

*A film by  
Flora  
Amanda*

*A monkey*  
FOR CHRISTMAS



# *A monkey* **FOR CHRISTMAS**

**TITLE:** A Monkey for Christmas

**PRODUCTION:** Christian Life Entertainment

**PRODUCERS:**

Sherrie Morgan Bradshaw, Bryan Berkoff,  
Flora Amanda

**SCREENWRITER:** Flora Amanda

**DIRECTOR:** Flora Amanda

For more information please  
contact:

**FLORA AMANDA**

Christian Life Entertainment  
Producer/Writer/Director  
amandaming.cle@gmail.com  
<https://www.christianlifeentertainment.com/>  
505-470-2644

## *Logline:*

In this heartwarming family drama, orphaned Stefan finds a good family, but needs an illegal monkey being pursued by ruthless criminals to feel at home.

**BUDGET**

\$1,000,000.00

**FILM**

96 minutes

**GENRE**

Comedy

**PRODUCTION**

Christian Life  
Entertainment





## Project Summary

Christian Life Entertainment, Inc. is developing their Family Christmas film A Monkey for Christmas. Production is seeking \$75,000.00 in development funds with a 50% return once the film gets financed.

Christian Life Entertainment investment opportunity includes 50% on development funds and a profit split investment of 50/50 . 50% going to Production and 50% going to Investors.

## Major Assets

- Huge market for Family and holiday films
- Franchise Film
- Grassroots campaign with Church Organizations
- Marketable Cast
- International, and Domestic Distribution
- Producer Consultant has previous distribution deals on; REDBOX, Netflix,Hulu, iTunes, Amazon Prime, Best Buy, and Walmart
- New Mexico Film State Incentive of 25% - 40%
- Film Investor Tax Break - Section 181, 168, and Section 199 (Consult with your accountant or CPA)

Producer  
**SHERRIE MORGAN  
BRADSHAW**

Sherrie Morgan Bradshaw has over forty years experience in the motion picture industry. She has currently produced three independent low budget movies and has a long history of freelance film production accounting (production controller) with major experience in foreign locations. Film credits include Hook, Peacemaker, Gladiator, The Fast & the Furious, Man On Fire, The Peacemaker, Little Accidents and New Mexico productions; Big Sky, Force of Execution, The Banshee Chapter, tinewatch, The Spirit, Tennessee, The legend of the Lone Ranger, Convoy, Wild Times, Easy Money, Wildfire and The Dry Land. She is also a consultant for several production companies and manages writers as well as being a music publisher and creative manager for Uncharted Music and Expressive Artists. Sherrie is a motivational speaker and teacher for Coverage House/Hello Hollywood 101, which is a film industry intensive (script analysis, writer management, production accounting courses, film accounting placement, budgeting and a tax credit/rebate reporting) entity. Sherrie's illustrated directive, "Film Production Accounting or "Hello, Hollywood 101" is scheduled to be released in June,2024.



# Director Statement

## FLORA AMANDA

Flora Amanda is an American Actress/Filmmaker known for her work on *Breaking Bad* and *Longmire*. One of her favorite supporting roles as an actress was playing the woman warrior Pine Leaf, working alongside Joseph Curtis Callendar on the TV show *Into the Wild Frontier*, Directed by Christopher Cassel.

She recently worked as a stand-in on the movie *Flamin' Hot*, and was able to learn skills from Eva Longoria of how to be a successful director on a well managed production. In the past, she has used Stand-in opportunities to learn from top quality directors such as The Coen Brothers and Clint Eastwood, on how to perfect the craft and is ready to make her director's debut on her first ever movie, *A Monkey for Christmas*.

Amanda fell in love with The Arts since she was only 5 years old and looked for every opportunity to be on stage. Singing in Choir and Mariachi in middle school, Amanda loved acting which gave her the opportunity to be someone different and exercise all her talents. She was a natural and was given lead roles in her Drama Classes. At the age of 12, Amanda began writing short stories and novels to entertain her younger sister. As she grew in this aspect, she then got creative and found her own way of writing her stories not realizing she was writing scripts. It became so natural to her, that when college came around, she got her Associates Degree in Creative Writing and then succeeded her Bachelors Degree in Film Production, learning to Produce and Direct her own films.



