

A man with short dark hair, smiling, is holding a silver trumpet. He is wearing a white long-sleeved shirt and a dark patterned vest. He is standing in front of a wall covered in numerous small, rectangular plaques, some of which are inscribed with names and dates. The lighting is dramatic, with the man's face and the trumpet highlighted against the darker background.

A SONG FOR HOPE

The Ryan Anthony Story

Directed by
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This is a story of a world renowned trumpeter proving that art is essential for survival while battling his own terminal cancer

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THE STORY

Since the dawn of humanity, every culture in the world has had tools for worship, for cooking and for making music. Music has always been a universal language that connects us and is a key part of what makes us human.

Ryan Anthony is a world famous trumpet player whose terminal cancer diagnosis and news he had only months to live turned his and his family's worlds upside-down. Beyond all of the chemotherapy, the daily blood transfusions, stem cell transplants and experimental treatments, the strength and support of his family, friends and fans around the world, Ryan attributes his survival to his faith and his music.

Using interviews with renowned musicians, medical experts and footage of Ryan from his hospital bed to the world's biggest stages this documentary will show the power of music. As funding for music is slashed all over the world, many children no longer having access to music in schools and research repeatedly revealing the positive impact of music on those that are suffering, we aim to do for music what music has continually done for humanity.

This intimate look at Ryan's journey from his days as a homeless musician to principal trumpet of one of the world's foremost orchestras chronicles his unending fight with terminal disease, his refusal to give in to the overwhelming odds against him and his determination to attend his daughter's graduation. Ryan inspires millions around the world through his gift of music in what could be his final days.



WHY MAKE THIS FILM?

A Song For Hope is about the power art has on our lives. It's about how it can motivate us, inspire us, and transcend the barriers of language, culture, and time. A Song For Hope is about how important it is to keep art alive and bring it into our communities and share it in all its forms. For Ryan, that was in his music. It's what he's using to help save others from the struggles he's endured and still faces ahead of him. We are helping Ryan, the patients, the researchers, the Doctors, the nurses, and all their families in the fight against cancer, by telling his story and the story of his art.

**We are supporting the arts
and the fight against cancer,
all in telling this story.**



WHY OUR TEAM

This team is in a unique position to make the film for 3 main reasons.

1. First and foremost, we believe in this film and it's purpose with all our souls. Each one of us has found a personal connection to Ryan's story and his charity's goals in ways that are motivating us to fulfill the greater purpose of this film – proving to the world that art is essential for survival, that cancer can be beat, and there is hope to be found even in the darkest of times.
2. The Production Company, Orange Robot, has extensive experience working on projects like these for clients such as Sony Entertainment, Netflix, Apple, and Univision. We frequently collaborate and are a well oiled machine that knows the hurdles we'll face and how to jump, dodge, or break through them. We gel well together and push each other to do better and better on every project.
3. Our two leading Executive Producers have access to Ryan others would not. They are close friends of his and have insights and access to Ryan's world, and the music industry he's had such a huge impact on.



OPPORTUNITY

The Rise of the Documentary

According to the British Film Institute, the number of documentaries produced in the UK each year has risen from four in 2001, to 86 in 2015. This new wave of documentaries are more intriguing, more cinematic, and more commercially viable than ever. 16% of the Cannes film market is now documentaries. The Chart to the right illustrates this as an exponential rise in the genre.

More Real, More Dramatic, More Cinematic

The days of talking head lectures over slow panning shots of b roll and stills are gone. The new wave of documentaries are not only picking engaging subjects, they're using cinematic techniques and storytelling structure to engage the viewer. They're presenting the world in a raw, real, and yet poetic manner which has proven to be very popular with the public.

The Appeal of Something Real

At a time when the press is under constant attack and many of our government leaders operate under a fluid definition of truth, audiences are looking to connect with stories they can truly believe in. With all of the negativity on the news and in discussions people need to hear about something good going on. We have that with Ryan and his charity Cancer Blows.

