

a feature film project summary

# *Dear Zoël: Why are we different?*

## *Dear Zoël Portrays a Positive Hispanic Image Lacking in the U.S. Film Market*

Lionsgate, Televisa, and Panamax recently created a production company, Pantelion, for the express purpose of releasing films targeting the U.S. Hispanic market and addressing the dearth of positive Latino image films. According to an October, 2010 press release by Pantelion\*: “The stats and Lionsgate focus groups overwhelmingly suggest the desire for big-screen Hispanic content. **They reveal that the explosive Latino population in the U.S. is sorely underserved in movie theatres and that Hispanic audiences want more Latino-focused films with characters more representative than the all-too familiar drug dealers, maids and gardeners who populate screens.**”

## *Costa Rican Theatrical Distribution Agreement*

*Gestacion*, an ultra low budget film with inferior production quality, produced in Costa Rica in 2008, had a box office return of \$415,000.

## *Budgeting for Marketing and a Limited U.S. Theatrical Release*

The purpose of self-marketing and a limited release is to generate revenue and attract major worldwide distributors. Most indie films fail to budget for marketing and an initial distribution of their film, thus greatly reducing their probability of success.

## *2x Grammy Award Winning Composer Edin Solis*

A high quality musical score and soundtrack significantly increases production value and soundtrack marketability.

## *Industry Distribution Executive and Highly Experienced Production Team*

Co-founder and producer Stefani Boyette has extensive relationships in Latin America for direct ancillary sales. The talented creative and production team ensures a top quality feature film, as demonstrated in the *Dear Zoël* promo.

\* [http://www.filmjournal.com/filmjournal/content\\_display/news-and-features/features/movies/e3id9de17c1ffdb9551d83ff63b815699c0](http://www.filmjournal.com/filmjournal/content_display/news-and-features/features/movies/e3id9de17c1ffdb9551d83ff63b815699c0)

# Project Summary

The Story	<i>Dear Zoël</i> takes a bold look at the reality of living inconsistently with what is dearest to one's heart. Character driven and thought provoking, this cross-cultural love-drama leads its characters to a volatile crossroad – where they must decide how much they are willing to sacrifice for that which they love most.
Genre	Drama; Romance; Inspirational
Language	Bilingual: Spanish 70% / English 30%
Marketing & Ancillary Products	<ol style="list-style-type: none"> <li>Digital Marketing: <ul style="list-style-type: none"> <li>Video-based interactive website - follow <i>Dear Zoël</i> from pre-production through theatrical release.</li> <li>Facebook / Twitter social networking campaign</li> </ul> </li> <li>TV Mini-Series to be aired by major U.S. Hispanic network prior to the U.S. theatrical release: <ul style="list-style-type: none"> <li><i>Eco-Aventure Tourism with the cast of Dear Zoël</i> - reality style of adventure tourism with the cast in the country of production.</li> <li><i>Behind the Scenes: Making Dear Zoël</i> - Reality style about the adventures of filmmaking in the country of production.</li> </ul> </li> <li>International Contest: Eco-Adventure Vacation <ul style="list-style-type: none"> <li>Day on the set and cameo appearance in the film</li> <li>Premiere VIP Invite and after party</li> </ul> </li> </ol>
Distribution	<ol style="list-style-type: none"> <li>Costa Rica (CR) Theatrical: <ul style="list-style-type: none"> <li>Romaly and Discene Distributors (12-22 screens)</li> <li>Projected producer return \$200k based on CR produced ultra low budget films</li> </ul> </li> <li>U.S. Hybrid Theatrical Release <ul style="list-style-type: none"> <li>30 to 50 screens (digital and print)</li> <li>Demonstrate audience appeal and marketing to attract worldwide distributors for a larger release</li> </ul> </li> </ol>
Soundtrack	Two-time Grammy award winning composer Edin Solis and his group Editus will produce the soundtrack and musical score for the movie.

