



RICKY DIAMONDS

RICKY IN THE ROUGH

A man with a mustache, wearing a red velvet suit jacket, a white dress shirt, and a black bow tie with white polka dots, is falling through a shower of silver and gold confetti. He has his arms outstretched and a joyful expression on his face. The background is dark and filled with falling confetti.

WELCOME TO THE WORLD OF
RICKY DIAMONDS

A musical comedy series following a banished
Las Vegas lounge singer plot his career comeback from
a small Canadian mountain town.



THEY SAY
DIAMONDS ARE FOREVER...

Ricky Diamonds fell from grace. But he got up, dusted himself off, and set out to rebuild his career from a small town in the Canadian Rockies. With a lifetime of baggage, and song in his heart, Ricky embarks on countless misadventures to restore his former status as a musical great.

He's accompanied by a rotating cast of townsfolk, sleazy managers, agents, ex-wives and arch-nemesis crooners.

Propelled by vanity, while also being endearingly pathetic, the musical narrative of Ricky's inner delusions all-too-often take the wheel.

A musical comedy that revels in Canadiana campiness. It's #fancynasty—the comically bloated and fantastical world of Ricky Diamonds.



PILOT EPISODE

A man with a van drops Ricky off in the dusty town of Golden, B.C., in early spring. Ricky is downtrodden but hopeful. Could this be the place to make his comeback? As he explores the town, we learn more about his back-story, heartbreaks and plans.

Two months later, Ricky is having a tough time finding work as a singer in Golden. As he bemoans his luck at the local consignment shop, a frantic mother bursts in—she needs an entertainer for her daughter's birthday party, which is about to start. A chance to sing! Ricky seizes the opportunity and brings the house down.

After the birthday scene, Ricky rockets to stardom, Golden can't get enough of him! He performs at every show in town, from summer concerts, to old-folks homes, to aquafit classes.

Life is good.





PILOT EPISODE CON'T

Ricky starts to think he could make a home in Golden. He's excited for his biggest show yet: a set at the Royal Canadian Legion. But right before the show, he receives a letter. The love of his life, his ex-wife Trixie, demands he return to Las Vegas.

He runs to answer her call, in search of a pay phone, but can't find one. He sets out for the only truck stop payphone left in the area to call her.

When he arrives at the truck stop by hitchhiking two hours away, the payphone is gone. He's left to make the ultimate decision: Will he return to Golden for the prestigious show the Legion hall? Or will he go back to Vegas?

Ricky makes a heroic return to his adopted home of Golden, and is welcomed by adoring fans.

He might just stay a while longer.

SEASON ONE



1 After a close brush with death, Ricky reflects on his past close encounters with the Grim Reaper.



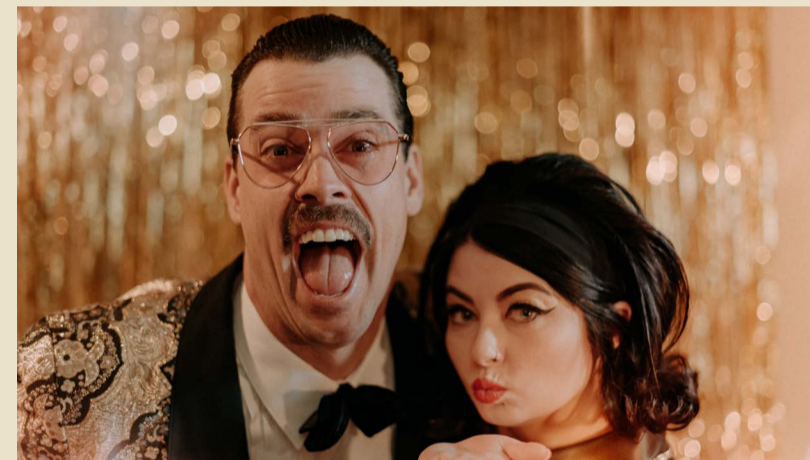
2 Seeking spiritual healing, Ricky unknowingly joins a cult. This is his Midsommar nightmare.