FILM GENRE POPULARITY 1910-2018

CLICK TO
STANDARDIZE
AXIS RANGE

BO MCCREADY @BOKNOWSDATA

Popularity over time, represented as the percentage of all films released that year with the specified genre tagged on IMDB. Each genre has a different axis



UNIQUE APPROACH

Of all the other documentaries out there about individuals struggling against cancer while they strive to achieve some great victory for themselves A Song For Hope stands apart. Our film is the only film to focus on someone trying to do something for the betterment of other people rather than himself. It is the only film to highlight how important art, in this case Ryan's music, is for survival. One thing we all do share in common though, is the proof of the power of hope.

As a team we have a unique insight into telling this story. The Executive Producers are musicians, friends of Ryan's, and can gain access to him and his world far beyond what any other film crew has or could. They can also bring together other influential artists to share their experiences.

The Director himself has had a brush with his own mortality and knows what it's like to sit in hospitals late into the night, to prepare for death as an eminent possibility, and to defy the doctors and beat the odds. He knows how life looks, smells, tastes, and sounds afterwards too. How much more interesting it all is and he knows exactly how to put that to film.



CREATIVE APPROACH

Overview

This being a film about art, the film itself needs to look and sound like a work of art. We need to reflect Ryan's experience of appreciating each moment as if it were our last. We'll do this by filming the world in ways we don't usually see or hear.

Think of simple things like the way light glistens off a trumpet, the sensation of cool condensation on a glass of water, or the incredible warmth of a loved one's smile. Sometimes it's a close up macro shot, sometimes it'll be shooting the moment in super high speed, and other times it could be emphasizing sounds that we might normally ignore, sounds that carry a certain beat.

Embrace What's There

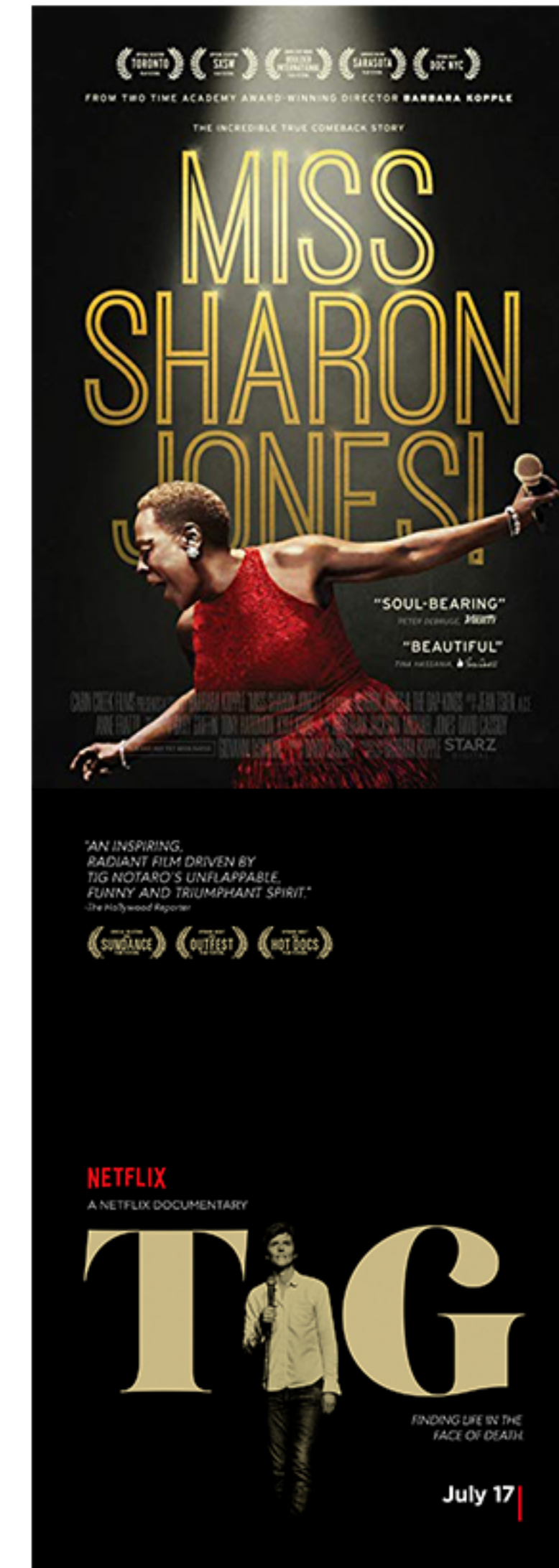
We have hours of archival footage, from multiple sources, that date back to when Ryan was in High School. We also have Ryan currently recording intimate moments on his iPhone. All of these mixed formats will help to weave a story that goes beyond the decades the story spans to look and feel timeless.



