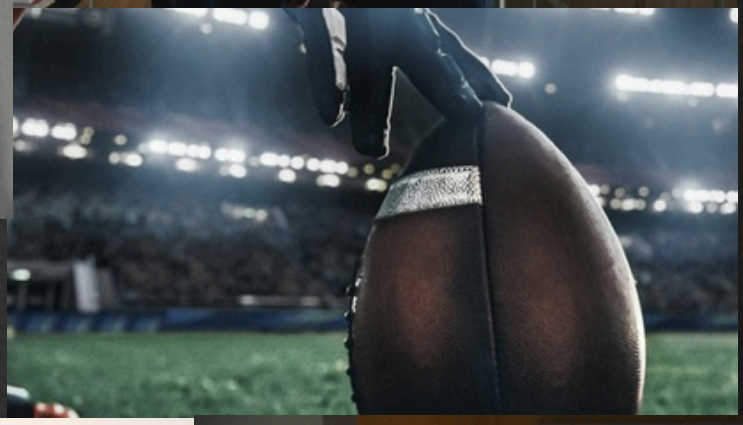
Knowing they do not get along; Marcia asks Chief to do everything in his power to keep the Coach happy because she can taste victory and wants nothing to derail it.

An unexpected twist in Marcia and Chief's relationship occurs, leading to a cliff hanger into Season Two.

BALLS VIBES













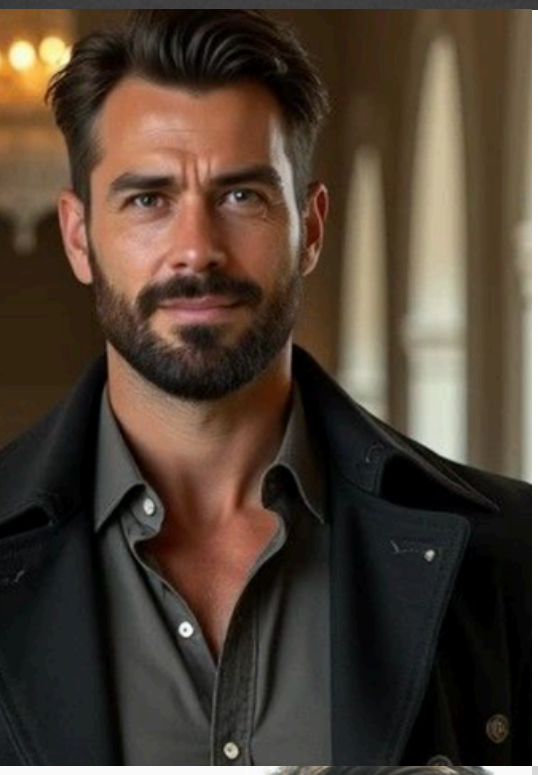








CHARACTERS



Joe Dorsey (Chief): The Chief Marketing Officer of the Boston Bandits. Joe, known as "Chief" by most, leads a team of unorthodox go-getters who get into as much mischief as they do business deals. Joe is a Boston guy to the core, with a strong sense of loyalty, where his handshake is better than any contract. Chief is Italian on his mother's side and Irish on his father's, because of this cultural dichotomy he believes he can get along with anyone and that fuels his efforts to cut deals. He is very competitive in nature and has no issue bulldozing competitors and unfriendlies. Chief grew up poor in East Boston, but worked hard to pay his way through college. He likes to think of himself as a "Triple Threat: Charming with Street Smarts and Book Smarts. Handsome and intelligent, he sometimes falls into the trap of allowing his crew too much leeway and at times joins in on the debauchery.

Chief looks at his opportunity and seizes it to be the best in the league, but once he achieves the success and after over a decade with the team, witnessing the effects the business and the game have on people, he decides to hang up his cleats and start a foundation for the study and support to brain injuries, primarily caused by sports collisions.