3 While signing up for an online dating profile at the local library- Ricky sparks up romance with an AI chatbot. It's love at first site.



4 Ricky sets out to hire his next manager, a challenging mission in a small town of has-beens, hippies and heretics.



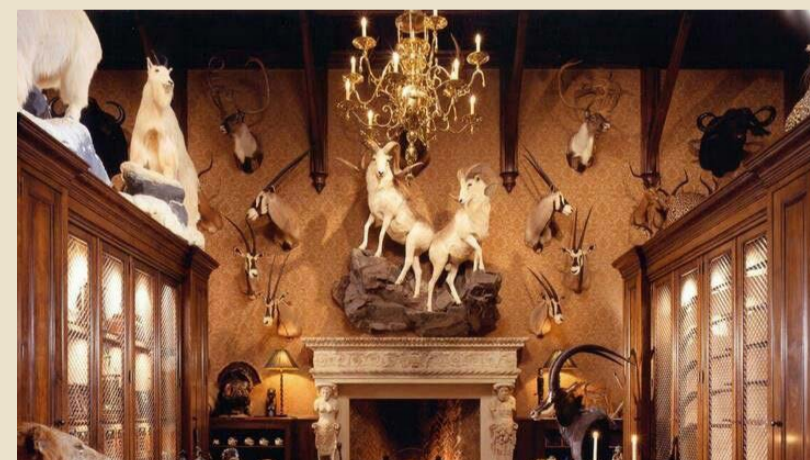
5 When he finds out his ex-wife Trixie Diamonds plans to visit, Ricky scrambles to please her luxurious standards and decides the town needs a spruce up.



6 When his manager demands a new album, Ricky books a writing retreat in a remote cabin. A handful of hallucinogens get the best of him as cabin fever sets in on a cold night.



7 After his tour bus breaks down, Ricky's arch nemesis and Canadian treasure Michael Bublé is stranded in Golden. Ricky conspires to expose Michael's true diva nature to the townsfolk.



8 After performing at a hunting lodge, Ricky is cornered by a hunter's wife, and unknowingly becomes part of an essential oils multi-level-marketing scheme.