COMPETITIVE ANALYSIS

There are many documentaries dealing with the subject of cancer, but in the recent years there are two that stand out the most in its similarity to the topic we are approaching. They tell stories of artists struggling with cancer and dealing with it in their own unique ways.

Both have been very succesful during their festival runs. They have screened at the most prestigios international doc festivals and won awards. Only one of them had a theatrical release outside the festival circuit but both have been picked up and distributed by Netflix. Therefore financial data due to Netflix policies are not accesible.



TIG

Logline

After comic Tig Notaro is diagnosed with stage II breast cancer, she creates a poignant stand-up set that becomes legendary overnight.

Festival Successes

Sundance Festival

HotDocs Festival

Seattle International Film festival

LA Outfest

International Documentary Festival Amsterdam (IDFA)

Thanks to the film's festival successes and critical acclaim it has been picked up and distributed by Netflix.



MISS SHARON JONES!

Logline

Filmmaker Barbara Kopple follows rhythm and blues singer Sharon Jones as she tries to hold her band together while battling pancreatic cancer.

Festival Successes

The film was screened at many festivals worldwide including these:

SXSW Festival - nominated for “Gamechanger Award”

Toronto International Festival

International Documentary Festival Amsterdam (IDFA) - nominated for an Audience Award

Miss Sharon Jones! has been nominated for an Emmy Award for an “Outstanding Arts & Culture Documentary”

Box Office

\$120,880 after a limited theatrical release.

Following its festival success and critical acclaim the film *Miss Sharon Jones!* has been picked up and distributed by Netflix.



MARKETING STRATEGY

Physical Marketing:

Push the film/Ryan's foundation in LA/Dallas/Tennessee concert halls, music stores, art galleries & museums
Push out in cancer treatment centers

Digital Marketing:

We have locked in the following Facebook and Instagram pages:

Facebook: <https://www.facebook.com/SongForHopeMovie>

Instagram: <https://www.instagram.com/songforhopemovie/>

Update Cancer Blows website to show Ryan's current journey and behind the scenes creation of the film.

