

Project Overview

“The Buried Moon” is based on the fairytale “The Buried Moon”.

Genre: Family Film for ages 8 to 14-year-olds.

Rating PG

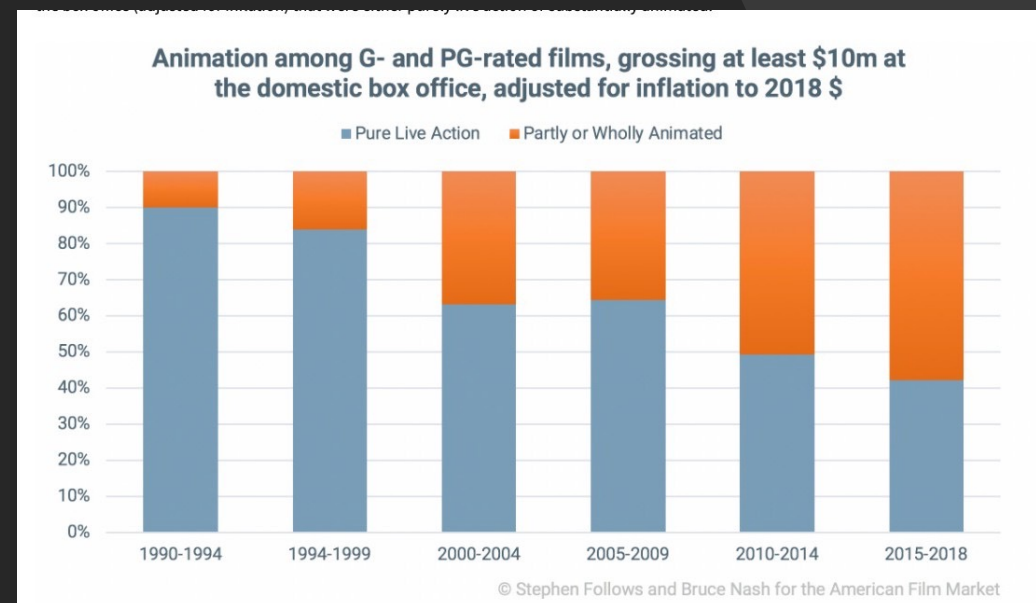


Log Line

Witches have captured and buried the moon in the darkest marsh on Earth. They take her powers of moonlight to rule the night, creating havoc for humans. A tenacious nine-year-old girl named Sal learns of the moon’s plight and embarks on a mission with her friends to save her.

Why Does this Project Need to be Made?

- There is a massive need in the market for live action family films.
- The only film that is screened in all 190 Netflix countries is “Paddington Bear” a Family Film.
- Demonstrating that family films certainly can sell nationally and internationally.
- Since there is a lack of live action family films. Having a first look deal with Mutiny Pictures , can lead to financial success.



Why Your Project is the One to tell That Story

The IVP Production's team has been creating family friendly content since 2011.

We take great strides to produce content that has an **exciting, thrilling, and positive message** that leads to a **potential for fiscal success.**

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GOOD CAUSE
Youth key to film about suicide prevention

IF YOU GO
What: Fundraiser for The Hope Defined Project, a film for teens to offer suicide prevention through creative expression
When: 6 to 8 p.m. Thursday, Nov. 14
Where: The Wise Boxer Pour House, 16 W. Jefferson Ave., Naperville
Cost: Tickets are \$50
Contact: 630-210-8386; www.hfdp.org; www.facebook.com/hopedefinedproject; hfdproject@nickeladayfilms.com

Michelle Linn-Gust
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AnnMarie Parker and Johnny Bouche are two kindred spirits who have teamed up to create a movie about suicide prevention that involves youth from start to finish. Parker runs Nickel A Day Films in Naperville, and Bouche is behind the Chicago-based organization Hope For the Day that focuses on raising awareness about depression and suicide.

While both Parker and Bouche have known people who have died by suicide, it's also their experiences as high school students that inspired them to work on this project.

Bouche grew up in Lincolnshire and called himself a "punk rock kid who did alright but just didn't care).

He credits music with motivating him.

For Parker, a 1990 Naperville Central High School graduate, her parents kept her inspired by leveraging her new interests with something she could learn.

"When I wanted to do horseback riding, I had to volunteer (at the stables cleaning up) to get lessons," she said. "That taught me something."

It was the same when she wanted to do theater.

To keep her grades up during late nights of rehearsals and performances, her parents told her she would have to have a

Johnny Bouche and AnnMarie Parker lead a recent meeting for their Hope Defined Project that plans to include youth in creating a movie about suicide prevention through creative expression. PHOTO BY JESSICA WILSON

help keep youth from ending their lives when so much lies before them.

According to the American Association of Suicidology, suicide is the third leading cause of death for youth 15 to 24 years old behind accidents and homicide.

Many more attempt suicide and have suicidal thoughts.

"No one wants to talk about suicide right now," Bouche said. "It's hush-hush. Suicide is the s-word. Are we going to hide behind it the rest of our lives?"

This isn't any ordinary suicide prevention video, though.

Parker and Bouche know that

the usual tactics aren't working to motivate kids. Instead they chose a different avenue, the one that worked for both of them: creativity.