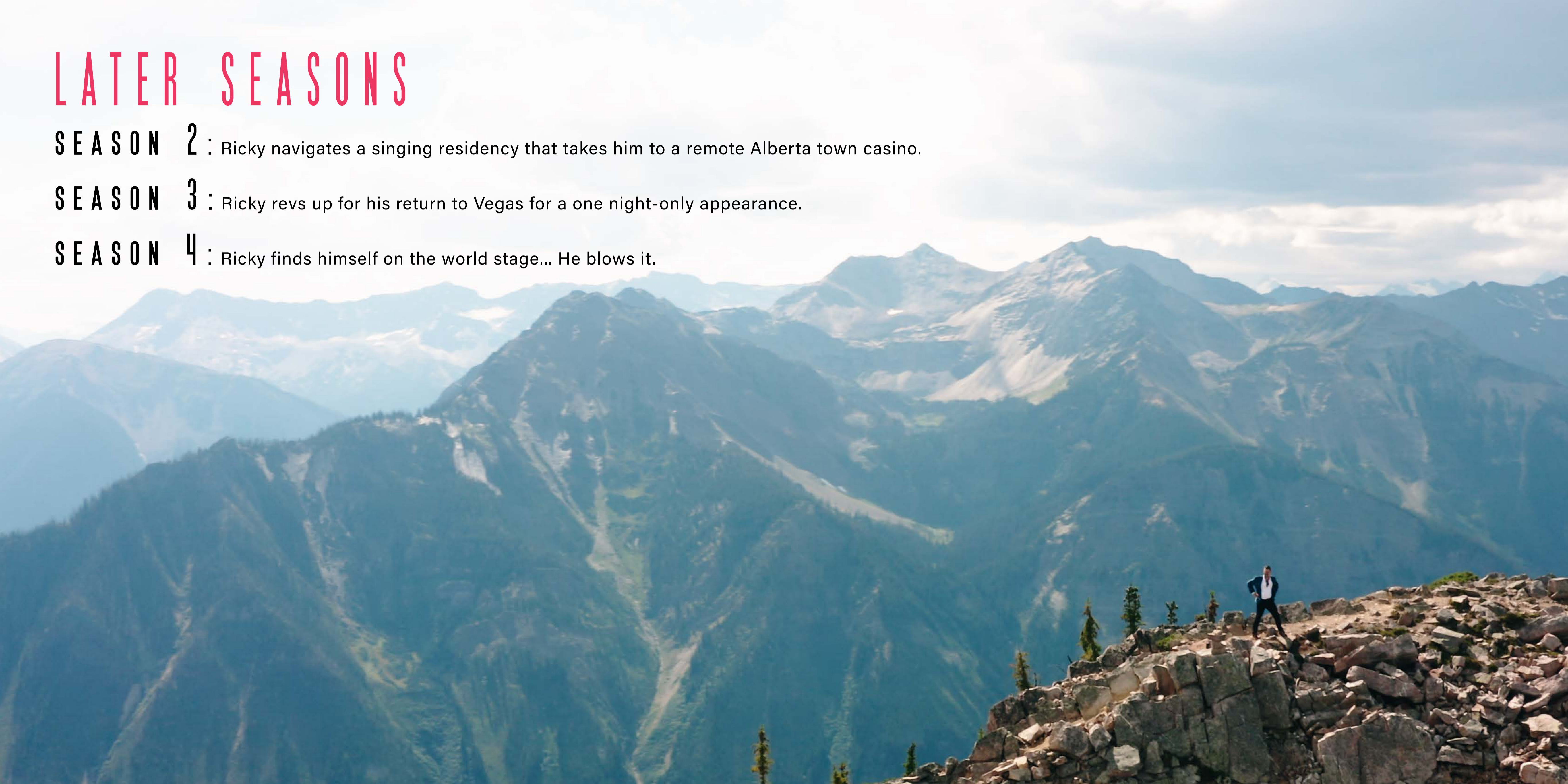
9 Ricky is hired to perform on a luxurious passenger train through the mountains. Could an opportunity from a widowed financier be his next break?

LATER SEASONS

SEASON 2 : Ricky navigates a singing residency that takes him to a remote Alberta town casino.

SEASON 3 : Ricky revs up for his return to Vegas for a one night-only appearance.

SEASON 4 : Ricky finds himself on the world stage... He blows it.



THE MUSIC

Ricky Diamond's original music is so vexingly excellent, it calls into question whether it actually is a joke. Except for the exaggerated legato, cringy jokes, occasional belches in the middle of songs, and a superiority complex he liberally lays on the audience, frequently demanding it "shut the fuck up."

His vocal abilities are so genuinely strong, so unsuppressable, that Diamonds blurs the line between reality and fiction. The music stands on its own as overwhelmingly listenable. The score is infused with elements of slow jazz, R & B, soul, motown and even western swing. His songs are earworms that borrow so satisfyingly from past traditions you can almost guess the next lyric.

The production quality of the music serves to amplify the overall viewer experience into a far more immersive one, keying into all the auditory senses, too. Diamonds' musical acumen cross-pollinates with masterful comic wit for a uniquely potent watching experience.

This presents the unique value-add of expanding the series into a live show (a la Spinal Tap), record deal, and more, in spinoff mixed-media opportunities.

