

# CONQUERING THE BEAST

Feature Film Executive Summary

## OVERVIEW

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**Project Type:** Theatrical Feature Film

**Logline:** Based on the true-life story of the World Champion bull rider, Scott Mendes, and his battle against the “beast” within.

**Budget:** \$5-15m + ~\$12.5m P&A

**Production Company:** Princebury Productions & Media, Western Harvest Media, TBD

**Producers:** Christopher Williams, Jeffrey Fox, Scott Mendes

**Director:** TBD (Established Director)

**Actors:** TBD (1 A-List Supporting Actor, 1-3 B-List)

**Writer:** John Schramm

## STORY

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Scott Mendes was a natural. Bull riding was in his blood. His grandpa and his dad were good, but neither reached the status of World Champion. Perhaps Scott’s notion that “love must be earned” was driving him to be the best. Unconditional love was a foreign concept, but love based on performance he understood. So, it was only natural, at an early age, Scott determined himself to be World Champion. He would earn his family’s love and approval by conquering the beast. A beast that would kill his best friend at the National Finals Rodeo, moments before Scott himself would ride for the title.

While the idea of “earning love” was motivational for becoming a world champion, it was detrimental for having a relationship with God. Scott was empty. Years of competing and falling short of the objective, had left him scarred and dejected. It was his grandmother who told him “seek ye first the kingdom of God.” His Heavenly Father’s love, however, is a love that cannot be earned, and Scott knew no other way.

Through tragedy, Scott reaches the understanding, that the beast within will keep him from conquering the beast he will ride. Until he defeats the one, he will not defeat the other. This action-packed and dramatic story reaches a conclusion at the National Finals Rodeo in 1997, when Scott faces the beast that killed his friend. This year, however, Scott has already faced the beast within...and won! Will it be a nightmare come true or a chance to set the record straight? Watch this white-knuckled, edge-of-your-seat thriller, and find out!

*The End or should we say...Beginning?*

## MARKETING

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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 kids in the secondary market range.

#### Traditional Marketing

One of the biggest issues that films run into is a lack of 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 will be able to 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 the 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.

## DISTRIBUTION

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After a limited theatrical run, the film would be exploited through DVD, Television, and Streaming. With a P&A Budget of \$12.5m, we are expecting an opening of about 1,500 screens. Any P&A for additional screens would be either provided by the distributor or raised separately by showing results.

## FINANCE

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#### Budget

We are aiming for 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 the total development funds in the amount of **\$400,000** as well as the base production budget of **\$5,000,000**.

#### Estimated Use of Development Funds

Item	Budget
Casting Director	\$25,000
Director Attachment	\$50,000
Lead Actor Attachment	\$100,000
Legal (PPM, Interparty, Rights Agreements)	\$50,000
Line Producer	\$25,000
Production Company	\$25,000
Executive Producer	\$25,000

Rights Purchase	\$25,000
Marketing Materials	\$5,000
Financing Cost	\$20,000
Script	\$50,000
<b>Total</b>	<b>\$400,000</b>

### Comparables

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

### Investment Opportunity

Conquering the Beast, LLC is currently looking for **\$5,000,000** (minimum investment of **\$10,000**) for the production of the film. Based on the preferences of the investor, we have multiple financing options:

- Equity – Most productions rely on equity investments for the Production Budget with direct ownership of the Production NewCo. Allows for multiple times returns in cases of a massive success. We would be looking to raise the \$5m base production budget with the option to raise a second investment round in the case of attaching a star actor.
- Debt / Loans – Some productions use debt as the main fundraising tool through different funds and government programs with all types of terms. Exchanges potential upside returns for earlier position in the waterfall to lower risk.
- Line of Credit / Letter of Credit – With a production budget range of \$5-15m, a line or letter of credit can be a more flexible funding method that could cover multiple budget scenarios depending on the casting and limits the risk of having to do a second round of financing.

## THE TEAM

### Scott Mendes

Scott is a World Champion Bull Rider, Stuntman, and Producer that resides in Texas and is 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” and has made several television appearances where he encourages the young people of today 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 all the way up to 30+ from all over the country.

### Christopher Williams

Christopher has over 50 years in corporate & 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 capital and seeking other forms of financing

(raised 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 to fruition over 25 feature-length theatrical films. 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.

#### Jeffrey Fox

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 the creation and structure of their upcoming \$100m Film Fund, which is 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.

#### John Schramm

John has been involved in film and television for the last 5 years, appearing in films such as "P.S. I love You", "Hitch" and "Two Weeks Notice" among others. John first started his film career by studying at HB Studios, where the likes of Robert DeNiro, Al Pacino, and Barbra Streisand attended. He has also studied privately with acting coach Laurie Ann Davis. In 2010, John decided to branch out beyond acting into screenwriting. His first screenplay, "East Street", was optioned at Suzanne De Laurentis Productions and Academy-Award nominated Screenwriter. Stephen Rivele, was attached to do a rewrite. Triplicity Entertainment Productions, one of the production companies attached to the project, put John on their "Top Young Talent to Watch" list for his writing efforts.