

I'M NOT SUPPOSED
TO BE HERE

Directed By
Eddie Blazquez

Docu-Reality length: **Season One - 4 Episodes**
Trailer: ImNotSupposedToBeHere.com **PW:** helloyou






**Eddie Blazquez and
Ricky Martin on the
set of Santiago The
Dreamer**

LOGLINE

Follow Eddie, an audacious newcomer to the Latin music scene, as he faces insurmountable odds in order to achieve stardom. A never before seen glimpse inside the shady world of the entertainment industry from a singer/songwriter who captured his entire career on camera.

A man with dark hair, wearing a dark suit jacket, a light-colored dress shirt, and a dark tie, stands in the center-left of the frame. He is wearing aviator sunglasses and has a serious, determined expression. The background is a bright yellow color, with a dark silhouette of a mountain range on the right side. The overall mood is one of ambition and determination.

**A relentless
pursuit of a
lifelong
dream.**

**Eddie, a Miami-based music
artist, born in Puerto Rico, is
determined to achieve
success at any cost.**

**Eddie on the journey of a lifetime.
He will travel to the ends of the world
to find himself and his purpose, but at
what cost?**

PRESS REVIEWS

"ADMIRABLE"

BBC
AUSTRALIA



"DEFINITELY HEAVY"

People MAGAZINE
50 MOST BEAUTIFUL EDITION



"TOKE D KEDA CAPTURED
GLOBAL ATTENTION"

SBS



"MIAMI'S NEW SENSATION"

NBCUniversal
TELEMUNDO



"TOKE D KEDA TOOK MUSIC
TO ANOTHER LEVEL"

The Miami Herald



From an early age, Eddie Blazquez has dreamt of spreading his music around the world.

Eddie Blazquez and Sony CEO Tommy Mottola on the set of We Are The World 25



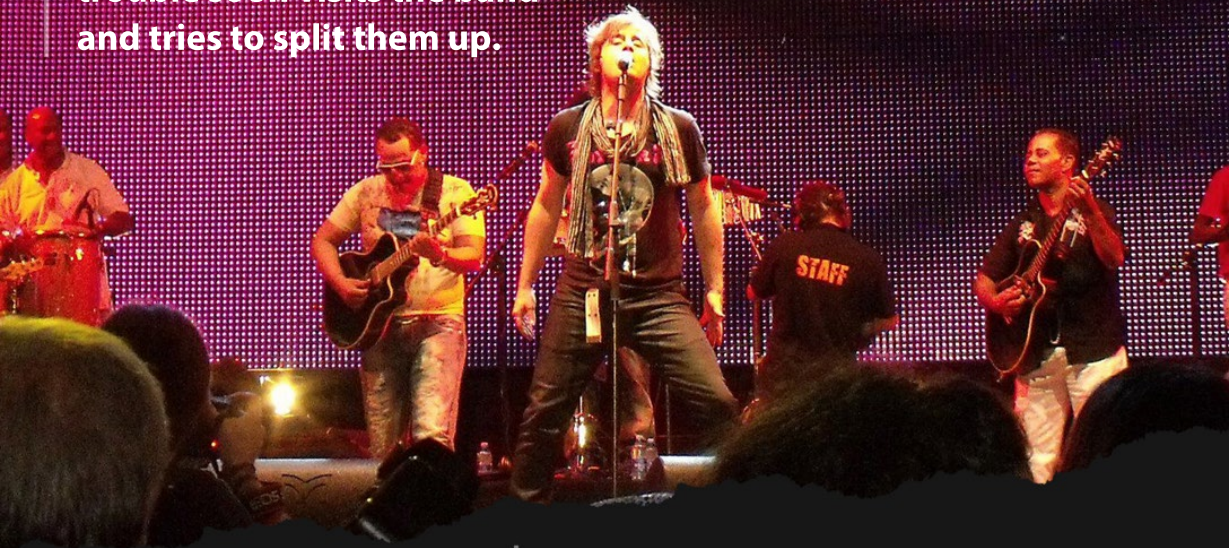
Eddie Blazquez wins a recording contract with Sony Music but things don't work out as planned



