

CASH EVATOR



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LOGLINE

Americans fastest game show,
with the worst name
EVER!



THEMES

Cash Cab in a box.



THE STORY

The idea came to me when I was on the Sony lot in the Overland garage. I overheard an Executive telling the person he was with, “come up to my office and give me the elevator pitch.”

I thought, “Does anyone *really* have a elevator pitch?”

I developed the idea and during rides on the DGA and PDC elevators during FYC’s this year, pitched it. A lot.

One cinematographer said “You should really pitch this.”

I replied “I just did.” The next morning a woke up and said “I should really register this!”

Meeting Paula in Nashville the next week we shot the proof of concept.



Our Host

Paula Beck

Paula Beck was born October 12th, (a Southern woman never tells) in Memphis Tennessee to Earl Beck, who was in the Navy and a student at Memphis State, and Zella Howell Beck, who worked for the Federal Housing Administration. She move to Murfreesboro Tennessee when she was 7 after living a few years in Mississippi. She attended Lipscomb University in Nashville receiving a degree in Marketing. She soon married Gary L. Williams, son of singer Don Williams.

In 2012 she went with a friend to be background on the ABC show Nashville where she was noticed and selected to be an upscale socialite and has appeared in over 30 episodes in the 4 year run on ABC. In February 2015 she went for a week to New Orleans, LA. to work on Astronaut Wives Club (ABC), NCIS New Orleans (CBS), and Elvis Meets Nixon (Indie). She ended up staying for 6 months and worked on a number of Theatrical, Television, and Commercial projects. She went to Los Angeles that summer and now lives in Santa Monica. She became a member of the Screen Actors Guild (SAG) in March of 2016 and is very active with SAG and Women in Film (WiF). She has spoken on panels for WiF in Memphis and attends meetings in LA, NOLA, and Nashville. She was invited to be the Zappos host of a Lincoln Mercury sponsored tour of the Las Vegas, NV revitalization during the Inc. Magazine Grow Your Company (GrowCo) event in May of 2016. Later in 2023 she will be publishing her first children's book. She stays involved with acting, writing, and speaking across the country.



OUR LITTLE SECRET

Contestants will primarily be Los Angeles background actors thinking that they have been booked on another show. They will meet at the elevator in the parking structure and ride to the ground floor with the host. After exiting the elevator they will be told that they will receive their SAG “GOLDEN” voucher and a full rate of pay for allowing us to use their likeness. If they win (answer the 3 questions) the winnings will be in addition of the pay for the use of their image.

All actors will be over 18 years of age.



THE RULES

- Contestants can only win once every 90 Days.
- If you have ridden and have not won you can not win within the next 90 days.
- Any contestant can ride multiple days.
- Any contestant can answer any question.
- The three questions consist of;
 1. Are you ready to play?
 2. What floor did we get in on?
 3. How many floors are in the building?
- All contestants allowing us to use their likeness are paid 187/8 SAG Rate.
- \$1000 prize is split between all riders.
- SAG Day rate is above any winnings.
- All monies are taxable.



THE TEASER

INT. ELEVATOR - DAY

Standard elevator anywhere in America. Our host PAULA WILLIAMS an adorable southern woman with brunette hair. The type you wish was your mom's best friend enters with 2 unsuspecting guests. PLAYER ONE is a middle age businessman or attorney type and PLAYER TWO a large older women maybe a cafeteria lady.

The door closes.

Paula turns towards the other riders.

PAULA

Welcome to the Cash Evator.
Americas fastest game show with the
WORST name ever. Answer three
questions for a chance to win ten
thousand dollars.

(beat)

Are you ready to play?

The businessman chuckles and the woman looks concerned.

PAULA (CONT'D)

Okay, that was the first question.
So far y'all aren't doing so well.

Paula covers the lower part of the elevator's buttons.

PAULA (CONT'D)

Question two. What floor did we get
on at?

PLAYER ONE

Um, the ground floor.

Player two is still concerned.

Paula removes her hand to reveal, numbers.

PAULA

I'm sorry it was the first floor.

The door begins to open.

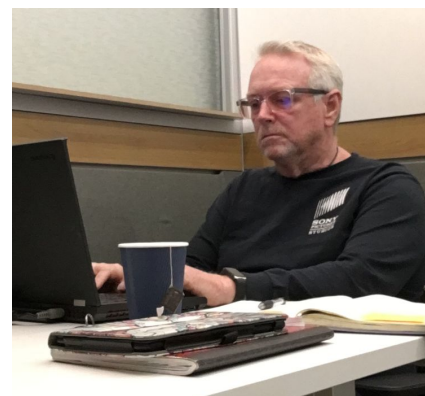
PAULA (CONT'D)

It looks like we are out of time
but as a consolation prize you both
have received an elevator pitch in
an elevator. Thanks for playing.

