

K. R. MORRISON

BE NOT AFRAID



BUSINESS PLAN

Why a Vampire Film?

The Vampire - Horror genre is one of the most popular in modern movies and some of the best film directors alive have produced some incredible vampire based horror movies. Vampire stories have become the vehicle that lets us play with the question of mortality. Why is Hollywood spending billions on vampire films and television series every year? Vampire stories and stories of vampire creatures are found worldwide. They stretch from men, women, children vampires, and unsexed creatures. Where many vampires suck blood from humans, some that prefer to steal youth, hope, love, and human souls. The variance is great, but with each tale, we learn more about our own human nature.



DISTRIBUTION

The motion picture, BE NOT AFRAID production for all appropriate areas of sale and exploitation. These would include domestic and International theatrical release, Pay TV, Free TV, DVD, Internet and any future technologies.

While we plan for a theatrical release of BE NOT AFRAID in theatres across the country, we will especially focus our release strategy on areas with high concentration of Urban Centers. We believe that a strategic, targeted release is wiser, and more profitable, than a “blanket” release strategy, and that an appeal to the core audience is one of many ways to increase our box office results.

The distribution outlets of DVD, VOD (Video-on-Demand), online (Netflix, Hulu, Vudu, Vimeo, etc.) are also key ways that we are going to monetize the film. We already have existing partnerships that will help us strategize and capitalize on each format.



NETFLIX

hulu

BUSINESS PLAN

Investor / Owner

The company is seeking \$5.5 million in capital to fund the pre-production, production and post-production costs of the Project. The investor/owner will receive onscreen Executive Producer credit in the main titles of the film. Distribution of Profits To Investors

The investor(s) will receive 100% of their investment back beginning from first dollars out of profits from the film. This means no Producer, Writer, Director Talent will receive any money from the profits until the investor is paid back in full PLUS an additional 10% on top of their initial investment. All proceeds thereafter will be split 50/50 between the Producers and the Investor(s). Investor(s) will have the right to examine any and all books and financial records.

The highest Return On Investment (ROI) for released films are those with production budgets less than \$10 million dollars, followed by films that cost more than \$70 million.

Be Not Afraid with a budget of \$5.5M, falls into the prime target area.



Vampire films Sell

Vampire films have been a staple in movie theaters since the days of silent films and have strongly influenced our notions of vampires in popular culture. By far, the most well-known and popular vampire in the movies is Count Dracula.

An amazing number of movies have been filmed over the years depicting the evil count, some of which are ranked among the greatest depictions of vampires on film. Dracula has over 200 representations to date making him the most frequently portrayed character in horror films.

With all the strife, turmoil, and unresolved events in the world today people are thirsting to escape and travel back to a time that was clouded in mystery

The potentiality for ROIs are extremely good, which is clearly documented and as illustrated by the research documentation included in this packaging.



BUSINESS PLAN

HOME ENTERTAINMENT/DVD:

Home Entertainment (DVD and Blu-ray) revenues are a key way to increase the profitability of filmed entertainment. While it's no secret that DVD sales have been suffering But according to The Wall Street Journal data from the Digital Entertainment Group shows just how far Americans have moved from buying physical copies of their movies. According to the data, digital movie sales are up 47% from 2012, which makes them the fastest-growing category in home entertainment revenue.

And there are even some encouraging numbers. Annual spending on Blu-ray discs jumped 20%, hitting \$2 billion for the first time in 2011!

Moreover, with more and more homes purchasing HDTVs and Blu-ray players, and even 3D televisions, the home entertainment segment will be important for years to come.

TELEVISION/INTERNET:

On-Demand television and video has exploded on to the forefront of revenue streams the past few years. Every major cable/multi-channel service provider will generate billions from video-on-demand, pay-per-view and near-video-on-demand.

Additionally, Internet Provided Television subscription revenue for video content, including video-on-demand and linear programming is expected to increase from \$2.5 billion in 2007 to \$22.4 billion in 2013, according to ABI Research.

Services like Netflix, Hulu, and Vudu are leading the way and providing new revenue streams for filmmakers and investors.