"It's a story of how they can find alternative opportunities," Parker said. "We don't want it to be an after-school special, yet at the same time, not be a lecture. The film is to engage you, inspire you."

What is creative for one person might not work for another.

Both Parker and Bouche believe that artistic expression can be varied, including what people commonly call art like painting, acting,

dance, music and writing.

Yet it also could be sports for other youth.

They don't discount what works for individuals. They want kids to take what works for them and turn it into an opportunity that inspires them in their lives.

The goal is to have the film completed for the International Social Change Film Festival that will take place in Chicago in 2014.

It will cost \$30,000 just to make the film.

Seeking donations and sponsors, both Parker and Bouche believe it's time for people in Naperville and surrounding communities to acknowledge the pain kids suffer.

"Who cares if it's a terrible painting," Parker said. "We don't want it to be an after-school special, yet at the same time, not be a lecture. The film is to engage you, inspire you."

Bouche wants youth to see they have one life to live, and there's no putting it off.

"The things they experience in high school now are theirs for the taking," Bouche said. "It's the start of a wonderful thing."

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Opportunity

- Since there is a major shortage of **live action** family films "The Buried Moon" provides an exciting adventure for a wide age range. Expanding an audience giving investors a high return on investment.



Unique Competitive Advantage

- IVP Production is well versed in creating live action family films.
- The market is in demand of live action family films.
- We have a first look deal.



Marketing Strategy

- Along with the US distribution team the two of us will be creating the marketing plan and content.
- Target audience number one: 8 to 14 young audiences
- Target audience number two: Families that will watch the films with their kids
- We will additionally be marketing on Instagram, IGTV, YouTube, Twitter, and Tik-Tok

Distribution Strategy

IVP Productions has a first look deal with Guerrilla Rep Media which will serve as a US Distributor and International Sales Agent.

Additional distribution: Streaming paid or part of subscriptions, Paid TV Worldwide, Pluto paid, Home Video - DVD (i.e., Red Box), Ancillary Rights, and TV Broadcast



Budget \$30,000
 Domestic Box Office \$144,822
 We don't have the numbers for international sales.
 Currently still for purchase only.



Budget was \$100,000.00
 Domestic Box Office \$1,594,798
 International Box \$1,174,984
 Domestic DVD Sales \$391,754



Budget \$100,000
 Domestic Box Office \$2,652,246
 International Box \$3,469,336
 Worldwide Box Office \$6,121,582

Production budget

Budget Allocation for \$100,000.00

•Pre-Production (10%): \$10,000

- Script development, storyboarding, casting, permits, and legal fees.

•Production (50%): \$50,000

- **Crew:** Pay for key roles, including director, cinematographer, and production assistants.
- **Equipment Rental:** Camera, lighting, and audio gear.
- **Location Fees:** Fees for shooting permits and set designs.
- **Talent:** Actor fees and related costs.

•Post-Production (30%): \$30,000

- **Editing:** Editor fees and equipment costs.
- **Visual Effects:** If applicable.
- **Music and Sound Design:** Licensing, composing, and audio engineering.

•Marketing and Distribution (10%): \$10,000

- **Film Festival Entries:** Fees for submission to film festivals.
- **Publicity Materials:** Posters, trailers, and press kits.
- **Social Media Advertising:** Budget for targeted ads across platforms.

4. Recoupment Strategy

•Distribution Channels

- **Streaming Platforms:** Submit to Amazon Prime, Netflix, Hulu, etc.
- **Theatrical Release:** Limited screenings or independent theaters.
- **Physical Media:** DVD/Blu-ray sales and rentals if applicable.
- **Video-On-Demand:** Use Vimeo On Demand, YouTube Rentals, or iTunes.

•Revenue Share with Investors

- **Investor Repayment:** Allocate a percentage of early profits for investor returns.
- **Profit Sharing Agreement:** Detail specific terms with percentages for recoupment, then profit sharing.

•Merchandise Sales

- Create merchandise, such as branded T-shirts or posters, to sell online and at screenings.
- Plus 30% IL. Tax Credit when filmed in Chicagoland.

Current Status

- ❖ Screenplay complete
- ❖ Target dates:
- ❖ Fall/Winter- Financing
- ❖ March- Pre-production, Casting, & Locations
- ❖ June- Physical Production
- ❖ August– Post-Production
- ❖ September turn papers for Il Film tax and quality control review
- ❖ Mid Fall 2025– Deliver for distribution



Production Team

- Producer/Director AnnMarie Parker: I'm Fine, Pennywise and Box worthy Part 1 & 2, Pimps vs Zombies, Boy's Night Out
- Consulting Producer - Joanne Butcher: Bad Detectives, An Accidental Fire, The Yellow Wallpaper
- Co-Director – Jonathan Keaton: Chicago Fire, The Red line, The Chi, Chicago PD, and Totally Becky.
- Production Designer - Patti Warman: US Marshalls, Never Been Kissed, Return To Me, The Visitors, & Bored Silly
- Screenwriter – Rena Dunsworth – Won family genre award at Festival Angelica



- Family films in high demand
- Distribution connected
- Live action family films have a high return on investments

Producer AnnMarie Parker
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Thank you