# Director Statement Continued

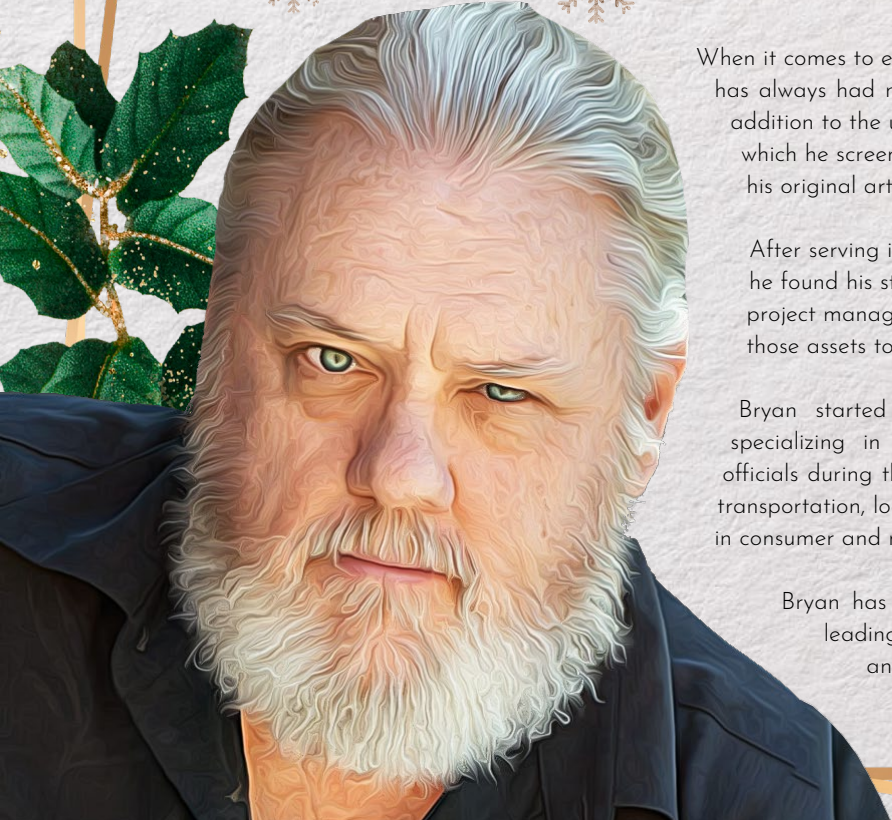
## FLORA AMANDA

Amanda signed up to Produce, Write and Direct in 2013 for a 48 hour film project, hiring her first ever crew, making it to the finale' at top eight. When she decided to share one of her life stories with the world, Amanda chose her script Last Breath of Aire, at the Santa Fe Film Festival winning, Best Short Film of 2023.

No matter the job title, when it is a story she believes in, Flora Amanda stands by it wearing multiple hats at a time when necessary.

Most recently, Flora Amanda developed a faith based film production company called Christian Life Entertainment LLC and plans to develop a great film base in Santa Fe NM to help encourage and motivate our community, then to expand globally.





# Producer **BRYAN BERKHOFF**

When it comes to entrepreneurial ambition, Bryan Berkhoff has always had more than his share, even as far back as childhood. In addition to the usual lawn mowing and paper routes, he sold t-shirts on which he screen printed his original artwork.

After serving in the Navy, he joined his family's business, where he found his strengths in business development, planning and project management. Throughout his professional life he has utilized those assets to develop several businesses of his own.

Bryan started and spent subsequent years running a company specializing in private personal security for executives and state officials during the first Gulf War, as well as businesses focused on the transportation, logistics and warehousing of millions of dollars in consumer and medical goods, and business relocation.

Bryan has had a lifelong interest in motion picture production, leading him to go to film school. He is now putting the skills and experiences he's acquired in business to use in the industry that he is so passionate about.

# Synopsis



An orphaned kid from California named Stefan, gets adopted by the Marcus family at a time in his life where he feels confused about being neglected and rejected. Struggling to fit in at his new home and new school, Stefan faces bullying and finds it difficult to make friends. He holds onto wise words he received from his social worker to try to focus on positivity, only words do not make him feel welcomed, maybe nothing will.

When a monkey, being trafficked by dangerous criminals, gets swapped in the mail with the Marcus family's new puppy, Stefan finally finds a friend that needs love and acceptance just as he does. In order to keep the parents happy and keep the monkey they now named Fry, as a family pet, Stefan is encouraged to bond with his siblings. Fry helps the family grow closer, learning to accept one another for who they are.

