

A SONG FOR HOPE

The Ryan Anthony Story

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

ORANGE  ROBOT



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THE STORY

Since the dawn of humanity, every culture in the world has had three things in common - tools for worship, tools for cooking and tools 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.**



UNIQUE APPROACH

Of all the other documentaries out there about individuals struggling against cancer while they strive to achieve a great victory for themselves A Song For Hope stands apart. Our film focuses on someone trying to do something for the betterment of other people. We aim 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. We have created a strong bond with Ryan and his family and have been through thick and thin with them. We continue to be present to all of Ryan's most important moments and support him and his family through telling his story.



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.

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

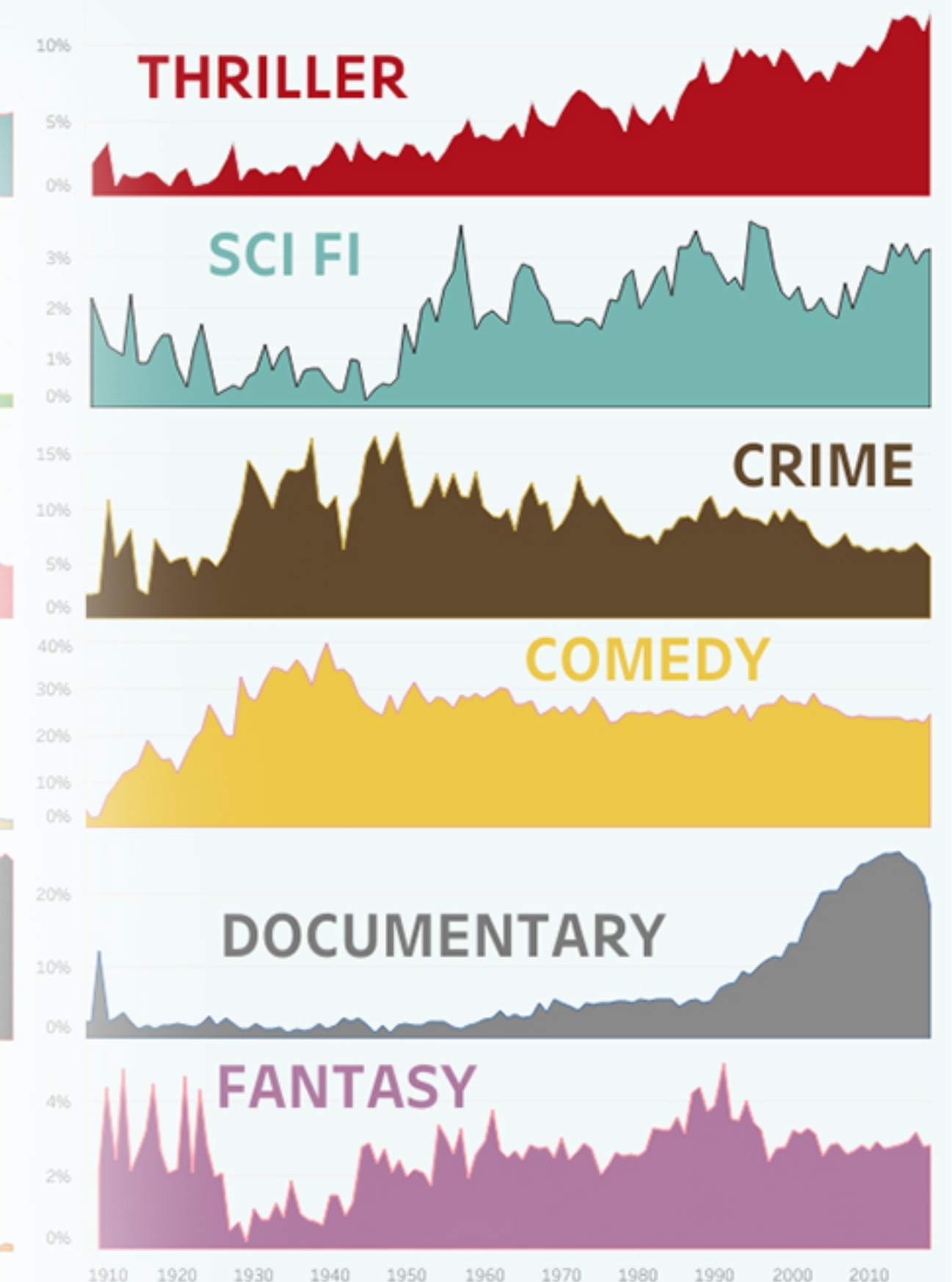
At a time when the press is under constant attack and many of our government leaders operate under a fluid definition of truth, audiences are looking to connect with stories they can truly believe in. With all of the negativity on the news and in discussions people need to hear about something good going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

