



CONQUERING THE BEAST

BASED ON THE TRUE LIFE STORY OF THE WORLD
CHAMPION BULL RIDER SCOTT MENDES



"In a world where courage is measured in eight-second bursts, Scott Mendes faces a battle far greater than any bull. Based on the true story of one of the greatest bull riders of his generation, 'Conquering the Beast' is a ride through the human spirit, where the fiercest battles are fought within, and true victory comes from facing one's darkest fears."





STORY

In the heart-pounding world of professional bull riding, one man's quest for greatness transcends the arena. 'Conquering the Beast' is the true and riveting story of Scott Mendes, a legendary bull rider who must battle not only the ferocious bulls but also the inner demons that threaten to destroy him.

From an early age, Scott Mendes was destined for the rodeo. With a family legacy of riders behind him, Scott's determination to become a World Champion bull rider was unwavering. Yet, as he climbs the ranks, he discovers that the true beast lies not in the ring, but within his own soul.

Haunted by the relentless pursuit of perfection and the belief that love must be earned, Scott's journey is fraught with struggle. The pressures of his career, coupled with a tumultuous family life, leave him battling severe anxiety and depression. His internal turmoil is a constant, invisible adversary, making every ride a fight not just for victory, but for his own sanity.

Guided by the wisdom of his devout grandmother, Scott learns that true strength comes from within and that unconditional love is not something to be earned, but embraced. His path to understanding and managing his mental health becomes as critical as mastering the bulls he rides.

The story reaches its gripping climax at the 1997 National Finals Rodeo, where Scott faces the ultimate challenge. The bull that killed his best friend now stands between him and the championship title. In this high-stakes moment, Scott must confront his deepest fears and summon the courage to ride not just for glory, but for redemption.

'As Scott Mendes battles the external and internal beasts, he discovers that true victory lies in conquering oneself. Conquering the Beast' is more than a tale of rodeo; it's an inspiring journey of resilience, faith, and the indomitable human spirit.

Will Scott Mendes conquer the beast and claim his place among the greats, or will he be consumed by the very demons he seeks to conquer?

KEY CHARACTERS

01



Scott Mendes - A man shaped by the rugged landscape of rodeo life and the relentless pursuit of perfection. Raised in a family of riders, Scott is driven by the need to earn love through success. His journey is not only about conquering bulls but also battling the unseen demons of crippling anxiety and self-doubt. Scott's story is one of raw determination, deep personal struggle, and an unyielding quest for redemption. His character demands a seasoned actor capable of delivering a powerful, emotionally complex performance.

02



Angel - Scott's wife and his unwavering support, yet she battles her own inner demons. Her journey is deeply intertwined with Scott's as they both seek redemption and peace. Entering Scott's life marks a transformative turning point, offering him the unconditional love and stability he has always yearned for. Their relationship is a poignant portrayal of two flawed individuals finding strength in each other. We envision a talented up-and-coming actress who can deliver a performance filled with depth and warmth, creating undeniable chemistry with the actor portraying Scott.

03



Brent Thurman - A charismatic and skilled rider, rising through the ranks alongside Scott. His friendship with Scott is genuine and impactful, but it is his tragic death that becomes a pivotal moment in Scott's life. Brent's untimely demise serves as a wake-up call, pushing Scott to confront his fears and mental health struggles head-on. This character is integral to the emotional arc of the story, demanding an actor with strong screen presence and the ability to leave a lasting impression in a limited screen time.

04



Rachel - A woman with dreams of her own but is often lost in the pursuit of fleeting relationships and aspirations. Her turbulent life and the revolving door of boyfriends create a chaotic environment for young Scott, contributing to his deep-seated insecurities. Rachel's character offers a rich, dramatic role for a recognizable actress with the ability to convey both vulnerability and strength. A notable country music star could bring authenticity and allure to this multifaceted role.

SCOTT MENDES

"I'm a bull rider, dammit, Angel! That's who I am. That's what I'm good at. It's all I know."



Luke Grimes



Luke Benward



Chris Pratt



ANGEL MENDES

"I fell in love with the man, not the rider. But I can't separate the two."



Eden Brolin



Florence Pugh



Lauren Compton



BRENT THURMAN

"We don't ride to escape life; we ride to embrace it."



Chris Pratt



Zachary Levi



Scott Eastwood



RACHEL

"Figured only a funeral could drag him back here. Probably pissed it's not mine."



Faith Hill



Carrie Underwood



Miranda Lambert



OTHER CAST AND CAMEOS



SCOTT'S FATHER



Kevin Sorbo

SCOTT'S AGENT



Woody Harrelson

VIOLA



Kathie Lee Gifford



DISTRIBUTION

Conquering the Beast is a Feature-Length, Theatrical Film aimed for a limited platform release. By selecting theaters in areas where Rodeo is famous, we will be able to limit the cost of marketing and distribution while achieving the highest return on investment. If the Film performs well in the general audience, we are prepared to increase the number of theaters and locations with less risk.

After the theatrical run, CtB is looking to be distributed through multiple ancillary distribution methods, including Television, Streaming, and DVD.