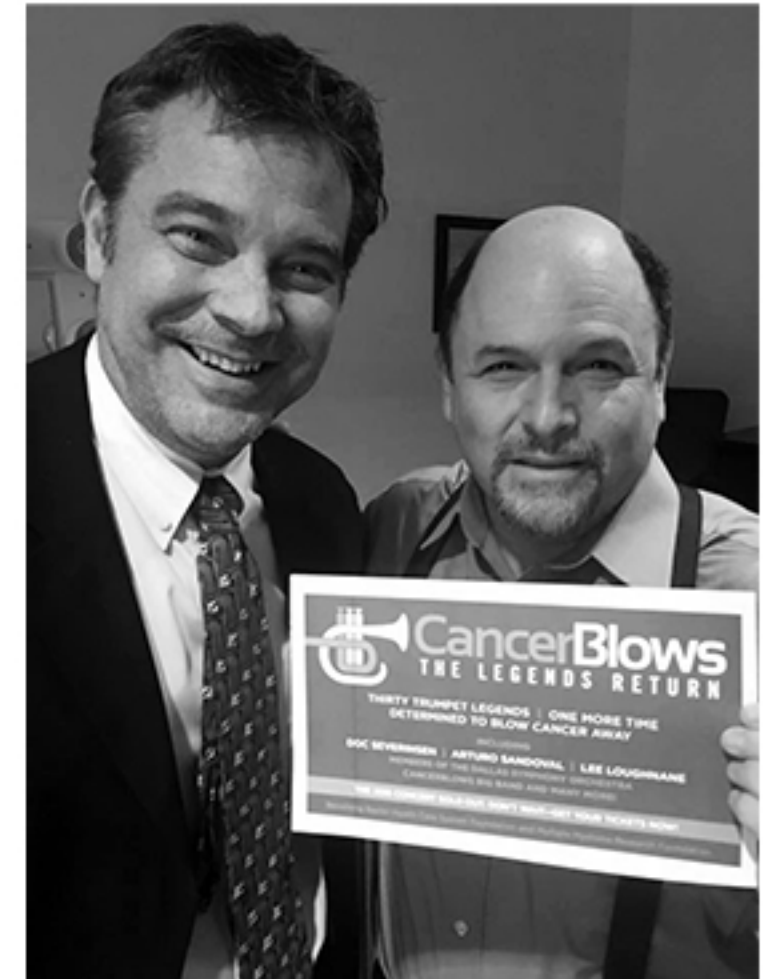
Promote the doc on the home page banner of <http://cancerblows.com/>

Push awareness for the film via Cancer Blows social channels with 1 post a day + 2-3 Stories a day via Instagram and Facebook. Tag and involve influencers and celebrities.

Create a series of promo videos/teaser video to push out to Ryan's 12.3K followers on YouTube + increase Youtube specific content to grow the audience.

Tap into the social audience for other fellow musicians/artists that have known Ryan and/or his work (basically we'd send them a mini packet of content for them to share on their accounts - ideally have it be an 'organized' launch where several musicians plan to post a piece of content about Ryan/the film on the same date/time then they can roll out any additional pieces on their own) all content would push to Ryan's foundation while also raising awareness for the film.

Reach out to social teams/contact for concert venues (specifically in LA, Dallas, Austin, and Memphis, TN and anywhere else he's played/will be playing).



DISTRIBUTION STRATEGY

We're approaching distribution in three ways.

1. The traditional festival route. We believe in the power, message, and cinematic qualities of this film, and will be submitting to the top 12 festivals in the world to gain accolades and attention. This will put us in a better position for negotiation rather than immediately giving in to pre sales. Once we have done this then we will begin negotiations on domestic and international sales and rights.



2. Immediately getting Ryan's story out into the world. We'll do this through Film Sprout, a boutique distribution firm that helps social-issue filmmakers create robust community and campus screening initiatives for their documentaries. Film sprout books thousands of brick-and-mortar grassroots screenings annually, reaching hundreds of thousands of audience members.