As Christmas approaches, the Marcus family is distracted by the messes Fry makes ruining Christmas decorations and destroying the house and are oblivious to the dangerous criminals who are determined to steal the monkey back.

Stefan, who has come to see Fry as his true friend, goes to great lengths to protect the cute animal from being taken only depending on himself and putting himself into the hands of human traffickers. Stefan finds relief when he sees his siblings have followed the bad guys in order to rescue him and Fry.

The journey back home becomes a beautiful experience allowing the Marcus family to create a bond that nobody can break and sharing life lessons of how to love your neighbor as yourself.



# Sarah



**GINA RODRIGUEZ**

Jane the Virgin  
Philly Brown  
Awake



**SELENA GOMEZ**

Only Murders in the Building  
Hotel Transylvania  
Monte Carlo



**CHRISTIAN SERRATOS**

The Walking Dead  
Selena  
Twilight Saga

# Liam



**WILL ROTHHAAR**

Killing Kennedy  
Grimm  
Line of Duty



**SHANE HARPER**

God is Not Dead  
Power Book IV: Force  
A Teacher



**BRENTON THWAITES**

An Interview with God  
Titans  
I Met a Girl

# 3 Fingereed Joe



**BRAUN STROWMAN**

WWE STAR



**PAUL WRIGHT**

WWE STAR



**KURT ANGLE**

WWE STAR

Actors in Consideration

Click on names for IMDB information



# JOEL SMALLBONE

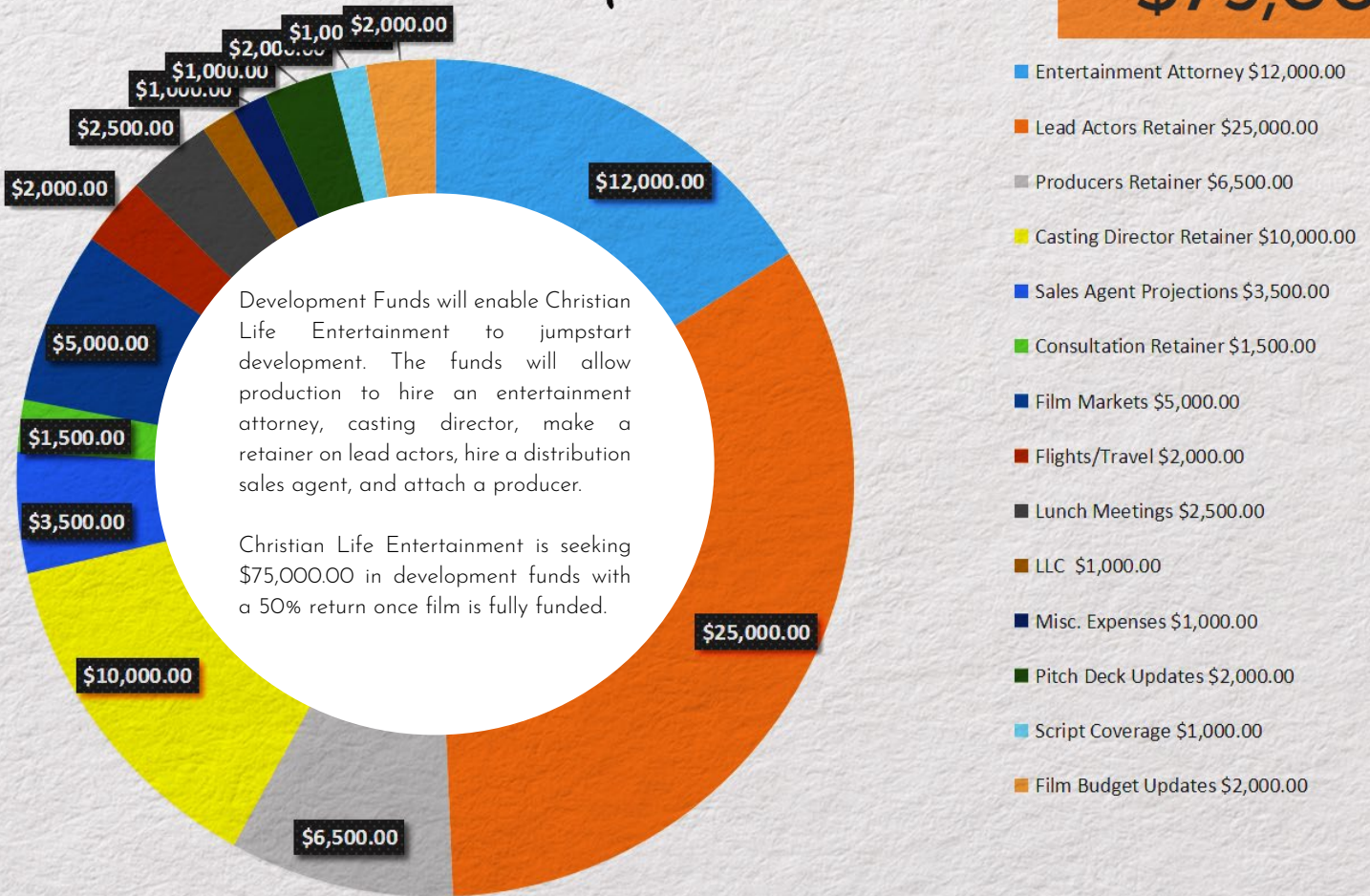
*Lead actor in consideration for the role of Josiah*