SYNOPSIS

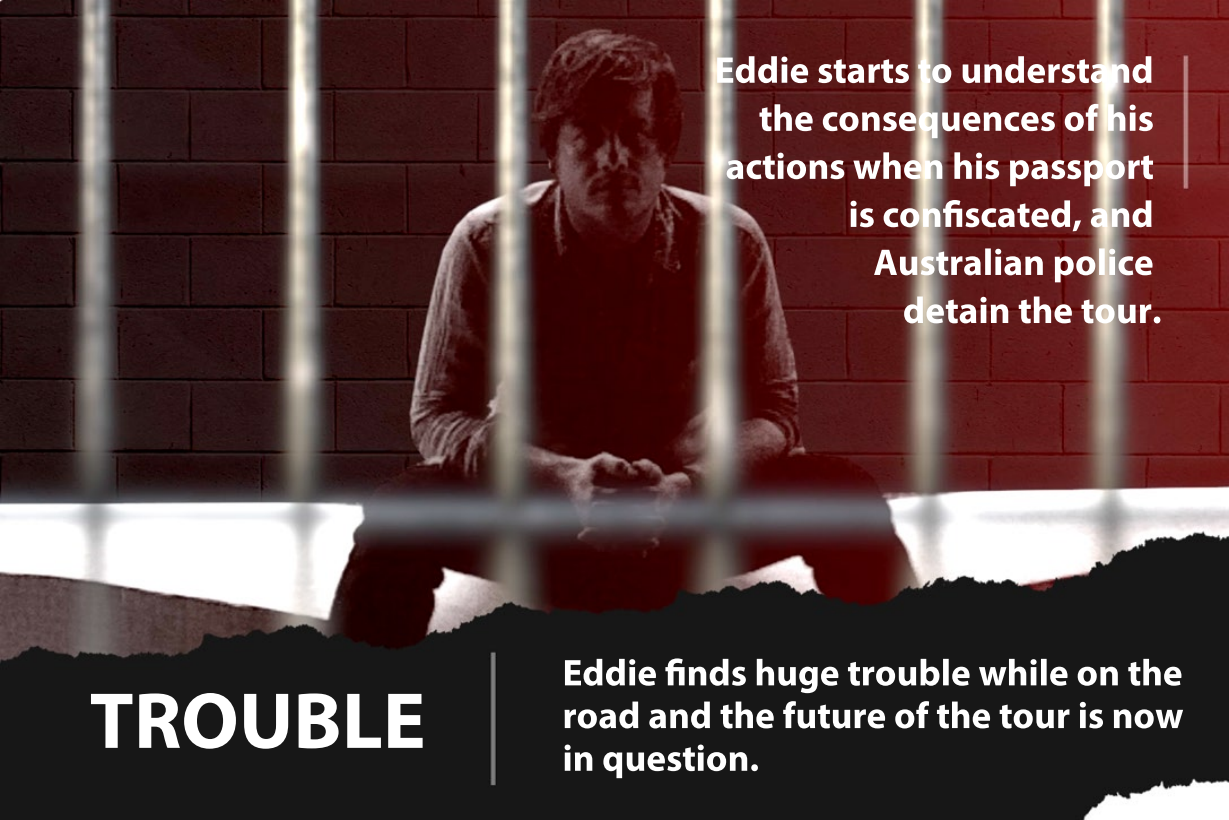
This documentary follows Eddie Blazquez, a wildly talented rising star on the Miami music scene, as he navigates the harrowing journey to stardom. This charismatic artist will take on world-renowned record execs and discover the shady underbelly of the music industry, proving that tenacious belief in yourself is the only way to become the lead singer of the world famous latin band Toke D Keda!

With success comes trouble and trouble soon visits the band and tries to split them up.



STRUGGLE

The band is falling apart at the seams and Eddie must choose between friendship and business.



Eddie starts to understand the consequences of his actions when his passport is confiscated, and Australian police detain the tour.

TROUBLE

Eddie finds huge trouble while on the road and the future of the tour is now in question.




Historia del cartel de Cali

DECEIT

Eddie discovers news about his wife and her family that could bring a sudden end to Eddie's career and his life.