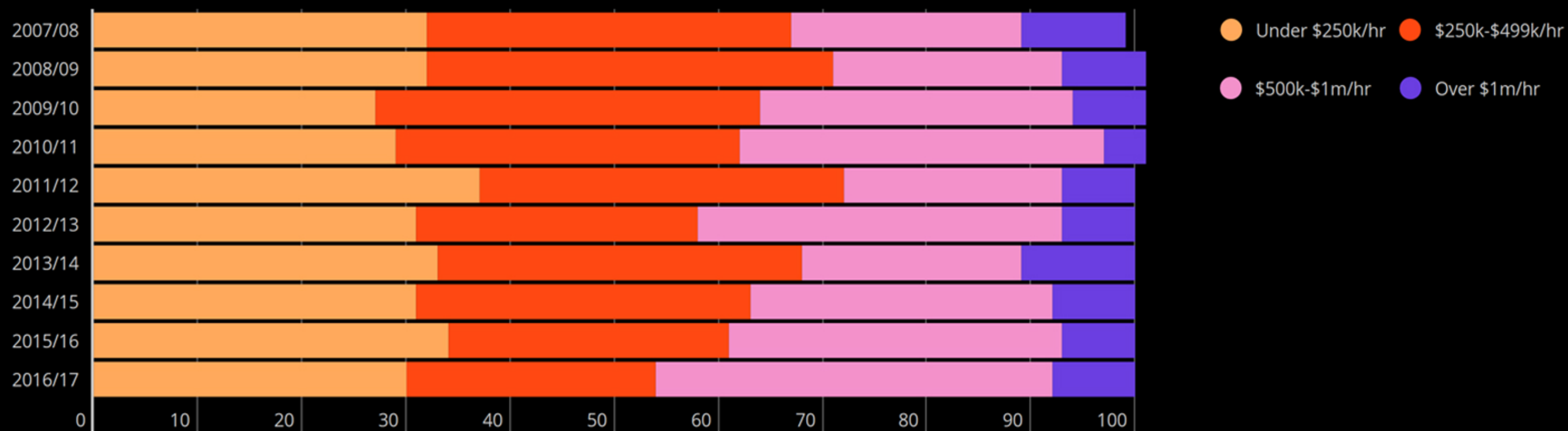


3. This film is about the power of music. Where better to share than in the community of people who enjoy music. We want to aim primarily at brass festivals around the US and Europe. This brings the film to its intended audiences in the perfect environment. Ryan's status and success in the classical music world gives us unique access to the musical events and their organizers.



FINANCIALS

Over the last ten years, most single documentaries made by independent production companies were produced for less than \$500,000 per hour (in 2016 dollars). Over the same period, the proportion of single documentaries made for between \$500,000 and \$1 million per hour has fluctuated between 21 and 38 per cent, while the proportion of documentaries made for more than \$1 million per hour has been relatively static.¹