FILM GENRE POPULARITY 1910-2018

CLICK TO
STANDARDIZE
AXIS RANGE

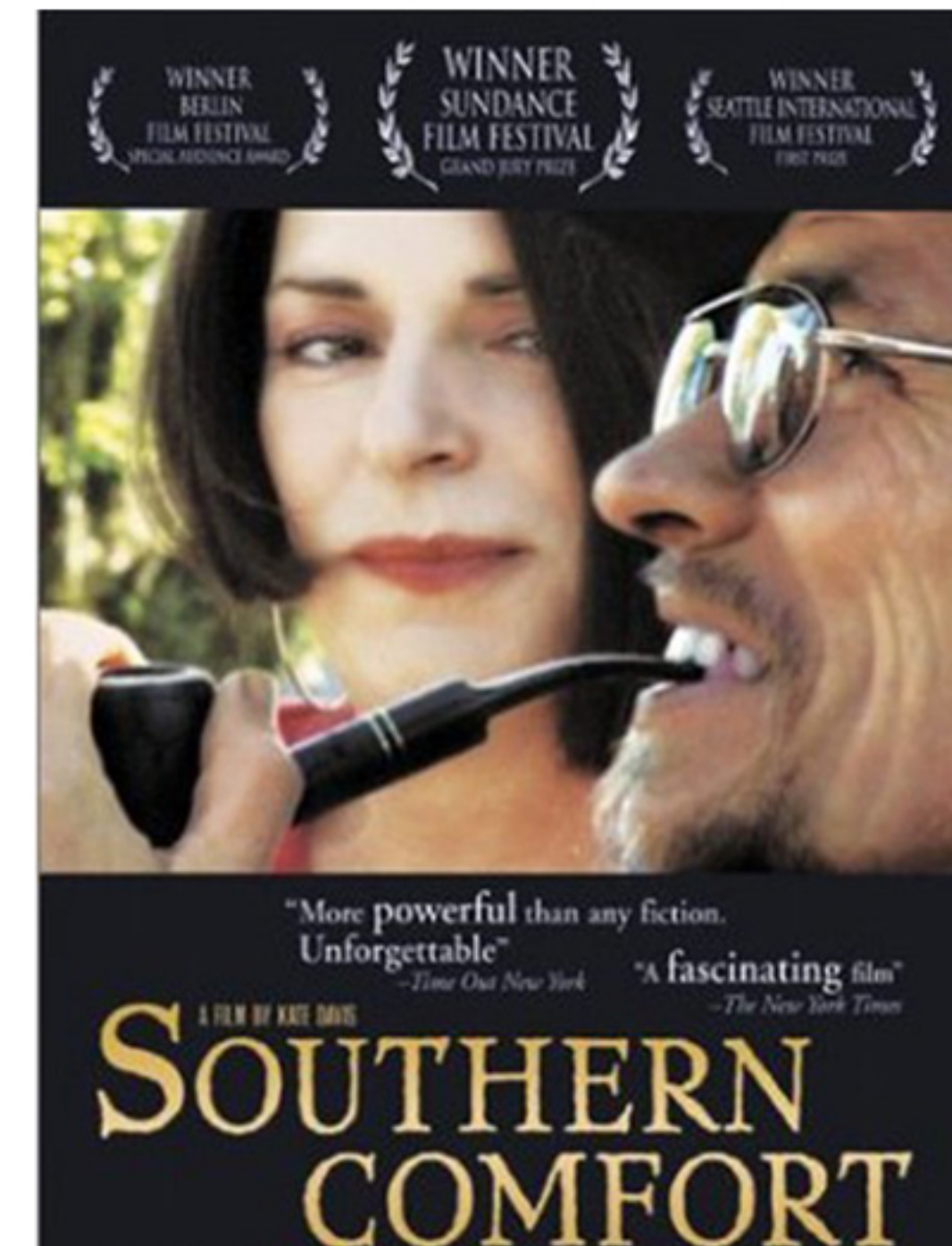
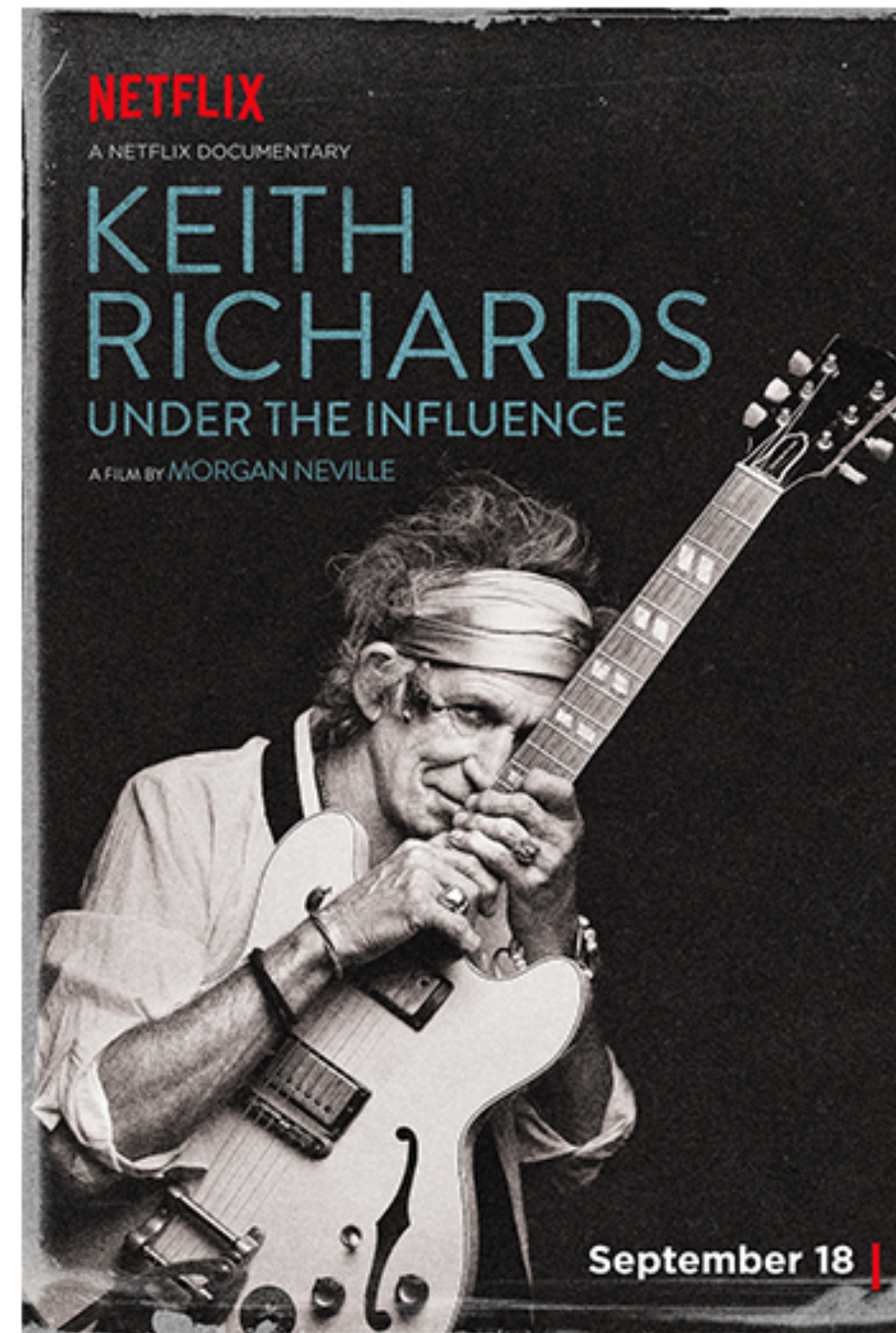
BO MCCREADY @BOKNOWSDATA

This chart shows the percentage of all films released that year with the specified genre tagged on IMDB. Each genre has a different axis



COMPETITIVE ANALYSIS

Our story is not a biopic, it is not a just a story of Ryan and his life. We are trying to portray a bigger picture of importance of art through capturing a moment in time through Ryan's eyes. It is difficult to find a documentary that is as intimate in portrayal and as wide in scope as this one. But from a marketing standpoint, we expect our film falls in the same category of themes and approach as the following examples and we believe our film has to potential to achieve the same level of success.



