Blood Moon Fundraising Campaign

Title: BLOOD MOON - See ya on the other side.

Prepared by: Douglas Ross (Screenwriter/Producer)
Format: Feature Film

Genre: Supernatural Suspense

Length: 95 pages

Audience: Adult (18-34)

Tone: Texas Gothic (1979), Haunted, Hopeful

Log Line: A haunted young man, stalked by vengeful entity, returns to Texas to scatter his brother's ashes—must unravel spectral messages from his dead brother—then discovers the daughter his brother never knew.

Shooting Days: 38 days
Locations: Lake Travis, TX & Austin, TX

Target Budget: $1,550,000
Campaign Goal: Raise $500,000 – $850,000 (scalable tiers)

Investment Overview
For independent feature films, **Angel Investor groups** typically target an initial ROI of **120% to 150%** plus a 50% net profit share, while **Private Equity** firms generally look for an **8% to 25% annualized return (IRR)** or total exits of **5× to 6×** the initial investment.

Recoupment & Return Structures
Film budgets use a structured "waterfall" to dictate how money is paid out. Because indie films are highly volatile, deals are typically structured to reduce risk and incentivize funding.

- **The 120% Rule:** Many indie projects offer a "premium" where investors receive a guaranteed **120% to 130%** return on their principal investment before any net profits are shared.
- **Net Profit Split:** Once the premium is paid, remaining net revenues (after distributor fees and marketing costs) are typically split **50/50** between the filmmakers and the investors.

General Industry Performance
Despite high target rates, the overall independent film market is highly speculative:

- Research indicates that the median ROI for independently financed movies can be negative (historically around **-13%**), meaning many films lose money or never reach the net profit stage.

- Because of this risk, Private Equity firms—similar to Venture Capitalists—often require strong commercial incentives, pre-sales, and tax incentives to back a film.

- Some highly successful micro-budget independent models have reported returns exceeding **200%**, but these are statistical outliers rather than the industry average.

1. Film Tax Incentives & Rebates

Tax incentives fundamentally lower an investor's cash-at-risk from day one by providing predictable, non-recoupable capital.

- **The Mechanism:** States and countries offer cash rebates, refundable tax credits, or transferable tax certificates based on a percentage of local expenditures (typically **20% to 40%** of Qualified Local Spend).

- **Impact on Payout Timeline:** Producers can often monetize these incentives early by securing a **production loan** against the expected tax credit certificate. This injects immediate liquidity into the budget, reducing the total equity required from investors and speeding up their path to break-even.

- **Risk Mitigation:** If a film costs $1.45M and qualifies for a 30% rebate ($435,000), the investor's true maximum exposure drops to $1.01M before a single ticket is sold.

2. International Pre-Sales

Pre-sales shift project risk from the investor to global distributors before principal photography even begins.

- **The Mechanism:** Producers pitch the film at major markets (like Cannes, AFM, or EFM) using a script, director, and attached talent. Foreign distributors sign binding contracts to buy the exhibition rights for their specific territories once the film is delivered.

- **Impact on Payout Timeline:** These distribution contracts can be "collateralized" or discounted by a bank to provide immediate production capital. Because these guaranteed revenues are locked in prior to release, they form a defensive floor that pays off senior debt or investors immediately upon delivery of the film.

- **The Trade-Off:** While pre-sales drastically shorten the timeline to reclaim principal capital, selling off territories early caps the film's potential "upside" if it becomes a massive global breakout hit.

3. The Distribution Waterfall

The distribution waterfall is the legal, sequential order in which box office and streaming revenues flow downward to satisfy stakeholders. Investors must ensure they hold a senior position in this hierarchy to avoid being wiped out by backend expenses. A standard independent film waterfall flows in the following strict chronological order:

BUDGET SUMMARY

Category	Amount
Above the Line	$553,859
Production Expenses	$467,075
Post-Production	$310,000
Other Expenses	$218,659
Subtotal	$1,549,593
Insurance, Bond, Contingency	$0 (included above)
GRAND TOTAL	$1,550,000

COMPLETE FINANCING PLAN ($1,550,000)

Funding Sources Summary

Source	Target Amount	Percentage	Timing
Texas Incentive Rebate	$250,000	17-21%	Post-production
Angel Investors (Texas)	$350,000	24%	Pre-production
Private Equity	$250,000	17%	Pre-production
Crowdfunding	$75,000	5%	Pre-production
Brand Equity	$100,000	7%	Immediate
Gap Financing	$200,000	14%	Post-completion
Pre-sales (International)	$225,000	16%	Post-cast