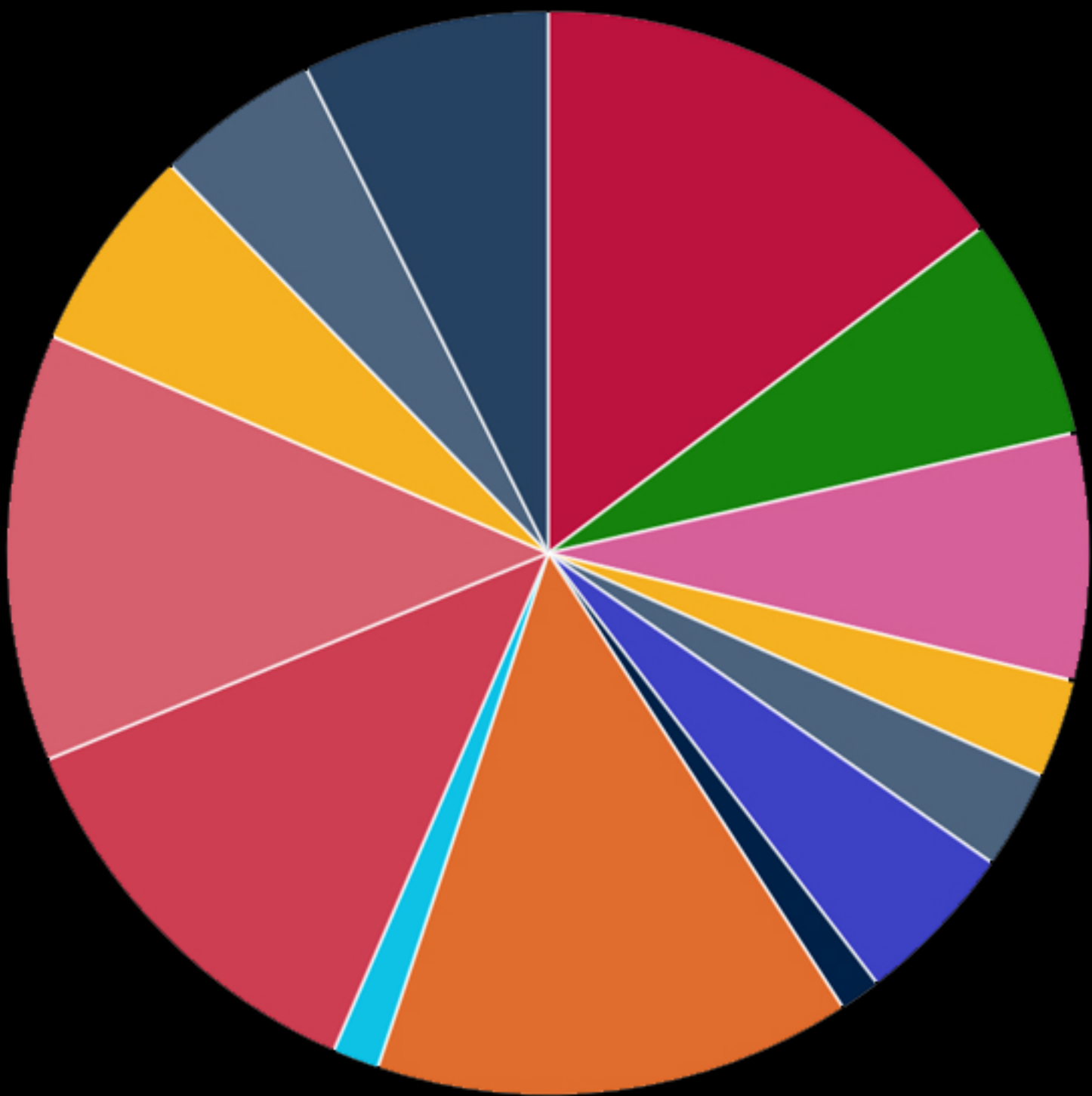


¹2018 Screen Australia, Documentary Production Budget Ranges

OUR BUDGET

As much as we are trying to keep the costs to the minimum and our team as small as possible, creating feature documentary is no small undertaking. A portion of the profits will be donated to the Ryan Anthony Foundation.

Shooting Crew Labor	\$66,000	
Location and Travel Expenses	\$27,150	
Equipment Costs	\$30,000	
Film Stock/Media Costs	\$12,000	
Miscellaneous costs	\$12,000	
Big Multi Camera Concert Shoot	\$20,000	
Small Studio Shoot	\$5,000	
Post Production Costs	\$58,000	
Marketing & Distribution	\$50,000	
Insurance (2%)	\$5,643	
Director Fees	\$40,000	
Writer Fees	\$12,000	
Production Fee	\$25,000	
Contingency	\$20,000	
Legal	\$30,000	
<hr/>		
TOTAL	\$414,793	



INVESTOR OFFERING OVERVIEW

A Song for Hope, LLC is offering 50 units at \$12,000 per Unit

Minimum Offering Amount: \$420,000

Maximum Offering Amount: \$600,000

Minimum Subscription Amount: \$12,000

In the case a sum higher than the Minimum Offering amount is raised, the funds will be used to extend the filming period and marketing distribution costs.

Member/Investor Recoupment

Payments will be made to Members out of the LLC Distributor Cash, as follows, until the investors receive recoupment:

- 75% to the Investors to be pro-rated between Investors based on each Investor's number of Units
- 25% to the Manager

Distribution of Funds to the Participants (Subsequent to Investor Recoupment and for the balance of the life of the LLC)

- to the Investors on the basis of 1% per Unit; and
- the Manager shall be entitled to the difference (i.e. 100% of the remaining Distributable Cash, minus the share payable to the Investors, it being understood that the share being payable to the Manager shall in no event be less than 50% of the Distributable Cash) ¹

¹For more details please see PPM

RETURN ON INVESTMENT

According to the Institute for International Financing the documentary genre leads all other genres of film in ROI. They show the average return of 377%. This is usually result of the fact that the average budget of \$2.6 million for a feature documentary compared to \$95 million for an action film, which makes the possibility of multiplying the investment much higher. However due to a very diverse distribution strategies of documentaries it is hard to track the average revenues that documentaries bring. The standard box office model usually does not apply.