Tom Sullivan (Sully): The Director of Sales for the Boston Bandits. Tom is known as "Sully" by all, and is Chief's right hand man on the sales side of the business. Sully is a "mover and a shaker" that went to boarding school and is from the wealthy suburbs of Boston. Because of his style and demeanor, most believe Sully grew up in the inner city (South Boston or Charlestown) but he grew up with money and learned all the angles. A fierce loyalist to Chief, he will run through brick walls for him and his agenda. Sully can be a knucklehead at times, but can reel it in, especially at crunch time. Sully is a good-looking kid that has a way with the ladies and can convince them and most men to do just about anything. He is magnetic, and as much as some would love to hate him, for some reason they just can't.

Sully's drive is to become a more completely rounded businessperson, and while he "gets things done" at the Bandits, he strives to break out on his own as an entrepreneur and be the guy in charge and not just the guy "getting things done".



CHARACTERS



Sean Fitzgerald (Fitzy): Sales Executive for the Boston Bandits. Sean is known as "Fitzy" by all. Fitzy and Sully are long time pals (Sully got Fitzy the job) but come from very different backgrounds. Fitzy is a pure street kid and grew up in the Charlestown projects. Fitzy never went to college and was a bartender until Sully brought him into the Bandits organization. Fitzy is a bit unpolished, but very likeable. Like Sully he knows how to get things done and has a knack for finding new clients. He is a bit of a wild card, loves to party and goes overboard from time to time. Despite being rough around the edges, his style fits well with the Marketing team and everyone likes him. He would run through a brick wall for Sully; therefore, he would do the same for Chief and the team.

Fitzy loves working for the team and cannot actually believe he is as lucky as he is working for a professional football team and sees himself working for the Bandits until he retires.



Marcia Glazier: The owner of the Boston Bandits, Glazier Financial and many other various ventures. Marcia, while being a heiress and a billionaire, is business savvy, bright, well-educated, classy and very benevolent. Even though she possesses these qualities, she can be tough when she needs to be and doesn't take shit from anyone. She is well liked (and loved) by all. Her only flaw is that she is very much in love with Joe Dorsey – head over heels, in fact. Her pedigree is the finest; Buckingham, Brown and Nichols, Vanderbilt University, Harvard Business School. She is Slim, Sexy and Stunning. Marcia has is it all, just not all of Chief.

Marcia doesn't only want to be the best woman owner of a team; she is focused on being the model owner and franchise in all of sports. Being an heiress is not enough for her, she is driven to make a positive impact on the world and make a true difference in society.

CHARACTERS



Stanley Glazier: General Counsel for the Boston Bandits. Stanley is self-centered, sneaky and has a huge chip on his shoulder. He is Marcia's twin, but they are complete opposites. She got all the good, he got the rest. A product of Harvard University and Harvard Law School, Stanley is smart, but lacks common sense and empathy. He is low in true confidence, carries grudges and jealousy. He's been known to pay for companionship. Stanley is that guy born on third base, thinking he hit a triple.



Chrissy Sommers: Head Cheerleader/Marketing and Sales Account Executive. Chrissy is a former call girl that Chief got out of "the life" and helped her with her new journey and brought her into the Boston Bandits Organization. Chrissy is uber loyal to Chief (and the crew) and always has their backs and best interests in mind. Throughout the years, Chief and Sully have helped her out in many ways, and she has a long memory. She will do just about anything for them. She is a loyal team player. She is intuitive and pays attention.

Chrissy eventually marries the IT guy who is a master coder, and together they founded "Summer's Dream" a two-sided platform that connects married people with others so they can have discreet affairs. She becomes a billionaire.

CHARACTERS



Morrie Kaplan: Junior Sales Representative. Morrie can't get out of his own way. Educated, but not very bright, lacks common sense and is the butt of the crew's jokes quite often. Morrie married too young to a controlling bride, who he fears, but rebels against often, getting him into trouble. Morrie is a bit on the chunky side.

Morrie is from a well-connected family, that is how he got the job with the Bandits. Morrie's father has great connections. So, Morrie brings some value to the team.