# Project Summary

Cast	In the spirit of indie films, PVE will be combining fresh, up and coming talent with a recognized multinational cast designed to maximize both Anglo-American and Hispanic audience appeal.
Team	The creative team is comprised of film production and artistic professionals. The business team was assembled to take advantage of the unprecedented marketing and distribution opportunities offered by hybrid distribution models, the Internet and online media.
Production Location Possibilities	Costa Rica, Columbia, Puerto Rico, Mexico Variables: Government support / incentives, landscape, production cost
Production Quality	Red 4k Camera or newest generation Movies produced with the same camera: <i>The Social Network, Angels and Demons, Night at the Museum, Jumper, Beyond a Reasonable Doubt, Gamer, Lonely Bones, District 9, Book of Eli, The Informant, Skyline, et al</i>
Budget	\$1,000,000.00 U.S. (production and initial marketing and distribution)

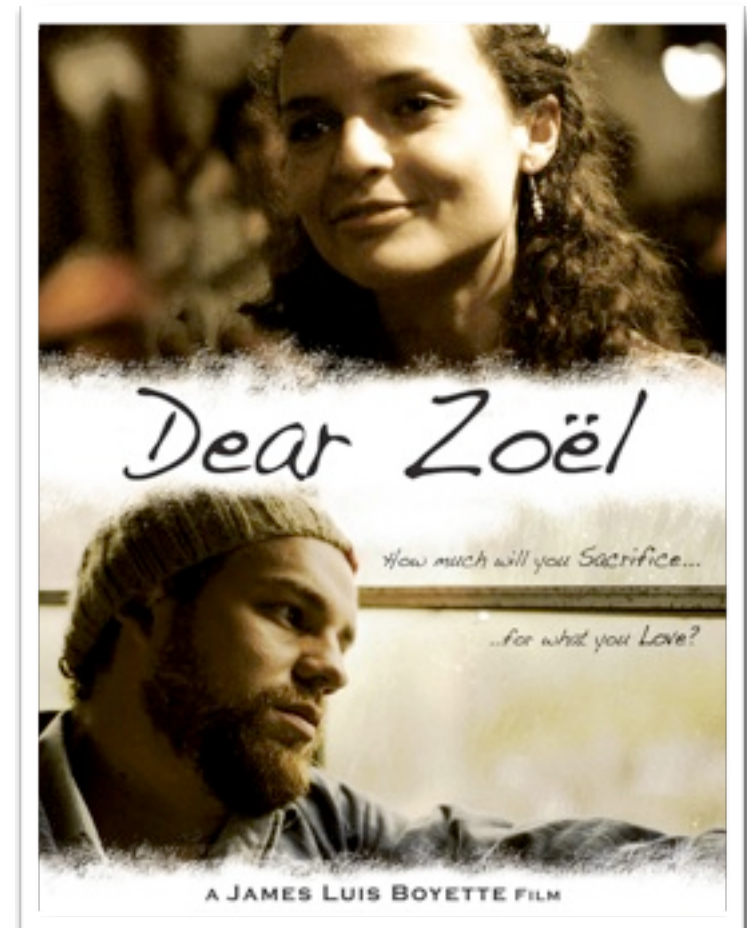


# Dear Zoël: The Story

## Synopsis

A young man places a noose around his neck and clips his hands to his belt. The frail table wobbling under his feet will collapse at any moment. Pieces of charred photographs of his beloved lie scattered on the floor. Seeking last second salvation, he reflects on how the path he chose led him to this moment. His name is Zoël.

*Dear Zoël* is the story of a young Hispanic man whose common coming of age dilemma—the clash of family expectations against the pursuit of one's dreams—turns tragic. Zoël's father wants him to move to North Carolina to expand the family business, but Zoël has won the lead role in a production of *Hamlet* in the National Theater, fulfilling a lifelong goal. Zoël's girlfriend, Stephanie, refuses to watch him waste his talent and passion by moving to the States. Zoël helps and inspires those around him in related storylines, but in the end, will he be able to save himself?





## *Investor Participation*

Investing in a feature film is not just a financial opportunity, but a decision to participate in the movie-making process. Bringing a work of art to life on the silver screen is an extraordinary journey, and we want our investors to participate in the thrill and magic of this experience. With this in mind, we offer the following opportunities to our investors:

- ★ *Dear Zoël* launch party in San Jose, Costa Rica
- ★ Set visit during production in Costa Rica
- ★ Private screening of *Dear Zoël* in Costa Rica or Miami
- ★ Invites to all *Dear Zoël* premieres, premiere after-parties, and film festivals
- ★ On Screen Credit in “Special Thanks”
- ★ On Screen “Executive Producer” Credit for investments of over \$100,000



Cinematographer, Mario Araya and Director James Luis Boyette

# Pura Vida Entertainment

Pura Vida Entertainment ("PVE") is the creator, marketer and distributor of *Dear Zoël*. PVE has assembled a team of creative and business professionals to deliver a high quality product, and to take advantage of the incredible marketing and distribution opportunities offered by the digital age.

