

CANOE DIG IT?

Written & Directed by **Samuel Dunning**

Logline

A comedic glimpse into the eccentric world of Freestyle Canoeing, following the country's top "canoe dancers" as they travel to rural Maine to compete for the ultimate title: Top Paddler.

Synopsis

Canoe Dig It? is a mockumentary comedy set against the surprisingly competitive (and very real) sport of Freestyle Canoeing—best described as “canoe dancing.” Competitors choreograph intricate routines to music, blending grace, strength, and an almost spiritual dedication to their craft.

The film follows a colorful crew of hopefuls headed to the Moosehead Regional Finals in Northern Maine: a cutthroat perfectionist, a backwoods natural, an aging underdog, a feuding couple of summer camp owners, and a hard-rocking bartender with something to prove. As they train, scheme, and splash toward the big event, we get a peek into their eccentric routines, personal rivalries, and tender vulnerabilities.



SAMUEL DUNNING
CANOE DIG IT?



Mockumentary Comedy





Letterboxd



“A refreshing comedy unlike anything I’ve seen. The entire theatre was moving. Look forward to a second watch to discover all the nuances the film packs.”

Canoe Dig It?
★★★★★

Rotten Tomatoes

“For fans of Christopher Guest’s classic ‘Best in Show,’ this smile-inducing comedy/mockumentary is a plucky look at a kooky “freestyle canoeing” competition. An assortment of eccentric competitors and characters regale us with tips and their nery inspiration at the Moosehead Regional Finals. Dunning’s deadpan style ensures none of the humor keels over to the snide.”




Runtime: 78 minutes

Genre: Comedy, Mockumentary, Sports

TRAILER LINK

SCREENER LINK

Target Market: Slightly Male skew, 25-55

Selling points: There’s a major gap in today’s film market for sharp, character-driven comedies—especially mockumentaries that balance broad appeal with niche specificity.

Canoe Dig It? fills that space with a feel-good, rewatchable tone and humor that’s both absurd and authentic. Built for cult status, it’s the kind of endlessly quotable comedy fans will revisit for years—think *Best in Show* meets *Anchorman...* but with paddles.

Compare to *Theater Camp*, a 2023 mockumentary comedy feature, which opened to \$50,203 per theater at six locations and was the strongest limited opening for Searchlight Pictures since 2019's *Jojo Rabbit* (\$349,000 at five locations).

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