**Joel Smallbone lead singer of For King & Country. Also in consideration for music supervisor**

Joel David Smallbone is an Australian singer and actor. He is a member of the Christian pop duo For King & Country along with his brother Luke Smallbone. He played the role of James Stevens in the 2016 film Priceless.

# Development Funds

**\$75,000**



Development Funds will enable Christian Life Entertainment to jumpstart development. The funds will allow production to hire an entertainment attorney, casting director, make a retainer on lead actors, hire a distribution sales agent, and attach a producer.

Christian Life Entertainment is seeking \$75,000.00 in development funds with a 50% return once film is fully funded.

# Hypothetical Investment RETURN



Total Budget = **\$1,000,000.00**

Equity from investors = **\$1,000,000.00**

Projected Sales of the Film after (Theatrical, Domestic DVD/VOD/SVOD, Foreign Sales, Pay Pre-View, VOD, and Cable Channels) after fees **\$5,000,000.00**

**\$ 2,000,000.00** to Investor (50%)

**\$2,000,000.00** to Production (50%)

Example of Investor Payout = **\$3,000,000.00**

Return on Investment = **200% ROI**

The calculations contained herein are for information and educational purposes only. There can be no assurance that the Company or the Picture will be able to attain the figures represented herein. According, the calculations may not be relied upon to indicate the actual results that might be attained by Company.

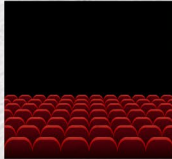
## FAMILY CHRISTMAS FILM

Family, Pet, and holiday films have a financial track record



### SOCIAL MEDIA PRESENCE

Social Media presence of over 100,000 fans



### ESCROW MANAGEMENT COMPANY

3rd Party Escrow Company to ensure funds are legally redistributed to investors



### PRODUCT PLACEMENT INTEGRATION

Product Placement Integration can bring additional soft money funds to production

### CHURCH NETWORK

Production will build a relationship with mega churches for marketing, licencing, and promotion. Production is working with a non-profit that works with at risk youth with a local Youth Pastor.

### MONETARY FUNNELS

Franchise, Licencing film to Churches



### MARKETABLE CAST

Marketable Lead Cast with theatrical, TV syndication, and foreign distribution track record, plus partnership with Casting Director



### EXPERIENCED PRODUCERS

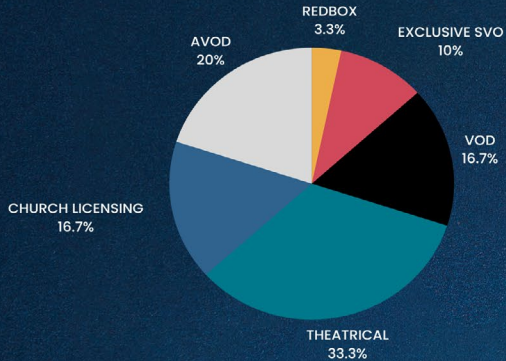
Experience Producers with domestic & foreign distribution deals. Producers are discussing a possible deal with Universal and Liongate.