**Information from The Haven Group, LLC PPM and from Slate's White Papers.*

BUSINESS PLAN

WHY INVEST IN A FILM?

THEATRICAL:

"The Motion Picture Association of America (MPAA) reported that global ticket sales reached \$35.9 billion, up 4% in 2013 from the previous year – a new theatrical market record," even despite the economic difficulties being experienced throughout the world. This is a sign that people love going to the movies, and are willing to pay to go to the movies, no matter what is going on in the economy as a whole. Box office revenues have grown substantially over the past decade. International box office, for movies produced in the U.S. and throughout the world, was up 5% to \$25 billion, but has increased by 33% over the past 5 years. and are expected to continue this trend. In 2013 U.S./Canada box office was \$10.9 billion, up 1% compared to \$10.8 billion in 2012, and up 3% from five years ago. More than two-thirds of the U.S./Canada population (68%) – or 227.8 million people –went to the movies at least once in 2013, consistent with prior years. Ticket sales continue to be driven by frequent moviegoers who, by definition, attend movies once a month or more. In 2013, frequent moviegoers represented 11% of the population and 50% of all movie tickets. Frequent moviegoers tend to own more technology products than the general population. Nearly three-quarters of all frequent moviegoers (74%) own at least four different types of technology products, compared to 50% of the total population. Even with the current recession, with the boom of 3-D and digital exhibition predicting a considerable increase.

BELOW ARE A FEW EXAMPLES OF INDEPENDENT FILMS THAT MADE A GREAT PROFIT FOR THEIR INVESTORS.

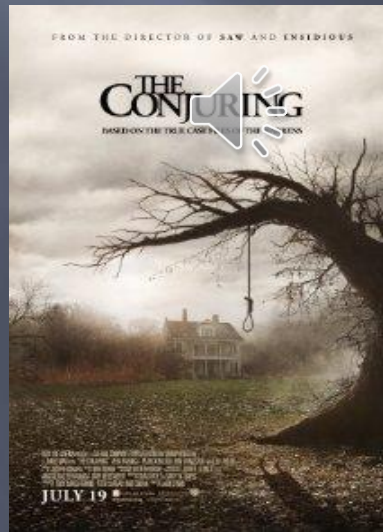
WORLD WAR Z

BUDGET: \$190MM
(estimated)
OPENING WKD: \$66MM
(USA) GROSS
\$540MM (Worldwide)
\$202MM (USA)



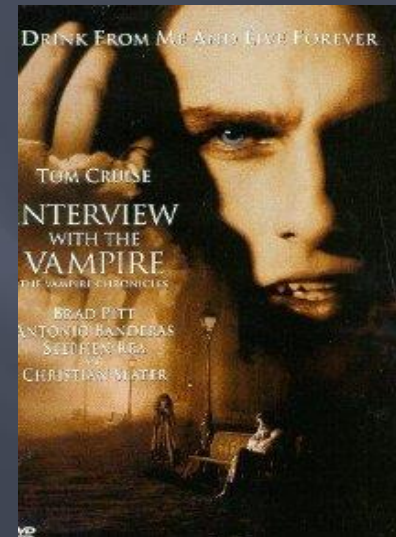
THE CONJURING

BUDGET \$20MM (estimated)
OPENING
WKD \$42MM (USA)
GROSS \$317MM (Worldwide)
\$137MM (USA)



INTERVIEW WITH A VAMPIRE

BUDGET \$60MM (estimated)
GROSS \$221MM (Worldwide)
\$105MM (USA)