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 (theatrical revenue only, the revenue from distribution deal with Netflix and other sources has not been disclosed)

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



KEITH RICHARDS: UNDER THE INFLUENCE

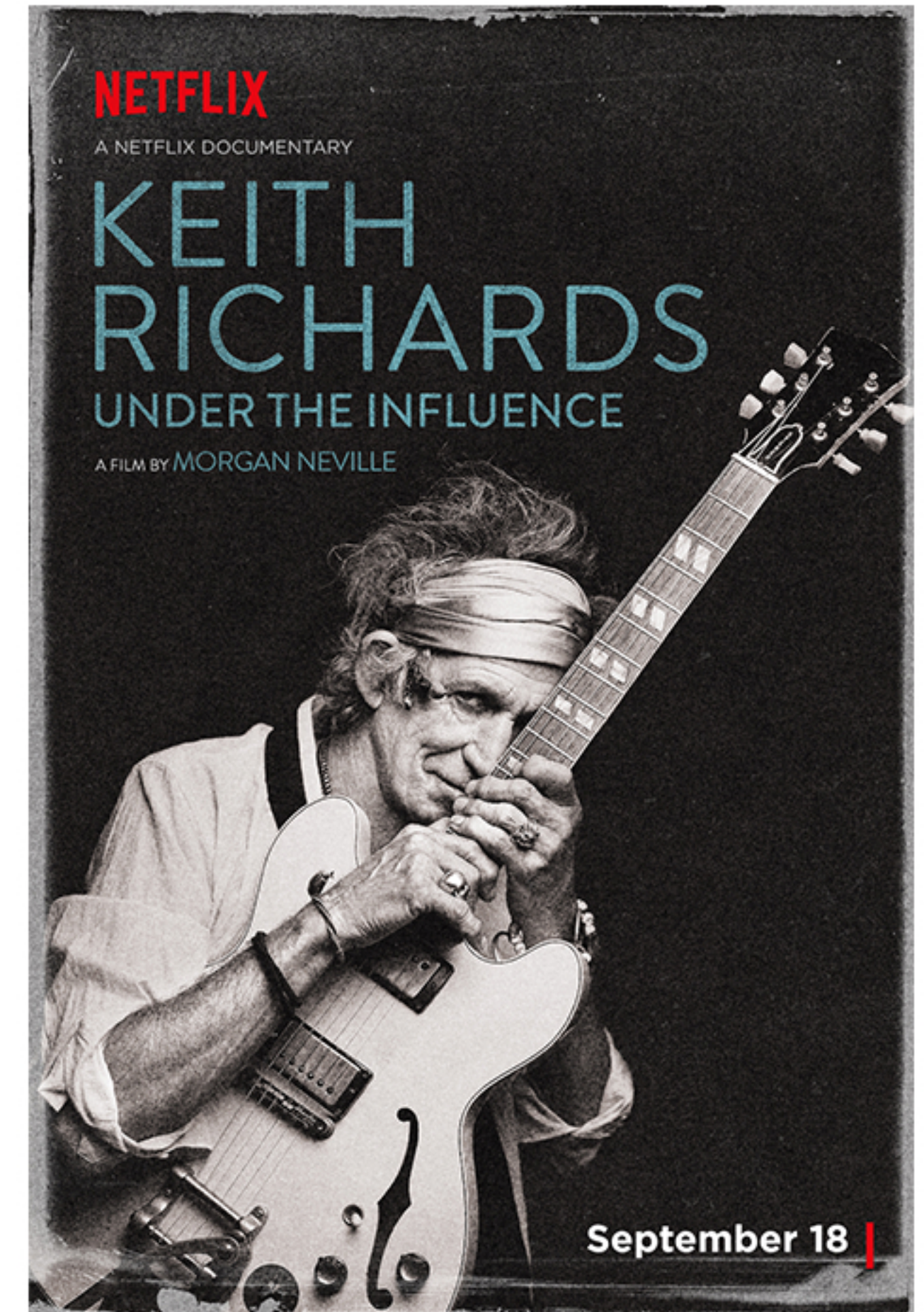
Logline

Iconic. Legendary. Guitar god. A rare, intimate journey with the man behind all the myths.

