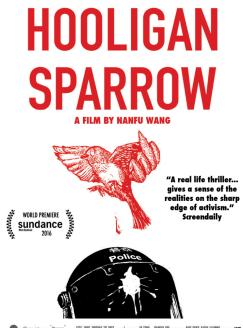
So Your Film Didn't Get Into Sundance: Navigating the New Distribution Landscape

PRESENTED AS PART OF THE IDA GETTING REAL CONFERENCE 2016

HOOLIGAN 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 prestigous 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



▶ 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