TOTAL	$1,450,000	100%	

CAMPAIGN OVERVIEW

The Ask

Tier	Fundraising Goal	Approach
Seed	$50,000 – $150,000	Crowdfunding + Angel Investors (pre-production)
Core	$150,000 – $500,000	Texas Film Commission Incentives + Private Equity
Full	$500,000 – $1,450,000	Gap Financing + Pre-sales + Streamer License

Why This Film Is Investable

Factor	Explanation
Contained Budget	$1.45M is achievable for indie supernatural drama
Texas Incentives	20-25% cash rebate on Texas spend (approx. $1M return)
Clear Genre Lane	Supernatural drama with heart – comparable to The Sixth Sense
Breakout Child Role	K-Girl (age 8) – casting hook for discovery narrative
Regional Authenticity	Texas Gothic is a recognizable, marketable tone
Period Setting (1979)	Nostalgia without expensive CGI

PART ONE: TEXAS INCENTIVE REBATE ($250,000 – $300,000)

Calculation

Factor	Amount
Total Budget	$1,450,000
Estimated Texas Spend (85%)	$1,232,500
Rebate Rate	20-25%
Estimated Rebate	$250,000 – $300,000
Net Budget After Rebate	$1,150,000 – $1,200,000

Investor Pitch Language

“The State of Texas will return 20-25 cents of every dollar we spend in Texas – effectively reducing your investment risk by nearly a quarter before we shoot a single frame.”

PART TWO: ANGEL INVESTORS ($350,000)

Target Profile

Type	Location	Target	Investment Range
High-net-worth individuals	Houston	$150,000	$25,000 – $100,000
High-net-worth individuals	Dallas	$100,000	$25,000 – $100,000
High-net-worth individuals	Austin	$100,000	$25,000 – $100,000

Investor Tiers

Investment	Credit	Additional Perks

$10,000 – $24,999	Associate Producer	Set visit (virtual), premiere ticket
$25,000 – $49,999	Co-Producer	Set visit (in-person), 2 premiere tickets
$100,000	Executive Producer	Profit participation, 4 premiere tickets

Sample Investor Outreach (Email)

Subject: BLOON MOON – Supernatural Suspense – $1.45M Budget

Dear [Name],

A grieving Texas college grad takes his brother's ashes to Lake Travis – only to discover a death entity is stalking him, his late brother is sending messages from the afterlife, and an eight-year-old girl might be his niece he never knew.
Echoes from Beyond is a supernatural mystery with a unique Texas Gothic tone.
(The Sixth Sense meets Paranormal Activity).

Total budget: $1,450,000. State of Texas incentives will return approximately $250,000 – $300,000 in cash rebate plus over $100,000 in Austin Film Commission tax incentives.

We are seeking $350,000 from Texas-based angel investors.
Minimum investment: $10,000.

Investment Tiers:
- $10K – $24,999: Associate Producer credit
- $25K – $49,999: Co-Producer credit + set visit
- $50K+: Executive Producer credit + profit participation

May I send you the investor deck and script?

Best regards,
Douglas Ross

PART THREE: PRIVATE EQUITY ($250,000)

Target Sources

Source	Amount	Notes
Film funds (small/mid)	$100,000	Genre-focused funds

Entertainment attorneys (clients)	$75,000	High-net-worth clients
Regional business angels	$75,000	Non-Texas but US-based

Pitch Differentiators for PE

Factor	Why It Matters
Low budget ($1.45M)	Easier to recoup than $5M+ indie
Texas incentives	20-25% cash rebate = built-in return
Clear genre lane	Supernatural drama = proven VOD/streaming market
Breakout child role	K-Girl (age 8) = festival discovery narrative

PART FOUR: CROWDFUNDING ($75,000)

Platform: Seed & Spark

Item	Amount
Campaign Goal	$75,000
Stretch Goal	$100,000
Campaign Length	30-45 days

Budget Allocation of Crowdfunding Funds

Use	Amount	Notes
Teaser trailer production	$25,000	For streamer/submission package
Casting (K-Girl search)	$15,000	Augments budgeted $17,792
Concept art / Look book	$10,000	For investor deck