# RISK MANAGEMENT

# FILM PROJECTIONS

**MODEST PROJECTIONS**  
\$3,000,000

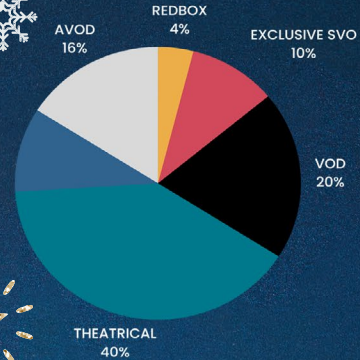


- REDBOX \$100,000.00
- EXCLUSIVE SVO \$300,000.00
- VOD \$500,000.00
- THEATRICAL \$1,000,000.00
- CHURCH LICENSING \$500,000.00
- AVOD \$600,000.00

**HIGH PROJECTIONS**  
\$5,000,000



CHURCH LICENSING  
10%



- REDBOX \$200,000.00
- EXCLUSIVE SVO \$500,000.00
- VOD \$1,000,000.00
- THEATRICAL \$2,000,000.00
- CHURCH LICENSING \$500,000.00
- AVOD \$800,000.00



With the right cast, marketing strategy, theatrical release, production value, and Strategic partnerships we are confident we can make a profitable film.

# Film comparables



**HOLIDAY IN SANTA FE (2021)**

Theatrical: N/A

Distribution Companies: Lifetime Television

Production Company: Roberts Media



**CHURCH PEOPLE (2021)**

Theatrical: Fathom Events

Distribution Companies: Collide Distribution

Production Company: Let's Make A Picture Production



**THE GIRL WHO BELIEVES IN MIRACLES (2021)**

Theatrical: Atlas Distribution Company

Distribution Companies: Grace Films

Production Company: Trailmaker Productions



**FAMILY CAMP (2022)**

Theatrical: Roadside Attractions

Distribution Companies: Lionsgate Home Entertainment

Production Company: Provident Films



**STRONG FATHERS, STRONG DAUGHTERS (2022)**

Theatrical: Pure Flix

Distribution Companies: Pure Flix Digital

Production Company: MetaFrame Media



# Marketing

**Christian Life Entertainment** will start a grassroots campaign and partner with a Christian Church network to start building their audience base. This will consist of building a state-of-the-art website to start collecting emails and sending promotional material prior to the premiere. Production will also create heartwarming video teasers to promote on social media. The star of the film **Fry** the Capuchin Monkey will have his own social media page and have a similar feel to the iconic **Where is Waldo** series, which will capture his whereabouts prior to the beginning of the film.

Our target audience is families who love Holiday, Faith-based, and lighthearted comedies. Production will also collaborate with Christian musicians to build an energetic soundtrack.





## AFM

Oct. 31st - Nov. 5th 2024

<https://americanfilmmarket.com/>

The American Film Market is the most efficient film acquisition, development and networking event in the world. Unlike a festival, AFM is a marketplace where production and distribution deals are closed. More than \$1 billion in deals are sealed every year on both completed films and those in every stage of development and production.

Over 7,000 industry professionals from more than 70 countries converge in Santa Monica every November. They include acquisition and development executives, agents, attorneys, directors, distributors, festival directors, financiers, film commissioners, producers, writers, the world's press and all those who provide services to the motion picture industry.

Film Markets

## CANNES FILM MARKET

May 14 - 22nd 2024

<https://www.marchedufilm.com/>

Today, over 12,000 film industry professionals head to Cannes each year to present and discover almost 4,000 films and projects in development at 33 screening venues.

At its launch, the Marche du Film was an entirely new step for the film industry, it created an inspirational environment that encouraged professionals to up their game. The conditions for working, screening films and meeting other professionals were in the same mold as the Festival itself: flexible and easy-going. People swapped business cards and projects took flight.



**MARCHÉ DU FILM**  
**FESTIVAL DE CANNES**



**INTERNATIONAL CHRISTIAN FILM FESTIVAL**  
May 3-6th 2024

<https://www.internationalcff.org/>

International Christian Film Festival, Inc is Not-For-Profit Organization that started on September 15, 2011. The goal from the very beginning is to put God first in all that we do and secondly to elevate, educate and promote Christian filmmakers and artists around the world. We provide a platform where anyone can submit their faith and/or family film, documentary, and music. The team of 10 judges would select the best submissions to receive awards during the festival. ICFF (International Christian Film and Music Festival) is open to everyone. There are classes, seminars, opportunity to network and fellowship, a red carpet and an Oscar-Style award ceremony.

