Film Project Package Prospectus
(Tells how you are going to make the film)

1. Synopsis (One page maximum, make it great, make it shine)

2. Market Snapshot (Audience)
   A. What is the market? (i.e. It’s an urban film that we think will be focused on males 13 to 35 years olds.)
   B. Comparison (To other films, no more than 5 or 6 and mix up the success levels of each film, high and moderate successes)
      i. The Numbers
         1. How much the film was made for
         2. Domestic Box Office Revenues
         3. World Box Office Revenues
         4. Home Video Sales Revenues (Includes the sum of revenues from the Domestic & International Theatrical Release of the film)
         5. Soundtrack Sales Revenues (Can make more than the film occasionally)

3. Production Summary
   A. Location Reports (Where will you make the film)
   B. Crew Related & Special Effects (What kind of crew will you use, what are you doing and who will you need for it. List people who are like those people who you want to hire.)
   C. Casting Strategies (List actors who are like that ones you are looking to cast in your film to play your characters)
      i. Principals (i.e. Joe – Like Tom Cruise, List Approximately 5)
      ii. Supporting
      iii. Cameos / Dayplayers
Source: Internet Movie Database (http://www.imdb.com), Internet Movie Database Professional (http://www.imdbpro.com), Ulhmer Guide & Rating – Rates Marketability of Actors (Look for actors with pre-sale, sell assets of the film before the film is actually made, possibilities.)

4. Sales Strategy (Can be one simple paragraph)

Take the Box Office receipts from the last month or two and see how you project figures into it. Compare you project to films that are close to yours in the market now. If you are planning on going to video directly you need to think about what you might be able to get for your film. i.e. Blockbuster, HBO.

Proforma is a month by month plan on how your project will earn its money back. (A studio will usually scrap you Proforma and create their own)

5. Top Sheet (Budget, use Movie Magic Budgeting, AICP Form)

Summarizes the budget of each section / department and shows total cost. If the project is over 2 million dollars the investors will definitely want a completion bond.

6. Attachments (If any)

Predominate individuals who are attached to you project.
Letter of Intent (L.O.I.)
Letter of Contract (L.O.C.)

7. The Script (Complete)
• Send you Film Package to potential investors with a cover letter which includes the offering. Say Hello, Intro the package by telling the potential investor what it is, who is in it, etc. Also include what type of investment you are seeking (Loan or Equity) and how you are going to do it (Single or Multiple Investors) and be sure to spell out the deal as specifically as possible leaving no room for misinterpretation or renegotiation.

• The first thing you do to make a film is form a Limited Liability Company (L.L.C.), which will own the film. The company can have the same name as the film. The Limited Liability Company (L.L.C.) can be set up through IncUSA.com (http://www.incusa.com). In the equity investment arrangement you will sell points, at a price you set yourself, to the investor which represents a percentage of the ownership of the film you incorporate. The points are separated into two categories: Producing Points and Financing Points. Producing Points are the points that you keep for yourself and they will begin earning money after your financial investors earn back their investment plus interest. Financing Points (Equity Investment) are the points that you sell to investor to raise money to make your film and are the first to get paid back (100% + Interest). For determining the prop interest rate to pay your investors check the current Federal Interest Rates. Never sell more than fifty percent of your film to financial investors or else you could lose control of your film project.

• If you are planning on selling your film you need to do an Errors & Omissions Audit, which is a legal and financial audit of all the work you did on the entire film project. This is to prove to the buyer that all of your affairs are in order. If you can set aside $3,000 to $5,000 each on an independent film and ~$50,000 on a feature film for a Lawyer and a CPA to handles your legal and financial matters pertaining to your film then you will be in good shape.

• Best deal you can get for distribution is called “Negative Pickup” which means that after you have made your movie the studio will buy the film from you for a fee and give you a percentage of the revenues. Great deals for short films (IFC, SciFi Channel, Sundance). The largest direct DVD distributor is Image-Entertainment.com (http://www.image-entertainment.com). The Distributors have the P&A (Prints and Advertising) Money which can help bring great success to your film project by way of exposure.

• Product Placement is something to keep in mind because companies may give you money to help make your film for featuring their products in your film.

• When it comes to purchasing film stock check into buying film stock from outside the United States in countries such as Russia (i.e. Mos Films) or India because the exchange rates and the fact that the film all comes from the same Kodak factories means that not only is it the same quality it is also much cheaper.

• Keep in mind that the 13 year old male is the largest theater ticket buying demographic in the world.