In addition to the distribution of the Film, we are also looking to distribute a motion-picture soundtrack that would include multiple famous Country Music artists, including a song from one or more artists with Cameos or parts in the Film.



POTENTIAL PARTNERSHIPS

Professional Bull Riders (PBR) - The PBR is the largest bull riding league in the world, sanctioning hundreds of events every year. It airs on CBS Sports and averaged 1.2 million viewers in 2019 and is only growing. As Scott Mendes was one of the founding members of the PBR in 1992, we are confident we will be able to get their support in the promotion of the film.

Scotts Original Sponsors - As Scott's original sponsors, companies like Wrangler Jeans would be a great partner both for product placement and possible promotional opportunities.

Churches and Other Ministries - Scott has been a Pastor and has been a part of dozens of ministries since his career as a Professional Bullrider. Many of these organizations would be able to promote the film or utilize it for curriculum.

MARKETING

Target Market

While “Conquering the Beast” is for a general audience, our core audience is conservative Christian adults aged 35-44. The film will have a PG-13 rating or lower and will have a positive message that parents will want to share with their children. The PBR's target market is estimated to be 25-34-year-old white males; these viewers are not quite old enough to have children in the secondary market range.

Traditional Marketing

One of the most significant issues films run into is the need for a marketing budget. Most filmmakers start making the film as soon as they have the production budget raised and hope that the distributor will provide marketing funds or that they can raise the Prints and Advertising (P&A) budget after the fact. We will secure a full P&A budget along with the production budget.

Digital Marketing

We will build a huge digital marketing push through influencer marketing to augment traditional marketing. We will build a comprehensive marketing plan that incorporates and leverages modern digital marketing techniques.

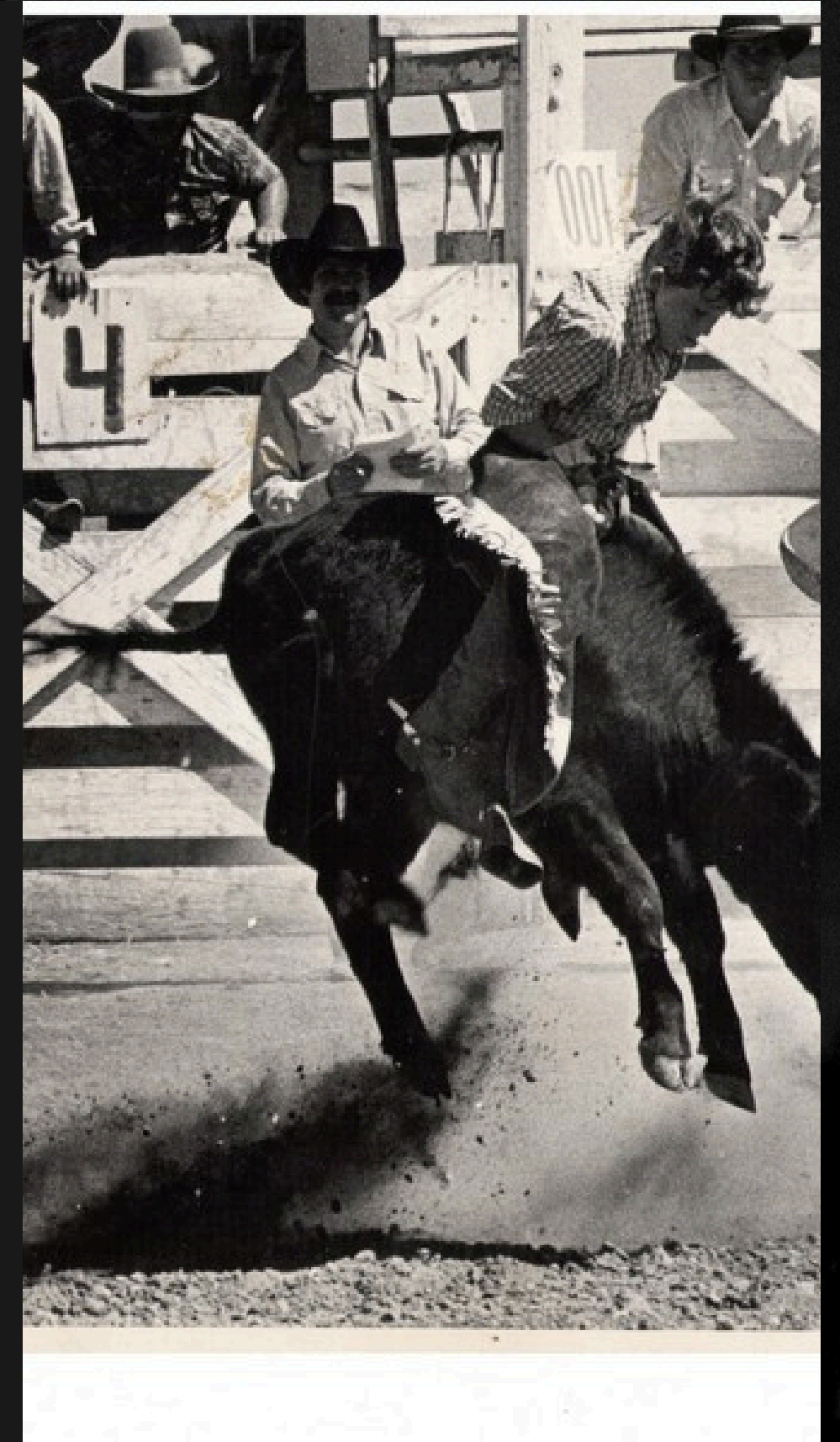
Partnerships

Through Scott Mendes' years of bull riding, media appearances, and ministry, he has developed relationships with almost all the major players in the industry. We will be able to leverage these relationships to help market the project.