Festival Successes

Premiered at Toronto International Film Festival

The film was picked up for distribution by Netflix before it's release and didn't follow a traditional festival circuit.



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.



SOUTHERN COMFORT

Logline

Southern Comfort is a 2001 documentary film about the final year in the life of Robert Eads, a transgender man. Eads, diagnosed with ovarian cancer, was turned down for treatment by a dozen doctors out of fear that treating such a patient would hurt their reputations. By the time Eads received treatment, the cancer was too advanced to save his life.

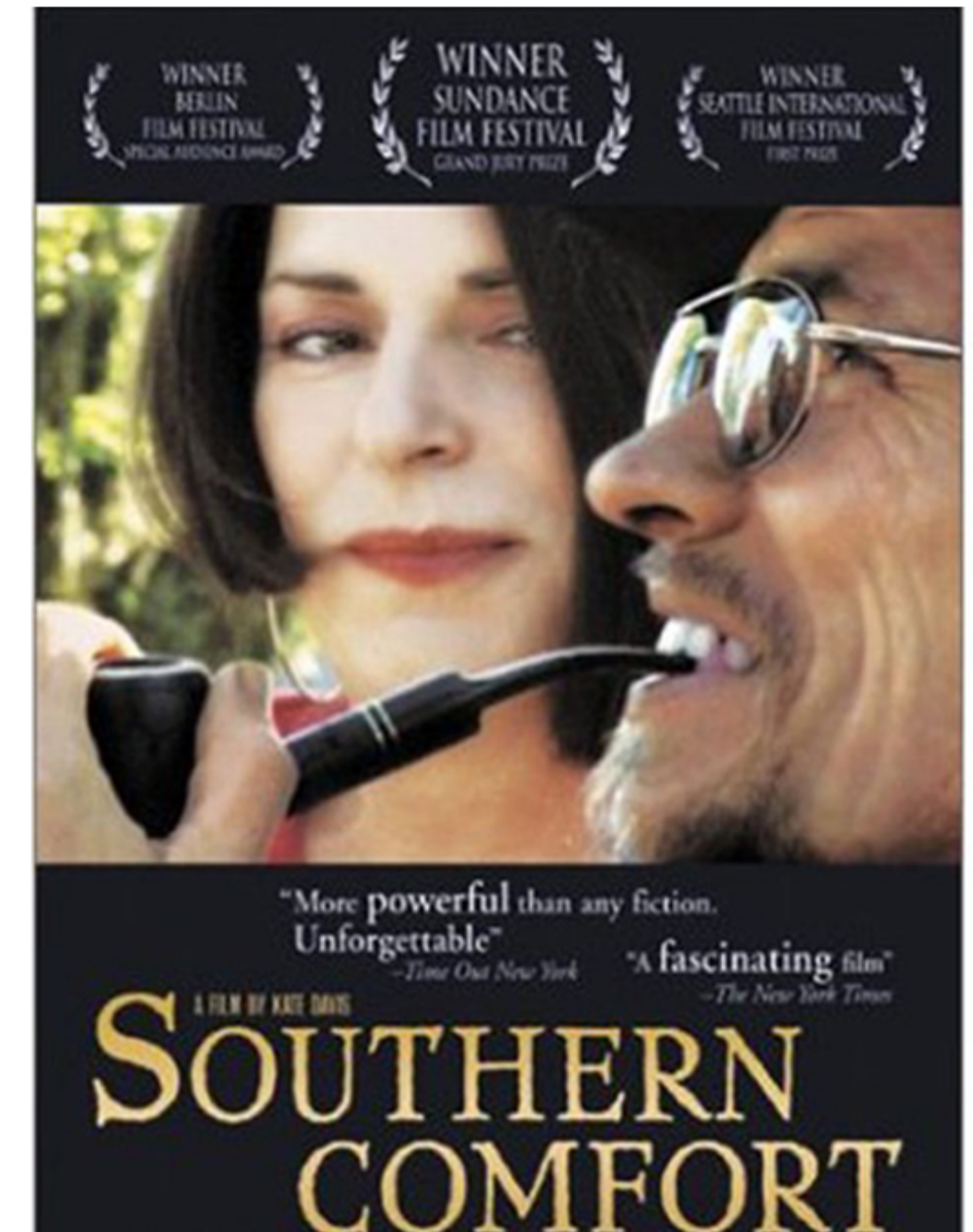
Festival Successes

Sundance Film Festival - Grand Jury Prize (Documentary)

Seattle International Film Festival - First Prize

Berlin Film Festival - Special Audience Award

The film has been picked up by HBO Documentary for distribution.