LISTEN ON



SPOTIFY | YOUTUBE

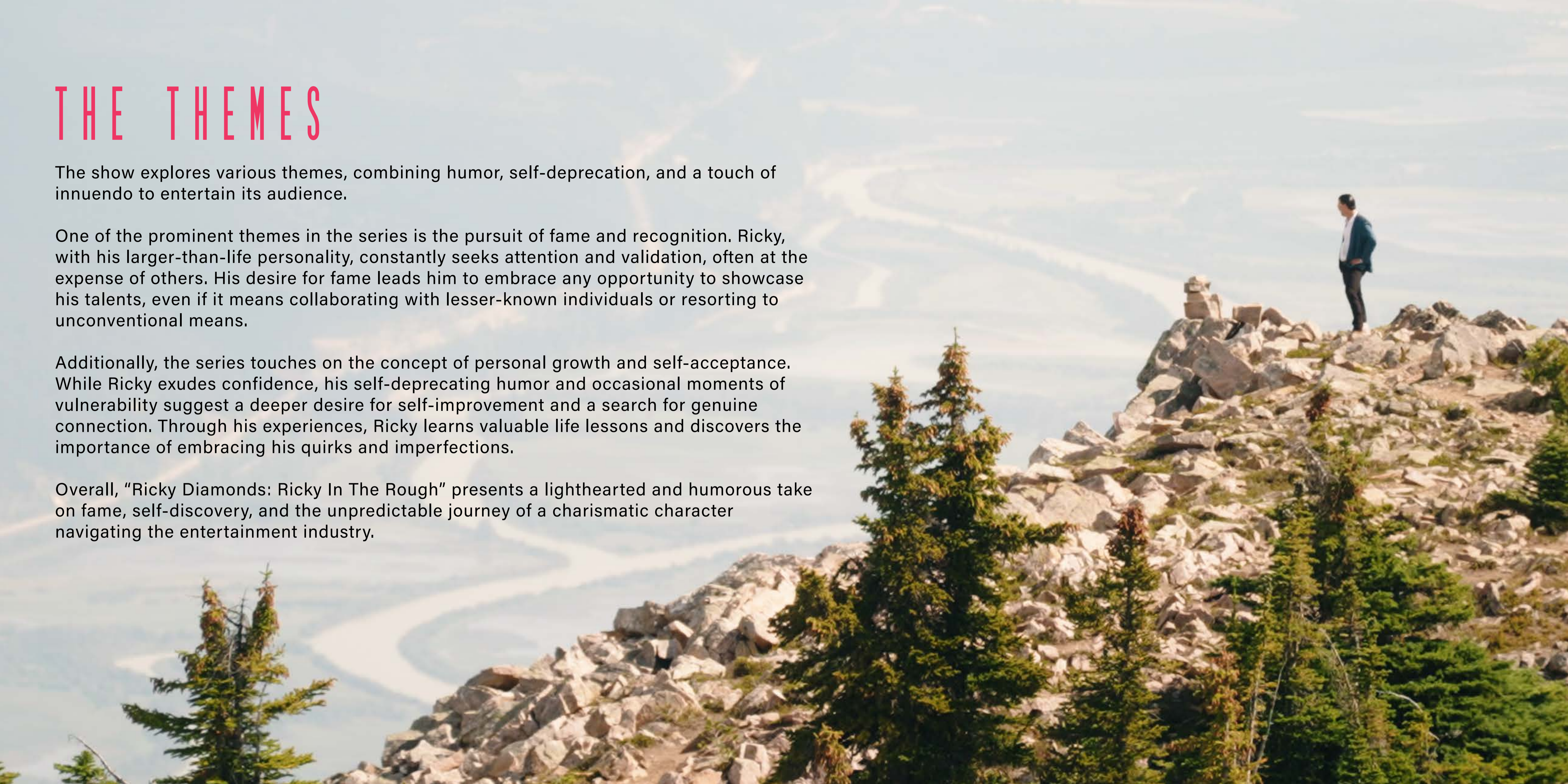
THE THEMES

The show explores various themes, combining humor, self-deprecation, and a touch of innuendo to entertain its audience.

One of the prominent themes in the series is the pursuit of fame and recognition. Ricky, with his larger-than-life personality, constantly seeks attention and validation, often at the expense of others. His desire for fame leads him to embrace any opportunity to showcase his talents, even if it means collaborating with lesser-known individuals or resorting to unconventional means.