WESTERN PROJECTS

With the success of multiple western-genre films and TV Series, we know there is a market for this type of content with our target market.





COMPARABLE PROJECTS

Title	Budget	Domestic	Worldwide
8 Seconds	\$7,000,000	\$19,623,396	\$19,623,396
I Can Only Imagine	\$7,000,000	\$83,482,352	\$86,026,201
Soul Surfer	\$18,000,000	\$43,853,424	\$47,120,948
The Blind Side	\$29,000,000	\$255,959,475	\$309,208,309



ADD. REVENUE STREAMS

- Television
- Streaming
- Sound Track
- Product Placement



FINANCING

Budget

We are estimating the film will be in the **\$5-15m range** that has the best opportunity for breakaway success while still being able to be profitable without a full theatrical release. This budget allows for a few recognizable actors and some special effects. Where the final budget falls will depend on the final script and casting.

We are currently raising **development funds in the amount of \$300,000**, with the option to raise the base **production budget of \$5,000,000** instead.

Investment Opportunity

This film's financing model utilizes an often overlooked and not well-known IRS tax code [section 181] which gives an investor the ability to utilize a 100% tax deduction for their investment into a project, which can be taken in the year the investment is made. Coupled with state tax incentives, foreign presales and other forms of 'soft money', our projects could get funded while attempting to mitigate the risks that historically plague film and television projects.

THE TEAM

01



Christopher Williams - Executive Producer

Christopher has over 50 years of experience in corporate and entertainment finance, including service on the board of directors and advisory boards for several hedge funds and venture capital firms. He has extensive experience in commercial and securities transactions, banking, treasury operations, mutual and pension funds, and investor relations. Christopher has served as Corporate Counsel for several publicly traded companies and financial institutions, assisting in raising over \$500 million in public and private equity funds. Christopher was also the Founder of the San Diego Entertainment and Sports Lawyers' Association and brought over 25 feature-length theatrical films to fruition. Born in Virginia, Williams graduated with honors from Brown University in Economics and obtained his Juris Doctorate from the University of Virginia School of Law.

02



Scott Mendes - Producer

Scott is a World Champion Bull Rider, Stuntman, and Producer residing in Texas and a prominent professional athlete and spokesman in the Bull Riding and Rodeo professions. His success in the rodeo arena has opened many doors for him in the movie and television world, where he has worked as a stuntman and appeared in several feature films, including "City Slickers," "Pink Cadillac" and "Ruby, Billy, and Jean." He has made several television appearances where he encourages today's young people to make the right choices in life. He is also Pastor of Western Harvest Ministries, where he produces bull riding camps with participants from age 12 to up to 30+ from all over the country.

03



Marc Gold - Producer

Marc Gold is an in-demand entertainment executive and producer of Fresh Cats Productions and currently oversees development, marketing, and finance for high quality independent films ranging from 500k to 15 million dollars. His passion for bringing compelling, well-crafted stories to the screen has shaped his career in Hollywood today. A filmmaker since he was 14 years old, armed with his Super 8 camera and a love of stop motion animation, Marc's life took a different path. Instead of accepting the full ride scholarship to the prestigious NY School of Visual Arts, Marc served his country in the US Navy and then settled into the world of finance where he spent 20+ years in private equity and co-founded several leading California companies.

THE TEAM

04



Jeffrey Fox - Producer

As the President of Princebury Productions & Media, a Producer, and an overall expert in marketing strategy, Jeff has been helping filmmakers turn their scripts and film concepts into profitable business ideas for over 10 years. During his tenure at Princebury, Jeff was instrumental in creating and structuring their upcoming \$100m Film Fund, designed to bring a pipeline of Message-Based content to market. A San Diego resident his entire life, Jeff received his Bachelor of Business Administration Cum Laude from the University of San Diego.

05



John Schramm - Writer

JOHN SCHRAMM is an American screenwriter/producer who has sold various scripts to top independent producers such as Basil Iwanyk's Thunder Road Pictures ("John Wick," "The Town," "Sicario"). Schramm has also been hired to write for Oliver Stone ("Platoon," "Wall Street," "JFK") under his Ixtlan Productions banner, as well as for Scott Free Productions and Original Films. As a feature producer, Schramm is producing "The Mother" (2024) starring Oscar winner Michelle Yeoh and "The Falling Man" (2024) alongside Niv Fichman ("Blackberry," "Enemy," "The Red Violin").

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