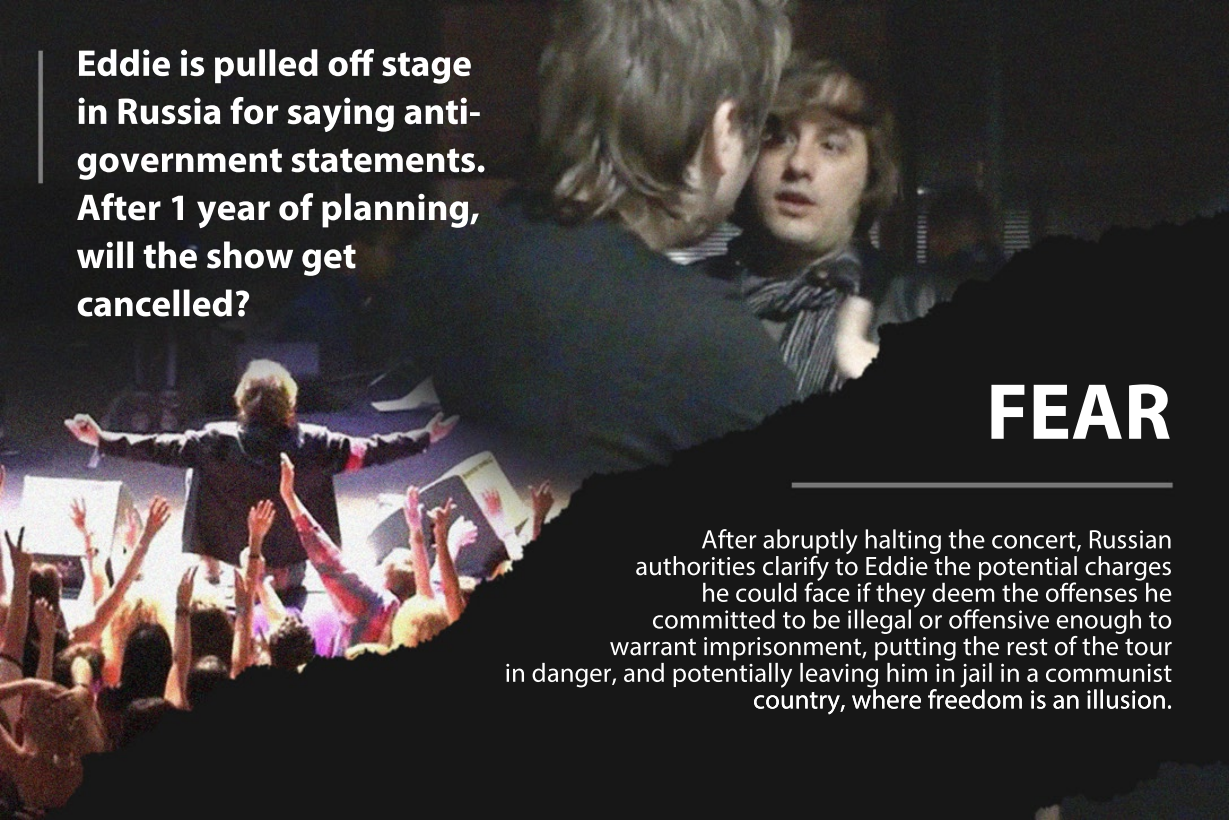
He finds out who his wife really is and uncovers that the family he married into are not who they claim.



**Eddie's plans change
when he runs into
legal trouble with a
Miami powerhouse.**

CONSPIRACY

Eddie finds himself embroiled in a legal battle against a vastly more powerful adversary, and the situation escalates rapidly as he uncovers cover-ups, conspiracies, and the possibility of corrupt judges. His revelations send shockwaves through the entire legal community in Miami as he challenges the established powers, but at what price?



**Eddie is pulled off stage
in Russia for saying anti-
government statements.
After 1 year of planning,
will the show get
cancelled?**

FEAR

After abruptly halting the concert, Russian authorities clarify to Eddie the potential charges he could face if they deem the offenses he committed to be illegal or offensive enough to warrant imprisonment, putting the rest of the tour in danger, and potentially leaving him in jail in a communist country, where freedom is an illusion.



24 time Grammy Award winner Calle 13's Residente and Eddie during the filming of his TV show on Miami's MegaTV.

BETRAYAL

Eddie's Prime Time TV show is sabotaged by an unexpected insider. Will Mega TV cancel the show and keep all the money?