STORY

- *"Lydia's faith in God is strong—at least on paper. But what happens when that faith is tested? Her answer to God's call is the deciding factor in the battle that pits the angelic powers of God against the demonic powers of Hell."*
- Lydia Bronson is a typical middle-aged wife and mother, working to help put her adult children through college. She stays very late at work one night, and finds her life changed forever. For she becomes the victim of a vampire, Vlad, who has been roaming the area of late. He attacks Lydia, then spirits her away to a secret place known only to him. He torments her, finally turning her into an undead being like himself, but is frustrated because he can't kill her faith.
- During her absence, meanwhile, her family is worried to distraction. The kids, Pat and Trudy, have dropped everything at school and have returned home to be with their dad, Steve.
- Lydia's family gets a call: she has been found! Lydia can't bring herself to reveal any details to anyone, especially Pat and Trudy—she can barely stomach the memory herself. She begs a memory lapse, hoping everyone will just stop asking questions.
- Lydia, who had been gone for some time, is able to return to her old job. All seems to be going well, until Lydia happens to stumble upon a pretty little fountain on one of her walks outside the building—one she'd never noticed before.
- Lydia learns that she has been chosen to undertake a different position in another building—a change that she had not requested. When she is taken to meet her new supervisor, she is terrified to find that it is Vlad.
- Despairing, she finds herself comforted by an unexpected ally—an unassuming young cleaning lady. But she is no normal mortal—not anymore.
- Lydia goes to her old cubicle at work, and is surprised to find all of her possessions gone. Kim tells her that a bunch of workers came along and boxed up her stuff, and it was all now at her new desk.
- She goes back to the office, where she meets the second vampire. They literally tear her apart, and then are themselves destroyed by three armored angels. One of the angels picks Lydia up and takes her away.
- Lydia feels herself being lifted up into the air, through the ceiling and the barrier of angels, to a standstill hundreds of feet above the ground. As demons attack, angels destroy them, clearing the world of their evil... "for a time".



CASTING

▣ CASTING FOR:

▣ **Lydia Bronson**



MARISA TOMEI



JULIANNE MOORE



▣ **Trudy Bronson**



BELLA THORNE



MADISON ISEMAN



SADIE CALVANO



OLIVIA HOLT

CASTING

▣ CASTING FOR: VLAD TEPEȘ DRACUL



GIRARD
BUTLER



JOHNNY
DEPP



SIALAS
CARSON



JOHN
KRASINSKI



JOSH
DUHAMEL

▣ NED



DONALD
SUTHERLAND



GABREIL
BYRNE

▣ FATHER SAM



JOHN
SLATTERY

CASTING

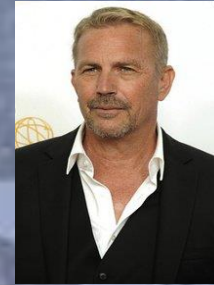
- CASTING FOR:
- STEVE BRONSON



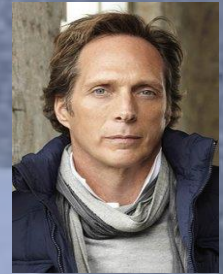
- PAT BRONSON



COLIN
DONOGHUE



KEVIN
COSTNER



WILLIAM
FICHTNER



KENTON DUTY



CODY CHRISTIAN



BILLY UNGER



AUSTIN MAJORS

THE FACTS

- ▣ Title
- ▣ BE NOT AFRAID
- ▣ Genre
- ▣ Horror/Drama/Thriller
- ▣ Format
- ▣ Full Length Feature Film
- ▣ Budget
- ▣ \$5.5 million
- ▣ Producers
- ▣ Ken Gorell:
- ▣ Susan Gorell: Co-producer



- ▣ Plot Outline
- ▣ *"Lydia's faith in God is strong—at least on paper. But what happens when that faith is tested? Her answer to God's call is the deciding factor in the battle that pits the angelic powers of God against the demonic powers of Hell."*
- ▣

PRODUCERS

Ken Gorrell

With over 70 feature films to his credit, such as the recently released Pitch Perfect, the upcoming Enders Game (Harrison Ford), Transformers, Pirates of the Caribbean, Due Date, The Curious Case of Benjamin Button, Forrest Gump and the Patriot, Ken Gorrell has worked worldwide with many of the top Directors, Producers and Crew creating the best Mechanical Effects for the past 20 years.

In 2008 he became the recipient of a Primetime Emmy Award for his Special Effects work on the HBO miniseries "John Adams". In 2009, Ken, with his wife Susan, produced "A Million Spokes", a documentary covering the 37th annual RAGBRAI where over 20,000 riders partake in this seven day bike ride across the state of Iowa. The documentary premiered on the Documentary Channel, has world-wide distribution and in 2012 won "Best Iowa Feature" in the Juliene Dubuque International Film Festival. Currently Producing a major feature with Gold Star Films to be released in 2016.