★ Victor Barriga has 28 years in the film industry, including work as the production manager in the latest James Bond film *Quantum of Solace* (2008)

★ Edin Solis is a Grammy award winning composer who did the musical score for the film *Empire*, produced and distributed by Universal Studios

★ Stefani Boyette is a distribution executive with Sony Pictures Latin America

★ Mario Araya has over 20 years experience as Director of Photography and has won numerous awards



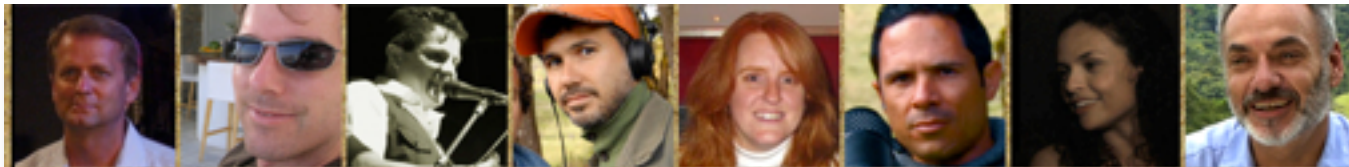
## The Pura Vida Entertainment Team

Dan Greening, Esq.

James Boyette

Mario Araya

Victor Barriga



Curtis Wolfe, Esq.

Edin Solis

Julia Culver

Stefani Boyette

*Dear Zoël* | PURA VIDA ENTERTAINMENT

# Target Markets

**U.S. Hispanic Market:** 37 million Hispanics purchased 300 million movie tickets in 2009. 20.4% of all frequent moviegoers are Hispanic. U.S. Hispanics represent the highest U.S. movie-going ethnic group, and they attend the theater nearly twice as much as the average moviegoer.

- *Dear Zoël* breaks from the stereotypical depiction of Hispanic culture—portraying negative elements such as poverty, drug smuggling, gang warfare and illegal immigration—to present a compelling drama which revolves around positive Latino characters.
- *Dear Zoël* will impart a sense of pride in the U.S. Hispanic community.

**Dear Zoël's target age and gender demographic:** 76 million movie-goers between the ages of 18-39 purchased 554 million movie tickets in 2009, 39% of total tickets sold. This age group represents 35% of total movie-goers in the U.S. In addition, females purchased a higher percentage of movie tickets than men - 55% of all movie tickets sold in 2009.

- The 2009 MPAA study shows among Hispanics, there are 1.5 million more frequent female moviegoers than male, despite the fact that the Hispanic population is 51% male. This statistic highly favors *Dear Zoël's* target audience of U.S. Hispanics and females.

**The independent/specialty movie-goer:** 72% of all films released in 2009 were non-MPAA-affiliated independent productions.

- The past two Best Picture Oscar winners—*Slumdog Millionaire* (2008) and *Hurt Locker* (2009)—were independent character driven films set in foreign countries.
- Domestically, this audience has supported Spanish-language films such as *Maria Full of Grace*, *Y Tu Mama Tambien*, *Under the Same Moon* and *Bella*. These films reached a combined domestic box office of \$44.5 million, and a worldwide combined revenue of \$123 million.

**Inspirational drama movie-goer:** A niche group is drawn to films “that inspire with characters of vision and conviction who face adversity . . . Whether these movies end happily or not, they are ultimately triumphant—both filling audiences with hope and empowering them with the spirit of human potential.”\*

- At its core, *Dear Zoël* is about love and hope. The stories in *Dear Zoël* empower audiences to rebuild relationships, and pursue their dreams and passions. Films with inspiring and positive messages have become a mainstay of the independent movie industry

\*Definition according to the American Film Institute judging criteria for “inspiring” films. [www.filmsite.org/afi100cheers.html](http://www.filmsite.org/afi100cheers.html)

\* See full target market analysis with supporting story elements

Dear Zoël | PURA VIDA  
ENTERTAINMENT



# Marketing of the Film

The key to successfully marketing any movie is to build anticipation in a fan base. We are building the *Dear Zoël* fan base using traditional public relations activities as well as cutting edge, dynamic Internet and social media tools and strategies.