Additionally, the series touches on the concept of personal growth and self-acceptance. While Ricky exudes confidence, his self-deprecating humor and occasional moments of vulnerability suggest a deeper desire for self-improvement and a search for genuine connection. Through his experiences, Ricky learns valuable life lessons and discovers the importance of embracing his quirks and imperfections.

Overall, "Ricky Diamonds: Ricky In The Rough" presents a lighthearted and humorous take on fame, self-discovery, and the unpredictable journey of a charismatic character navigating the entertainment industry.



COMPARABLE SERIES



Ricky Diamond's "Ricky in the Rough" shares similarities with these TV shows as it combines humor and eccentric characters in an unconventional setting.

Like "Flight of the Conchords," it features comedic characters pursuing dreams in the entertainment industry.

Similar to "Schitt's Creek," it explores the comedic misadventures of characters trying to navigate unfamiliar territory.

Like "It's Always Sunny in Philadelphia," it injects dark humor and showcases flawed yet lovable characters.

Lastly, akin to "Trailer Park Boys," it offers a glimpse into the lives of quirky individuals in an unconventional environment, highlighting their hilarious escapades.

THE CHARACTERS

These recurring supporting characters contribute to the comedic dynamics, conflicts, and relationships in Ricky's world (AKA *The RickyVerse*), adding depth and entertainment to the series.



TRIXIE DIAMONDS

Ricky's ex-wife who resides in Las Vegas. She is glamorous, sassy, and enjoys a lavish lifestyle. Ricky still harbors feelings for her, and Trixie knows how to use this to her advantage.



MANAGEMENT

Greasy, sleazy, and power-hungry managers come and go in Ricky's life. They make grand promises to him, and Ricky falls for their schemes time and again. Their presence adds a dose of chaos and comedic tension to Ricky's career.



RICKY DIAMONDS

Ricky Diamonds, the larger-than-life entertainer, is a charismatic yet self-deprecating showman. With his outrageous humor, infectious energy, and a hint of vulnerability, he captivates audiences and leaves a trail of laughter in his wake.



NEMESSES

Ricky has enemies who make exciting cameo appearances, often played by celebrities. These enemies include famous singers like Michael Bublé, Josh Groban, American Idol rejects. Their encounters with Ricky provide entertaining conflicts and challenges.



TOWNSFOLK

The people of Golden, the town where Ricky is marooned, play a significant role in his life. They become an essential support system for his confidence and career advancement. The townsfolk include the local mayor, a fire chief who also serves as a karaoke DJ, mom groups, ski bums, hippies, and other colourful characters who bring the town to life.

THE CREATORS

ERIC LAROCQUE | CO-CREATOR, PRODUCER, COMPOSER, LEAD PERFORMER

While living in Vancouver in 2015, Eric was in the process of developing a solo, singer/songwriter project and wanted to explore his comedic side. His response was to create a show that was so in your face, the audience couldn't help but pay attention, and thus, Ricky Diamonds was born.

An over-the-top crooner alter-ego, singing oldies classics, lampooning the genre and style, living in a fantasy that Ricky Diamonds was a huge deal.

If the audience didn't know who he was, it was their fault.

Ricky Diamonds captivates the crowd with both his singing abilities and a range of comedy from physical to self-deprecation.