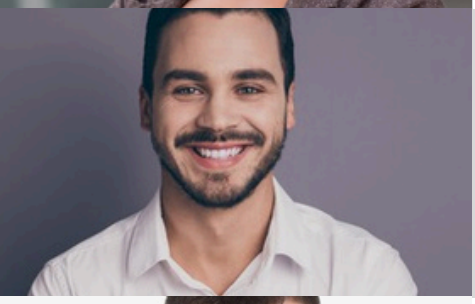


Candy: Cheerleader and a professional dancer. She choreographs most of the cheer team's routines. Candy is also a great at planning parties and often will assist Jill Wetherbee, the head of Marketing Operations, and her team with events. She is very promiscuous and like Fitzy, she can be prone to getting into trouble, and together they often do! While she enjoys being a cheerleader, choreographer and dancer, she aspires to get more involved in other areas of the Boston Bandits organization. Candy is the ultimate team player.

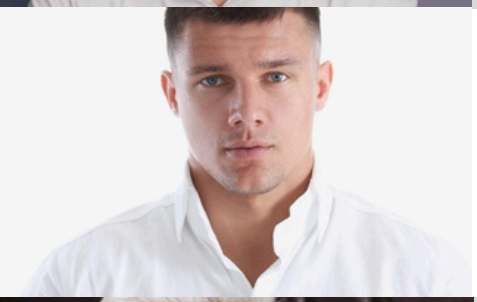
ADDITIONAL CHARACTERS



Jill Wetherbee: Head of Marketing Operations. Precise in her job.



Larry: Marketing guy



Chris Stapleton: #56 Linebacker for the Boston Bandits.



Bobby Billings: Head Coach of the Boston Bandits.



Jake Mason: Head of Security. Military background.



Walt Parsons: Head of Food and Beverage.



CREATOR'S STATEMENT

Thank you for your time and consideration in reviewing our show, BALLS. We believe the concept and direction is timed perfectly. This show comes from 30 years of being in the sports industry and while other shows try to capture the sports genre, ***we have lived it***. This material comes from over three decades of being in the sports business and provides a look inside the business that cannot be relayed by many. We have captured what sports executives live and breathe on a regular basis.

There are many medical, legal, government and military shows, but the sports business genre has never been captured in this manner with unfiltered access to the front office of a team. Folks have tried in the past, but quite frankly they have fallen short, lacking the real knowledge of the inner workings of a team. We believe viewers will love to get an inside look of what working for a sports team is all about; we do not focus on the players, this is a show about the team's executives. Viewers would like to see themselves working for a team, everyone's dream job, and they can now witness what it is all about, being a part of a sports franchise.

While BALLS is a dramady that will entice viewers to keep watching to see what's next, it will also make them laugh out loud. The episodes depict real events and scenarios. We have modified aspects to protect the guilty and have taken poetic license to amplify the laughs, but don't be fooled, this is what working for a sports team is all about. We hope you enjoy BALLS as much as we have all these years working in sports. Thank you.



CREATOR BIO



Lou Imbriano Bio Formerly the Vice President and Chief Marketing Officer of the New England Patriots, New England Revolution and Gillette Stadium for nine seasons, with double duty as Chief Operating Officer for the New England Revolution for four seasons. He vastly broadened the scope of marketing programs and business initiatives for the teams and stadium. Imbriano was the chief negotiator for team and stadium corporate sponsorships and oversaw all sales initiatives, marketing programs, advertising, promotions, event planning, premium services, broadcasting, and game entertainment.

Lou is the CEO of Imbriano Group, a company that has equity and ownership in a number of companies in the marketing, content creation and business consulting verticals as well as in other industries, including IE International, Tentacle, Brand Compass, and Tentacle Capital, to name a few.

Imbriano began his career working as a sports producer for WHDH radio in Boston, where he produced all of the station's sports talk shows and sports specials. He was promoted to station management, and was responsible for creating, formatting and developing on-air programming, events, marketing and station initiatives.

Imbriano has created, formatted, produced, and developed numerous successful events, broadcast programs and business entities. He created and produced Sports Jam, co-created and formatted The Phantom Gourmet, created The Perfect Menu, to name a few of the successful shows and events. His company TrinityOne worked with teams such as the Boston Celtics, Washington Capitals, Millwall FC, Washington Wizards and NASCAR's Richard Childress Racing.

Imbriano also has inspired college students as a professor of sports marketing at his alma mater, Boston College and is the author of "Winning the Customer" a business and marketing book from McGraw-Hill.

LEAGUE LOGOS