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

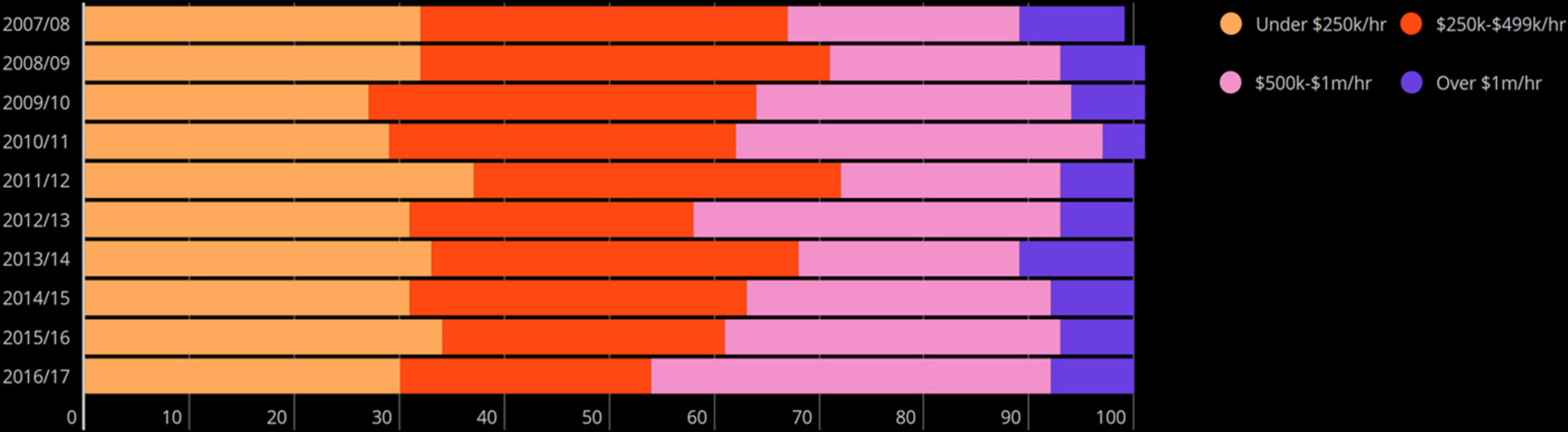
With Apple entering the game of SVOD and Disney’s acquisition of 21st Century Fox and thus Hulu, the prediction is that investments into quality content is going to grow even more in the following festival season.²



¹documentarybusiness.com ²deadline.com

FINANCIALS

Over the last ten years, most single documentaries made by independent production companies were produced for less than \$500,000 per hour of screen time (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	\$70,500
Location and Travel Expenses	\$37,000
Equipment Costs	\$30,000
Film Stock/Media Costs	\$24,000
Miscellaneous costs	\$10,000
Big Multi Camera Concert Shoot	\$20,000
Small Studio Shoot	\$15,000
Post Production Costs	\$70,000
Marketing & Distribution	\$70,000
Insurance (2%)	\$8,293
Contingency	\$30,000
Legal	\$30,000
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 and 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

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.



CURRENT STATUS

Despite all odds, Ryan keep proving his determination and tenacity and we are pleased to say that we are still in production. We have collected over \$17,000 in crowdfunding, we have recieved the equivalent of \$60,000 in camera equipment rentals and we have raised over \$84,000 in investment capital.

We have been capturing Ryan's life on regular basis for the past year. We have been there for his ups and downs and intend to continue doing this until July 2020, after which we will begin post-production. It is a long journey that we're sharing with Ryan and his family and we invite you to join us.



SNEAK PEAK



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



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.



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

EXECUTIVE 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.