Our dynamic and user friendly website ([www.dearzoel.com](http://www.dearzoel.com)) is the cornerstone of *Dear Zoël's* web presence. The website contains or will contain interactive, engaging content such as the *Dear Zoël* promo trailer, behind the scene videos and stories, creative team and cast interviews, downloadable marketing tools for fans, cast and director blogs, and links to the website through social media sites.

This approach allows us to leverage our fan base at every turn of the marketable life of *Dear Zoël*. Once amassed, we will update our followers on our theatrical release, DVD release, premium channel showings, streaming Internet postings, and even drive followers to an online store to buy branded merchandise.

Interactive Video Driven Website



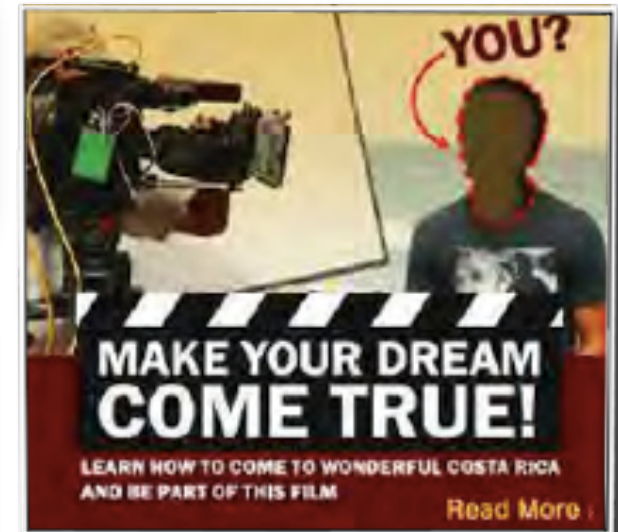
Interactive Cast Interviews Online



Outtakes and Bloopers



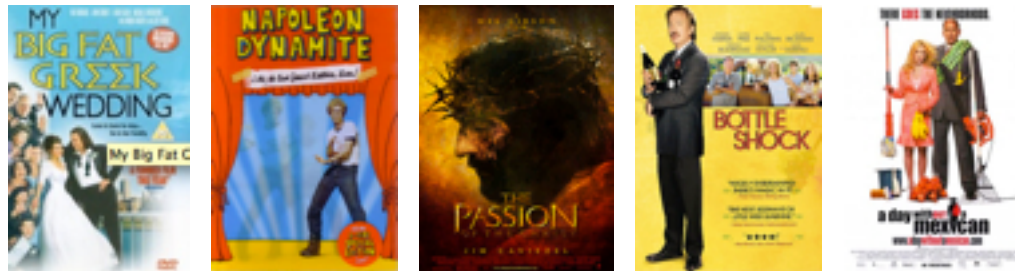
International Contest



# Hybrid Distribution of the Film

We are implementing a hybrid distribution strategy for *Dear Zoël*. This type of distribution strategy is a state-of-the-art approach used by savvy independent filmmakers, enabling the producer to maintain overall control of the distribution and for investors to receive a significantly larger share of revenues.

- ★ Combines direct sales by the filmmaker with distribution by third parties (e.g. direct theatrical sales, DVD distributors, TV channels, VOD companies)
- ★ Results in more lucrative service deals
- ★ Filmmaker retains all theatrical rights
- ★ PVE will generate publicity and book the film in theaters in select U.S. markets, chosen based on demographic factors that match our niche markets (e.g. the second and third generation U.S. Hispanics and the independent film audiences)
- ★ High level exposure and press coverage from a successful theatrical release will greatly enhance the value of the film's ancillary rights in the DVD, TV and foreign marketplace
- ★ Service deals have been effectively used by popular films such as *My Big Fat Greek Wedding*, *Passion of the Christ*, *A Day Without a Mexican*, *Napoleon Dynamite* and *Bottle Shock*.



## *Dear Zoël: The Summary*

- ★ Compelling Story with proven marketable story elements
- ★ Industry proven, talented creative team with very high quality ten minute demo
- ★ A rich, diverse, multinational cast
- ★ Well defined niche market and target audience
- ★ Comprehensive marketing and distribution plan
- ★ Experienced Management team driven to deliver value results
- ★ Major Investors receive onscreen Executive Producer credit