Table read (budgeted at $14,060)	$14,000	Already in budget
Fulfillment (perks, shipping)	$5,000	-
Platform fees (5-8%)	$6,000	-
Total	$75,000	

Reward Tiers (Simplified)

Amount	Reward
$10	Digital postcard + social thank you
$25	Digital screenplay (PDF)
$50	"Bad Uncle" enamel pin
$100	“See ya on the other side” T-shirt
$250	Virtual table read invitation
$500	Signed poster + "Special Thanks"
$1,000	Associate Producer credit (IMDb)
$2,500	Name in end credits + virtual set visit
$5,000	Co-Producer credit + premiere ticket
$10,000	Associate Producer credit + 2 premiere tickets + set visit

CROWDFUNDING CAMPAIGN PAGE HEADLINE:

BLOON MOON – A Texas Ghost Story with a Broken Heart

Help us bring this supernatural memorial weekend to the screen. A grieving brother. The Reaper of Souls. A hidden niece. Lake Travis, 1979.

VIDEO SCRIPT (90 Seconds)

0:00-0:10 – Black screen. Lone guitar note.
TEXT: “See ya on the other side."

0:10-0:25 – Lake Travis at sunset. Campfire. Lone figure on a boat.
VOICE OVER (Sean): "After my brother died, I started seeing things. Shadows. Orbs. A girl who knew too much."

0:25-0:40 – Quick cuts: TV tower at night. Coffee can labeled "KEN." Child twirling her eyebrow.
VOICE OVER (Sean): "I came to scatter his ashes. I didn't expect him to scatter back."

0:40-0:55 – Laughter around a fire. Canoe flipping. Shadow rising from the lake.
VOICE OVER (Sean): "There's something in the water. Something that feeds on grief. And it wants payment."

0:55-1:15 – Title card. Memorial. Family reunion. Orb.
VOICE OVER (Sean): "This is a story about brothers. About secrets. About the family we find when we least expect it."

1:15-1:30 – Call to action.
TEXT: "Help us make ECHOES FROM BEYOND." / "Back the campaign today.

PART FIVE: PRODUCER EQUITY ($100,000)

Source	Amount	Notes
Ray Ban Sunglasses	$10,000	Product integrated into script
Jeep Automobiles	$10,000	Product integrated into script
Pace Picante Hot Sauce	$10,000	Product integrated into script
Lone Star Beer	$10,000	Product integrated into script
Billabong Swimwear	$10,000	Product integrated into script
Coleman Outdoor Products	$10,000	Product integrated into script

O’Brien Waterskis, Life jackets	$10,000	Product integrated into script
Speedo Swimwear	$10,000	Product integrated into script
Jose Cuervo Tequila Liquors	$10,000	Product integrated into script

PART SIX: GAP FINANCING ($200,000)

Lender Type	Amount	Requirements
Completion guarantee	$200,000	Sales agent attachment, cast attachment

Timing: Post-production (after principal photography)

Interest Rate: Typically 8-12% plus fee

PART SEVEN: PRE-SALES ($225,000)
Estimated Pre-Sales by Territory

Territory	Estimated Advance
United Kingdom	$60,000
Germany/Austria	$50,000
France	$40,000
Japan	$25,000
Australia/NZ	$25,000
Other	$25,000
Total	$225,000

Requirement: Sales agent attachment + cast attachment (lead roles)

$1,450,000.00 TOTAL BUDGET

Phase 1 (Pre-Production) – $175,000 (12%)

├—— Producer Sweat Equity $100,000 (7%)

└—— Crowdfunding $75,000 (5%)

Phase 2 (Production) – $600,000 (41%)

├—— Angel Investors $350,000 (24%)

└—— Private Equity $250,000 (17%)

Phase 3 (Post & Recoupment) – $675,000 (47%)

├—— Texas Incentives $275,000 (19%)

├—— Gap Financing $200,000 (14%)

└—— Pre-sales $225,000 (16%)

COMPLETE FUNDING ROADMAP

Phase 1: Seed (Months 1-2) – $175,000

Source	Amount
Producer equity	$100,000
Crowdfunding	$75,000
Phase 1 Total	$175,000

Use: Pre-production, casting, teaser, location, concept art, legal, website.

