

# CROSSROADERS



A **BATTING NINTH** PRODUCTION

# *CROSSROADERS*

## The Film and the Success

Unique and exciting elements such as

- A great story of broken dreams, redemption and faith,
- The hospitality and mystique of the Mississippi Delta,
- The opportunities and false hopes found in Tunica casinos,
- The rhythms of the Delta Blues,
- Historic Clarksdale, MS, home of the legendary Crossroads,
- Assistance from the Mississippi/Tennessee Film Commissions, and
- Coupled with a thorough business plan make this Southern drama a box-office success...

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by  
Tom Schlegel

A Business Plan to

# Produce, Market and Distribute the Independent Film Crossroaders

A solicitation for funding to produce, market and distribute Crossroaders.\*

An overview of the business plan:

1. Production, editing and post production
2. Marketing Strategies
3. Website, [crossroadersthefilm.com](http://crossroadersthefilm.com)
4. Distribution Plans

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\* **Risk Statement:** Investing in the film industry is highly speculative and inherently risky. Before you consider an investment in “Crossroaders” you must first read the Risk Statement. A copy is available through Batting Ninth Productions.

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# Production, Editing and Post Production

**Purpose:** to produce an independent film for a feature-film theatrical release.

- Production:

Location—The Mississippi Delta

Cast—Stephen Dorff, Chazz Palminteri, Marisa Tomei, Ving Rhames, Delroy Lindo, Viveca Fox, Michael Madsen.

Director—Robert Celestino

Cinematographer—Lol Crawley

- Editing and Post Production:

Film Editing and Lab

Sound Editing

ADR and Foley

Music/Score

Mix Optical Transfer

M & E

Titles

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# Marketing Strategies

**Purpose:** to produce an “edgy” film that beats the Las-Vegas genres audiences are seeing and enjoying in theaters today—i.e., the best in Vegas-style venues with an “edge.”

- Guerilla marketing to promote the “edgy” feel of the film

Internet Campaign—website, MySpace, YouTube

- Elements of the film that will be promoted

An action comedy/heist film

Southern locations, subjects and flavor perfect for an edgy film

Cinematographic styles—moving cameras

Target Audiences—18 – 34 years old

Leverage Fergie’s star power: She’s appeared on virtually every talk show including: The Tonight Show, Letterman, Regis, The View, SNL, Carson Daly

- Examples of successful, like films

Oceans 11, 12 & 13, Fireproof, The Cooler, Napoleon Dynamite, Reservoir Dogs, and 21

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# Crossroadsthefilm.com

- Script
- About the writer
- Trailer
- Historical facts and snippets (color) behind the film:

Mississippi, hospitality, and the mystique of the MS Delta

Blues music as performed by Nashville artists

Crossroaders

Clarksdale, MS, The crossroads in Clarksdale

Tunica MS

Casinos in MS

- Blog about writers' and cinema-goers' experience
- Cross marketed with MySpace and YouTube sites

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# Distribution Strategies

*Warner Brothers or Universal* will distribute the film. They have a record of profitable theatrical releases in the \$10 million range.

- Theatrical (USA)
- Theatrical (Foreign)
- Video/DVD

- Film Markets

  - American Film Market
  - Cannes
  - Mifed

- Soundtrack distribution

  - Fergie will record soundtrack. She is one of only five female artists to ever have five number one hits on one album (several appeared in movie soundtracks).

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# Budget for Production, Marketing & Distribution

Cast, Personnel, Location	\$ 4,600,000	
In-the-Can	<u>\$ 2,000,000</u>	
Total for Shoot		\$ 6,600,000
Editing & Post Production	<u>\$ 1,300,000</u>	
Total Production		\$ 7,900,000
Marketing	\$ 1,500,000	
Distribution	<u>\$ 500,000</u>	
Total Marketing and Distribution		\$ 2,000,000
<b>TOTAL BUDGET</b>		<b><u>\$ 9,900,000</u></b>

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## Projected Revenues\*

Theatrical (USA)	\$ 6.0 million	First year.
Theatrical (Foreign)	\$ 4.0 million	Second year.
Video/DVD	\$ 1.25 million	Over three years.
Sound-track sales	\$ 900,000	Over three years
<b>Total Revenues</b>	<b>\$ 12.15 million</b>	<b>Over three years</b>

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\* Projections do not include advertising dollars and promotional support from sponsors, possibilities include the likes of casinos' participation, Ground Zero Blues Club, Bolthouse's Carrot Juice, Mississippi Mud Lager, Triumph Motorcycles, etc.