For us the more interesting numbers are how much Netflix tends to acquire documentaries for during their festival run. The message is “feature documentary is booming”. The reported bids for rights at Sundance 2019 approached \$20,000,000. The highest bid of \$10 million went to the political documentary following Alexandra Ocasio-Cortez. Several bids ranging from \$1-3 million dollars were made by Netflix, Hulu, NatGeo and others for documentaries on variety of topics ranging from politics and climate change to biopics.¹

With Apple entering the game of SVOD and Disney’s acquisition of 21st Century Fox and thus Hulu, the prediction is that investments into quality content is going to grow even more in the following festival season.²

¹documentarybusiness.com ²deadline.com

CURRENT STATUS

The project is currently in production. Over \$18,000 has been donated in cash, and over \$60,000 in camera, sound and lighting gear rentals have been donated and secured for the remainder of filming. \$84,000 has been raised in investment capital.

The documentary crew has captured Ryan's life and events and the influence music has had on all of them in Memphis, Dallas, Houston, and Austin. Later this year we will continue to document life and events in Miami, Cleveland, San Diego New York and Los Angeles with your help.

Our crew's time has been secured for the remaining shoots and are fully dedicated to telling this story, as are Ryan and his family.



PRESS

We have been featured in the British Bandsman, one of the leading magazines for brass players worldwide. We are actively working on spreading the word about the project and keeping the momentum going.



THE TEAM



BENJAMIN J. RICHARDSON

DIRECTOR/PRODUCER

Benjamin J. Richardson is an LA based director, born and raised in Upstate New York. He has worked on numerous productions that have received over a dozen ADDY awards. His passion is bringing emotionally compelling stories with social relevance and a greater purpose to the screen.



CHRIS HAIGH

EXECUTIVE PRODUCER

LA based British writer and former brass musician. Performed around the world with the renowned brass ensembles. He has won the British and European Brass Band Championship 3 times. Nominated for a BBC writing award in 2017 and shortlisted for a BAFTA Roccliffe award.



TEREZA VACHOVA

PRODUCER

Tereza is a Czech filmmaker currently living in LA. She got her masters degree in Film and TV Production. After working as an AC on films like Underworld and The Death and Life of John F. Donovan, she moved to LA to pursue her passion for Producing.

THE TEAM



TARA WYATT

PRODUCER

A Midwestern girl in Los Angeles. As co-owner of Orange Robot, she has produced numerous narrative and commercial projects while also acting as a digital marketing consultant for several major motion picture studios including Universal Pictures, Twentieth Century Fox, DreamWorks, Paramount and Sony.



LUKE WYATT

DIRECTOR OF PHOTOGRAPHY

A Los Angeles based Director of Photography and co-owner of the production company, Orange Robot. Originally from Indiana and a graduate of Ball State University, Luke's work has been seen by millions. His unique eye to capture subjects in their most natural state fuels his documentary work today.



JENS LINDEMANN

ASSOCIATE PRODUCER

Trumpet Professor with Distinction and Head of Brass Studies at UCLA. He is the first classical brass soloist to be awarded the Order of Canada, the country's highest civilian honour. Hailed as one of the most celebrated soloists in his instruments history.

SUMMARY + NEXT STEPS

If you are to take away anything from this presentation I hope that above all else you remember the following 3 things:

1. More than a bio pic about a cancer battle, this film is about the power of art.
2. We have unprecentended access to Ryan and the people around him.
3. On January 16th, 2019 Ryan was given only 6 months to live. The time to make this is documentary is now, because every day counts.

Thank you for taking the time to read through this deck and I hope you can join us in sharing Ryan's journey in proving to the world that art has, and will, save lives.

For information on how to contribute financially to A Song of Hope please contact the Producer, Benjamin J. Richardson, with the information below.

Benjamin J. Richardson
(c) 315.529.2090
(e) SongForHopeMovie@gmail.com

Keep calm and play on.