Susan Gorrell

Susan was the Production Manager & PR for Heartbeat Distribution, a Christian music & DVD distribution Company for 10 years and the Production/Stage Manager for the Unity Awards for 8 years, setting up productions for the event in Washington DC, Ohio, Minnesota, Phoenix, Iowa, New Orleans & Canada.

She is the founding member of "Film Alliance of Iowa", which helps promote the State as a "whole" and worked with the State of Iowa Government to define a proper Tax Incentive program since the debacle of the 2008 program. She worked with Senators and Representatives teaching them how the film industry works and how it can benefit the State. In 2009, Susan co-produced, created & co-wrote "A Million Spokes", the official documentary on RAGBRAI, which premiered on the Documentary Channel and has world-wide distribution. Family content films are the upmost Executive Director of the Julien Dubuque Int'l Film Festival held in Dubuque, Iowa, named one of the top 25 Coolest Film Festivals in the World (2013).

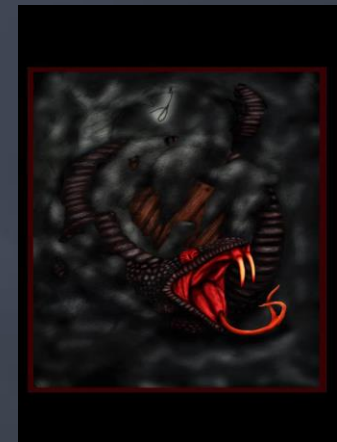
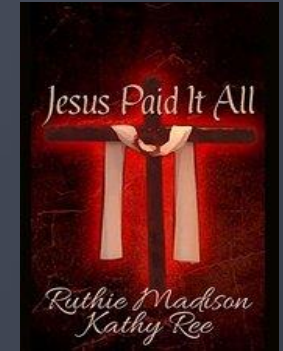


AUTHOR

▣ K.R. Morrison

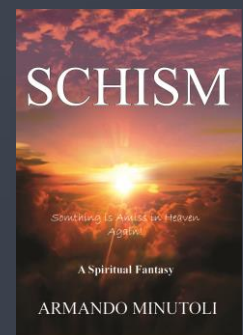
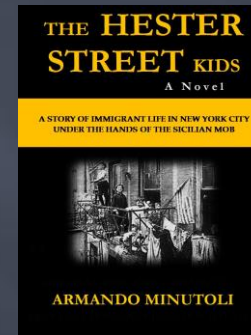
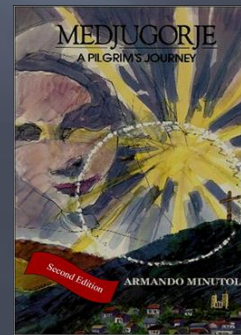


K.R. Morrison ventured down a career path of writing after being plagued by a lingering nightmare. The nightmare only subsided once she wrote it down and transformed it into a story. In 2014, she released the novel *Be Not Afraid*, a re-launching of her debut piece. Readers can look forward to two more upcoming works from Morrison, *Un-Holy Trinity* and *Resurgence: The Rise of Judas. Enoch's Return* is a work-in-progress that Morrison's readers can look forward to in the future. In 2013, K.R. Morrison co-authored *Jesus Paid it All* with author Ruthie Madison. In addition, Morrison became an editor at Linkville Press last year, and has taken on several other projects from individuals and other publishing houses.



SCREENWRITER

- ▣ Armando Minutoli
- ▣ Armando is a new Author who has written three books. His first work was one of non-fiction: "Medjugorje, A Pilgrim's Journey." Regarding the apparitions of the Blessed Virgin Mary in Bosnia-Herzegovina.
- ▣ Following that He wrote two works of fiction: SCHISM and its screenplay adaptation and THE HESTER STREET KIDS, and its screenplay adaptation.



THANK YOU!

CONTACT:
Film Representative

Armando Minutoli
PHONE: 561-749-0730
EMAIL: aminutoli@earthlink.net