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## Financial Performance

<b>Revenues</b>	\$ 12,150,000
<b>Initial investment</b>	\$ 9,900,000
<b>Time period</b>	Three years

### Cash Flows (in millions of dollars)

	<u>1<sup>st</sup> Year</u>	<u>2<sup>nd</sup> Year</u>	<u>3<sup>rd</sup> Year</u>
<b>Investment</b>	-\$9.9		
<b>Net revenues</b>	\$10.5	\$1.05	\$0.55
<b>Net cash flows</b>	<u>\$0.60</u>	<u>\$1.05</u>	<u>\$0.55</u>

**IRR = 19%**

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# Credits and Casting Breakdowns

**Stony Pace** – **Stephen Dorff**, lonely, wisecracking, petty con man out to avenge his father's murder.

**Sully** – **Delroy Lindo**, fun-loving, former college football player with self-destructive tendencies.

**Deacon** Pendergast – **Ving Rhames**, in his 50's, Stony's father's former partner, leader of the crew with a guilty conscience over Jimmy Pace's murder.

**Joey Scars** – **Chazz Palminteri**, singing amoral owner of the Dynamo Casino, the only Dixie-mafia owned casino in Tunica, Mississippi

Johnny **Disco** – **Michael Madsen**, cynical and bitter head of casino security. Gifted former cheater who enjoys exposing crossroaders.

**Elsa** Mickens – **Marisa Tomei**, beautiful, long-suffering former girlfriend of Stony, who uses feminine charms to help cheat casinos.

**Arceneaux** – **Vivica Fox**, conniving house Blues singer at Crossroads Blues Club

**Jimmy** Pace – TBD, double-crossing, amoral mastermind, who fakes his own death and betrays his own son in the process

**Janet** McGann – TBD, FBI agent

**Lou** - TBD, Dixie-mafia representative from New Orleans, LA sent to check on the Dynamo Casino

**Reno** – TBD, aging, brilliant card mechanic with a soft spot for the ladies, works undercover security.

**Hal** - TBD, Dixie-mafia thug and enforcer

**Dobber** – TBD, self-promoting, double-crossing bartender at the Crossroads Blues Club

**Ronald Blythe** – TBD, slick, well-coiffed casino owner who wants mafia influence out of Tunica, Mississippi.

**Memphis** – TBD, in his 40's jealous leader of rival crossroader crew.

**Trixie** – TBD, Owner of Crossroads Blues Club.

**Fats** – TBD, godfather of the Dixie mafia

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# About the writer

FADE IN:

Screenwriter TOM SCHLEGEL is being interviewed by a self-important entertainment REPORTER.

REPORTER

Are all the events in all your scripts based on real life experiences?

TOM

Most of them. I mean, I didn't actually become the first female head of the mafia like the heroine in THE GODMOTHER. I draw the line at getting a sex change just for the real life experience. Plus I've never had anyone "whacked."

REPORTER

Is there anywhere else you draw the line?

TOM

In researching CERTIFIED PUBLIC ASSASSIN I didn't actually seek work as an accountant.

REPORTER

But you did assassinate people?

TOM

Well, no. But the scene where the hero almost completes a murder-for-hire on his mother-in-law was sort of a fulfilling fantasy.

REPORTER

And this CROSSROADERS script you're peddling? Did you have any experience as a crossroader--a casino cheat?

TOM

The story is well researched, but I do apologize for not risking my life in the name of authenticity. However, you can be confident that the infamous snake-swallowing scene is true-to-life.

REPORTER

Wow! You swallowed a snake?

TOM

Of course not. That's what little brothers are for.

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