FILM FESTIVAL AWARDS 2024



Toke D Keda has performed in the following countries across 6 continents



TOKE D KEDA METRICS

Youtube Views



Youtube channel views: **9,254,887M**

Overall Youtube views: **40,000,000M+**

Traffic source	Views ↓	Watch time (hours)	Impressions
<input type="checkbox"/> Total	9,256,088	380,286.3	24,843,857
<input type="checkbox"/> YouTube search	3,053,564 33.0%	118,686.9 31.2%	4,763,235
<input type="checkbox"/> Playlists	2,082,385 22.5%	100,553.8 26.4%	12,021,097
<input type="checkbox"/> Suggested videos	1,204,478 13.0%	51,347.6 13.5%	6,088,099
<input type="checkbox"/> Browse features	939,353 10.2%	50,767.3 13.4%	1,765,241
<input type="checkbox"/> Direct or unknown	718,258 7.8%	20,889.2 5.5%	—
<input type="checkbox"/> External	716,987 7.8%	24,822.7 6.5%	—

Age and gender

Views · Lifetime

Female  61.6%

Male  38.4%

User-specified  0%

13–17 years  0.6%

18–24 years  19.6%

25–34 years  28.4%

35–44 years  23.2%

45–54 years  20.0%

55–64 years  7.2%

65+ years  1.0%

Spotify Streams

Followers

Feb 24, 2023 - Feb 24, 2024 · Worldwide



Listeners

243,404

Showing 98 of 205,109 playlists

Playlists appear the day after multiple listeners play your music.



La Colección

Released: Oct 2019

🎧 **11,524,650M**

All-time streams



Legado

Released: Nov 2022

🎧 **10,564,909M**

All-time streams



♡ 237,820



♡ 126,298

Social Media Followers



♡ 126,298

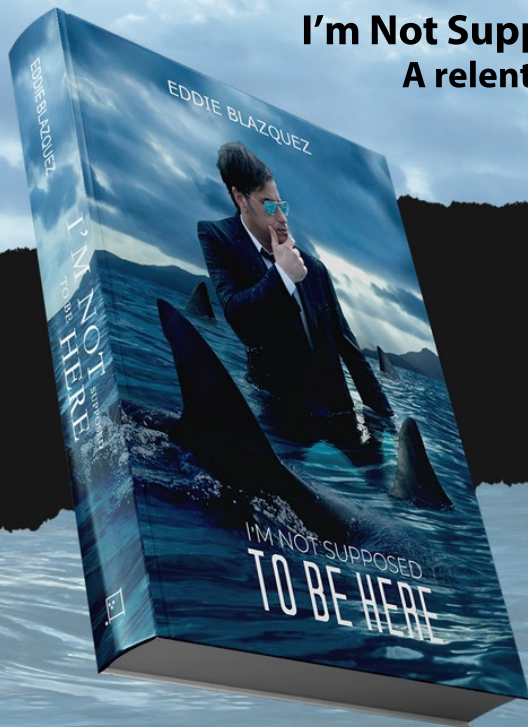


♡ 237,820

I'm Not Supposed To Be Here - The Book

A relentless pursuit of a lifelong dream.

Available in Hardcover, Paperback and Kindle.



Step into the extraordinary world of Eddie Blazquez, a singer, director, and now accomplished author

"I'm Not Supposed To Be Here" is more than just a book—it's a powerful testament to the indomitable spirit of pursuing one's dreams against all odds.

I'm Not Supposed To Be Here The Podcast



Enjoy both full seasons on the road
in audio format with exclusive
commentary by Eddie Blazquez

MARKETING COLLABORATION

Our promotional efforts will include Banners and promos on all official websites including the official series website, and the official Toke D Keda website as well as mentions and spots on all social media platforms including Facebook, IG, Youtube, etc in the form of wall posts, reels, stories and shorts.

"I'm Not Supposed To Be Here" song will be shipped and distributed to radio stations around the world as well as record pools and night club djs accros the globe, promoting the series, book and podcast of the same name.

Massive campaign to a built-in fan base of over half a million followers on all combined platforms, massive email campaigns as well as a new podcast will be recorded in real-time, when the book and series are released, which will feature the topics of each episode and special guests that appeared in each episode.