**THE CHRISTIAN WORLDVIEW FILM FESTIVAL**  
March 13-15th 2024

<https://cwvff.com/>

The Christian Worldview Film Festival & Filmmakers Guild is an annual conference focused on equipping and encouraging filmmakers and film enthusiasts from a Biblical worldview. The week consists of 3 days of training and networking during the Filmmakers Guild from Monday-Wednesday afternoon and 3 days of screening over 50 films at the Film Festival. Guests can come for the whole week or just come to view the films from Wednesday evening-Friday evening.



*Film Festivals*



# Distribution Companies in consideration



**ANGEL STUDIOS**  
<https://www.angel.com/>



**AFFIRM FILMS**  
<https://www.affirmfilms.com/>



**PINNACLE PEAK PICTURES**

<https://pinnaclepeakpictures.com/>



# Theater

A theatrical release is determined by three major factors: target demographic, cast, and production value.

Due to Covid 19, theater profits have dropped and the market is adjusting to same-day premieres both in theaters and online. There has been a slow increase in audience attendance in theaters again as theaters and the public adjust to the pandemic.

Recent reports suggest that Faith-Based films do extremely well at the theater.

Theatrical Distribution Companies in consideration

ANGEL STUDIOS - <https://www.angel.com/>

AFFIRM FILMS - <https://www.affirmfilms.com/>

Pinnacle Peak Pictures- <https://pinnaclepeakpictures.com/>



# Dvd

Physical DVD sales is still a \$1.9 billion dollar industry. They include DVDs, Blu-Rays, and 4K discs. Largest markets for DVDs include; Redbox, Walmart, Best Buy, Amazon, and Dollar General.

The amount of DVD sales is determined by demographic, cast, genre, and region. Estimates for A Monkey for Christmas could average between 50,000 to 100,000 DVDs per outlet.

DVD Distribution Companies in Consideration:

Mill Creek Ent. - [www.millcreekent.com](http://www.millcreekent.com)

Bosko Group - <http://bosko-group.com/>

Mutiny Pictures - <https://mutinypictures.com/>





# Cable

Cable Channels license films to be broadcast on their channels. Licensing fees can be in the high 5 to 6 figures. Production will hire an established Producer Rep. to broker the highest possible fees.

Cable channels in consideration:

- HBO- <https://www.hbo.com/>
- Showtime - <https://www.sho.com/>
- Starz - <https://www.starz.com/>



## VOD

Video on Demand (VOD) is estimating a \$187.53 bn increase during 2022-2027. It is a market that continues to grow. VOD let's consumers conveniently watch their films on demand via their cell phones, tablets, laptops, and TVs, in a matter of seconds after purchasing.

The largest providers of videos on demand include iTunes, Amazon Prime, Apple +, and Vimeo.

## SVOD/AVOD

Subscription Video On Demand is a streaming service where the consumer pays a month fee to watch unlimited films, documentaries, and original series. SVOD companies pay a licensing fee to showcase the film to their audience. Licensing fees can be in the mid six figures to seven figures.

Advertising Video On Demand is a streaming service that shares advertising fees with the filmmakers. These companies charge a fee to companies that want to show their commercials to their audience. AVOD is a \$33 Billion dollar industry.

SVOD Companies in consideration:

Netflix - <https://www.netflix.com/>

Hulu - <https://www.hulu.com/>

Amazon Prime - <https://www.amazon.com/amazonprime>

AVOD Companies in consideration:

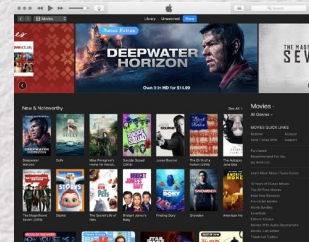
TubiTV - <https://www.tubi.com/>

Peacock - <https://www.peacocktv.com/>

Sony Crackle - <https://www.sonycrackle.com/>

## FOREIGN SALES

Foreign sales are handled by an establish sales agent that have business relationships with multiple international countries that license films for a flat fee. Production is confident that the film can also do well in the foreign market. Faith-based films have started to gain popularity in the foreign market.. Based on similar films to our own, sales per each country can average between high five figures to high six figures.





For more information please  
contact:

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