



# So Your Film Didn't Get Into Sundance: Navigating the New Distribution Landscape

PRESENTED AS PART OF THE IDA GETTING REAL CONFERENCE 2016

# HOOOLIGAN SPARROW



# Festival Experience:

- ▶ Premiered at the Sundance Film Festival
- ▶ No overall deals were offered that made financial sense.
- ▶ Didn't make sales directly at the festival – although POV wanted to buy it.
- ▶ Ended up with a split rights scenario.

# After the Festival:

- ▶ POV Broadcast – Between \$30,000 and \$60,000
- ▶ Netflix Sale between \$130,000 and \$170,000
- ▶ Roco for International Sales.
- ▶ The Film Collaborative took international festival rights.

# After the Festival Continued:

- ▶ Took negotiating by Submarine to make this happen Netflix and POV to work together. POV and Netflix are essentially Day and Date.
- ▶ But leftover: Theatrical, TVOD and Educational.
- ▶ Kino Lorber ended up taking TVOD and Educational



# Event/Theatrical:

- ▶ Festivals – 60 Festivals in 20 Countries and counting
- ▶ Revenue from festival screenings: \$14,000 (but still waiting for final reports).

# Conventional Theatrical:

- ▶ 9 Cities to date – 6 more expected.
- ▶ Gross To Date: 13K
- ▶ Succeeded in the main goal of triggering reviews to help Nanfu's career and to help with VOD
- ▶ Decided to spend the extra monty to take a roll of the dice for Oscars based on the tremendous festival presence and awards for the film.

# Conventional Theatrical Continued:

- ▶ Expenses: \$24K including:
  - ▶ Booking
  - ▶ 4 Wall Fees for Oscar Qualification
  - ▶ Oscar Qualification Print Ads
  - ▶ Outreach
  - ▶ Publicity
  - ▶ Press Screenings
  - ▶ Social Ads
  - ▶ DCP fees for film and trailer
  - ▶ Posters
- ▶ Note: Originally it was not going to be Oscar qualifying – and the expenses would have been approximate \$10-15K with many people chipping in reduced fees and extra time for no pay because they believed in the film.



# Goal Reached:

## 1. Recoup for Investors:

- ▶ Total cost of film: under \$600,000 including equity (under 200,000), deferments and sweat equity.
- ▶ But still waiting on payment and will take 4 years to recoup. Requires patient investors.

## 2. Reach a wide audience – to raise awareness of the issues. Netflix and POV – and the press from the theatrical.

## 3. Career launch. Numerous prestigious festivals, awards and excellent reviews have helped toward this goal.

# TOUCH THE WALL



# Touch the Wall:

- ▶ Started Outreach One Year into Post Production – 1 Year Before Premiere
- ▶ Social media started early. Kickstarter around the same time as outreach.
- ▶ Partnered with USA Swimming – 300K Members 450K Facebook
- ▶ Also worked with:
  - ▶ SwimSwam 500K FB
  - ▶ SwimOutlet 280K FB
- ▶ Took a lot of planning time and engagement.

# Festivals/Theatrical:

- ▶ Festival Premiere: Denver International Film Festival
- ▶ NYC Theatrical – only \$12K net – and it didn't seem like any further screenings would happen.

# TUGG:

- ▶ Focused all their energy on Tugg – knew they had a fan base to support.
- ▶ Tugg Screenings: 363
- ▶ Average # of attendees per event: 153
- ▶ Theatrical On Demand Gross: \$712,993
- ▶ Expenses of Tugg:



# DVD and Other Direct Sales:

- ▶ Started selling DVDs off of Amazon 9 months after starting Tugg release – but a year before TVOD.
- ▶ From their Website: \$93,000
- ▶ From Amazon        \$76,000
- ▶        Total DVD        \$169,000
  
- ▶ Other Website Sales:
- ▶ Group Licenses: \$15,000
- ▶ Digital Downloads: \$5,800
- ▶ Educational: \$650
- ▶ Other Merch \$20,000

# Goals:

- ▶ Wanted to reach their fans – and as wide an audience as possible.
- ▶ Recoupment

# Did Well:

- ▶ Social Media
- ▶ Outreach
- ▶ Tugg
- ▶ Mailing List – 20K
- ▶ Windowing – allowing Tugg screenings and DVD Sales

# Age of Champions



# Event Theatrical

- ▶ Festival Premiere: AFI Docs
- ▶ Handful of other festivals: San Diego & Austin
- ▶ No conventional theatrical
- ▶ Did 5 test one night screenings with AARP
- ▶ Expanded to 20 additional screenings
- ▶ AARP paid about \$5k per event sponsorship
- ▶ 165k total in community screenings
- ▶ Speaking \$300K



# Merchandise

- ▶ Direct to fan DVDs \$111k
    - \$56k at events
    - \$55k off website
  - ▶ DVD through distributor \$26k
  - ▶ Direct to fan kits \$192k
  - ▶ Bulk sales kits to corporate partners \$143k
  - ▶ Customized content to corporate partners \$160k
  - ▶ Direct to fan educational \$88k
  - ▶ T shirts \$18k
- Total merchandise: \$738k

# Digital / VOD

- ▶ All TVOD & SVOD through Cinedigm \$8k
- ▶ Netflix through Jansen Media \$30k

# Broadcast

- ▶ There was no traditional sale
- ▶ PBS Plus took it out nationally & allowed the sale of underwriting
  - 3x15 second spots at \$75k each & one slot for \$10k
  - Rite Aid \$75k
  - Healthways \$75k
  - Cigna Health \$75k
  - Ensure \$10k

TOTAL: \$235k