Players exit laughing.

FADE OUT.

BIO



Born in St Louis MO. to James P. Wasem Sr. (1933 - 1978) an Organist for the Catholic Church and later a Certified Financial Planner and Roberta V. Wasem (1933 - 1995) a Registered Nurse. He grew up in Florissant, MO. and has lived in Springfield, Il., Dallas TX., Encinitas, and Carlsbad CA. He now resides in Nashville, TN. and works in Los Angeles, CA.

His Log Line

A touring musician, songwriter, and production manager is invited onto a National Television show filmed in Nashville. Meeting and falling in love with one of the supporting actors, she convinces him that instead of writing three-minute stories that rhyme, writes stories she can be cast in.

He comes from an entertainment family. His Grandfather was a scenic painter on black and white movies. His Grandmother was an accountant for 20th Century Fox. Her sister was the first female entertainment Editor for the LA Times. Her husband was his Uncle Ira, LAPD Motorcycle Unit Badge #1, and a stuntman.

Now this bio will make sense.

1961 Begin music lessons. Piano. 1967 Begin Guitar. 1972 Played the first guitar Mass for the Catholic Church. 1975 Signed RCA Development Deal. 1976 Moved to Dallas and toured Texas for 5 years. 1978 Signed deal with Wild Horse Records. 1980 Moved to California. 1982 Received Audio Degree. 1982 Co-Wrote at A&M Records. 1985 Colorist at American Film Technologies. 1989 Animator at Angel Studios. 1991 Became freelance 3D Computer Animator. 1996 Motion Capture Specialist Angel Studios. 1997 Guitar work on Monster Truck Madness 2 and Midtown Madness for Microsoft. 1997 Signed Record Deal Kerosene Dreams Records. 2001 Started band 5'n off. 2003 Moved to Nashville began touring with everyone and working in Music Videos. 2009 Dancer in Hanna Montana Movie. 2012 began Nashville on ABC as Backstage VIP. 2017 Began Living in Nashville and Working in LA

PROOF OF CONCEPT LINK

www.artwasem.com/CASHPOC

Case sensitive.



FINANCIALS

1 BUDGET TOPSHEET 					
2					
3	Production Co.	Cyrene Production		Producers	Arthur Wasem
4	Project Title	Cash Evator		Union/Non	Union
5	Budget Date			Prepared by	Arthur Wasem
6	Shoot Days	Ongoing		Locations	Varied
7					
8	ABOVE THE LINE				
9	10-00	Development Costs	1		\$0
10	11-00	Story & Rights	1		\$8,101
11	12-00	Producer Unit	1		\$4,079
12	13-00	Director & Staff	1		\$30,698
13	14-00	Cast	1		\$0
14	15-00	Travel & Living	1		\$0
15	Total Above the Line				\$42,878
16					
17	PRODUCTION EXPENSES				
18	20-00	Production Staff	2		\$2,858
19	21-00	Extra Talent	2		\$1,122
20	22-00	Set Design	2		\$0
21	23-00	Set Construction	2		\$0
22	24-00	Set Pre-rig & Strike	2		\$0
23	25-00	Set Operations	2		\$0
24	26-00	Set Dressing	2		\$0
25	27-00	Property	2		\$0
26	28-00	Wardrobe	2		\$0
27	29-00	Electric	2		\$0
28	30-00	Camera	2		\$523
29	31-00	Production Sound	2		\$432
30	32-00	Make-up & Hair	2		\$325
31	33-00	Transportation	2		\$0
32	34-00	Locations	2		\$989
33	35-00	Picture Vehicles & Animals	2		\$0
34	36-00	Special Effects	2		\$0
35	37-00	Visual Effects - Post	2		\$0
36	38-00	Film & Lab	2		\$0
37	39-00	BTL Travel	2		\$0
38	Total Production				\$6,249
39					

FINANCIALS

40	POST-PRODUCTION EXPENSES			
41	45-00	Film Editing	3	\$600
42	46-00	Music	3	\$0
43	47-00	Visual Effects	3	\$0
44	48-00	Post Production Sound	3	\$0
45	49-00	Post Production Film & Lab	3	\$0
46	Total Post Production			\$600
47				
48	OTHER EXPENSES			
49	55-00	Publicity	4	\$0
50	56-00	Legal & Accounting	4	\$0
51	57-00	General Expense	4	\$0
52	58-00	Insurance	4	\$0
53	Total Other			\$0
54				
55	Bond Fee	3%		\$1,492
56	Contingency	10%		\$4,973
57				
58	GRAND TOTAL			\$56,191

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