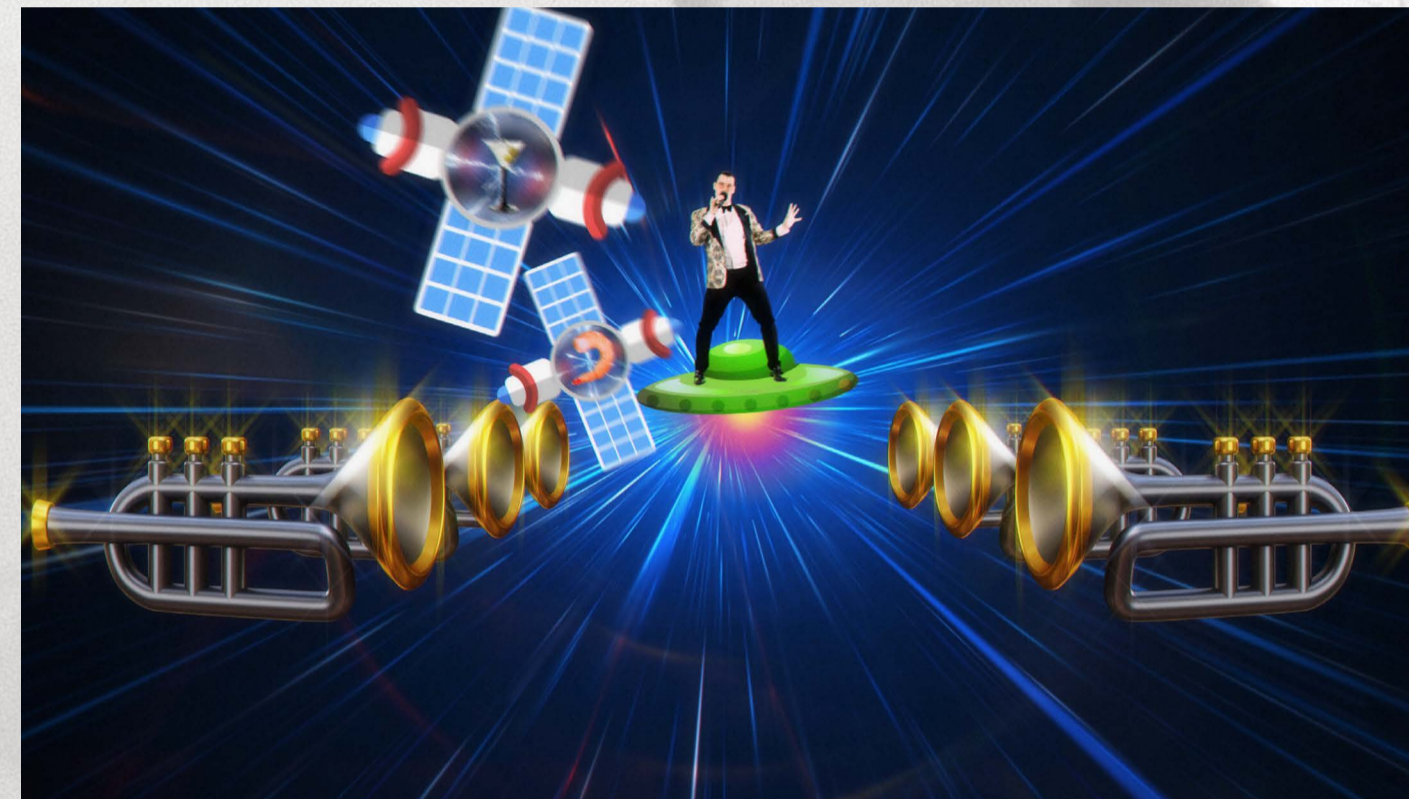
ELORA BRADEN | CO-CREATOR, PRODUCER, DIRECTOR

Elora is the founder of El Nina Productions in Golden, BC. A small production studio that creates story-led photos and films for brands and businesses.

When she moved to the small ski town in 2015, she noticed a buzz with the locals for a musical act known as "Ricky Diamonds". Once she saw Ricky on stage, she knew he was made for being in front of the camera.

Elora planned, filmed, directed, edited and produced the pilot episode with her own gear and resources. She looks forward to building out the Ricky Diamonds universe.

VIEWING ROOM



RICKY IN THE ROUGH: THE PILOT

**WALKING ON A STAR OFFICIAL
MUSIC VIDEO**

RICKY DIAMONDS IN STUDIO

“LET'S NOT LET A GOOD THING DIE”

- ELVIS PRESLEY

- RICKY DIAMONDS

RICKY DIAMONDS

ricky@rickydiamonds.com

EL
NINA

hello@elnina.design