Phase 2: Angel & Private Equity (Months 2-5) – $600,000

Source	Amount
Angel investors (Texas)	$350,000
Private equity	$250,000
Phase 2 Total	$600,000

Use: Production (cast, crew, locations, camera, etc.)

Phase 3: Incentives & Gap (Months 5-12) – $675,000

Source	Amount
Texas incentive rebate	$250,000 – $300,000
Gap financing	$200,000
Pre-sales	$225,000
Phase 3 Total	$675,000 – $725,000

Use: Post-production, delivery, recoupment

QUICK PITCH CARD

Item	Content
Film	Echoes from Beyond
Genre	Supernatural Mystery
Logline	A haunted young man stalked by vengeful entity, returns to Texas to scatter his brother's ashes—must unravel spectral messages from his dead brother—to protect the daughter his brother never knew.
Budget	$1,500,000
Texas Rebate	$250,000 – $300,000 (20-25%)
Net Budget	$1,150,000 – $1,200,000
Ask	$600,000 (Private Equity/Venture Capital Firm) $400,000 (Investment Club)
Minimum Investment	$10,000
Comparables	The Sixth Sense meets Bernie

INVESTOR ONE-PAGER

ECHOES FROM BEYOND
Investment Summary

Budget:

Item	Amount
Total Budget	$1,450,000
Texas Incentive Rebate (est.)	($250,000 – $300,000)
Net Budget	$1,150,000 – $1,200,000

The Ask:

Source	Amount
Angel Investors (Texas)	$350,000
Private Equity	$250,000
Total Seeking	$600,000

Investment Minimum: $10,000
Projected Returns (ROI) (on $1.2M net):

Scenario	Multiple	Return
Conservative	1.5x	$1.8M
Moderate	2.5x	$3.0M
Optimistic	4x	$4.8M

Investor Perks:

- **$10K – $24,999: Associate Producer credit + ROI**
- **$25K – $49,999: Co-Producer credit + set visit + ROI**
- **$50K+: Executive Producer credit + ROI + profit percentage participation**

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FINAL CHECKLIST

Task	Status	Deadline
Texas Film Commission pre-approval	☐	Month 1
Crowdfunding campaign (Seed&Spark)	☐	Month 1
Teaser trailer production	☐	Month 2
Investor deck (final)	☐	Month 2
Angel investor outreach (Austin/Dallas/Houston)	☐	Month 2-4
Private equity outreach	☐	Month 2-5
Casting (K-Girl)	☐	Month 2-3
Table read	☐	Month 3
Close Phase 2 funding	☐	Month 5
Begin production	☐	Month 6

"See ya on the other side."

Contact:

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Producers Guild of America, Member since 2009

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For a $1.5 million independent film, you should plan to spend **approximately 20% to 33% of your total budget** on the entire marketing and distribution effort. This would amount to between **$300,000 and $500,000**.

However, if you're asking about the specific slice for "publicity" activities (like hiring a publicist, managing a festival strategy, and press outreach), that figure is typically much lower, often falling in the $20,000 to $50,000 range .

Here's a breakdown of how the numbers shake out:

 P&A: Your Marketing Budget

The total budget for marketing and distribution is known as P&A (Prints and Advertising). For independent films, a common and wise rule of thumb is to allocate 20% of your total budget for P&A from the very start .

- The Bigger Picture: For a $1.5M production, a 20% allocation means a P&A budget of **$300,000** .
- Smart Financing: Many industry professionals strongly advise that you never treat marketing as an afterthought. A great film that no one sees is a financial failure. Building this budget into the initial plan is crucial .

 Publicity: A Vital Part of P&A

The term "publicity" refers to the strategic work of generating earned media through press, festivals, and events. It's a specific line item within your P&A budget.

- A Key Finding: An analysis of distribution reports for indie films found that the average amount actually spent on advertising was a shockingly low $2,200. This highlights the danger of not having a dedicated, realistic plan .
- Cost Breakdown: For a modest indie film, the core publicity costs often include:

- Hiring a publicist (which can range from $3,000 to $10,000+ per month)
- Festival submission fees and travel for the team
- Creation of press materials (EPK, photos, posters)
- Holding premiere and special screening events

⚖️ Budgeting for Success

Your specific budget should be tailored to your film's goals. A film aiming for a wide theatrical release will need a marketing budget far closer to 50-100% of the production cost . For a $1.5M indie aiming for a festival and targeted digital release, a 20% P&A budget is a more achievable and realistic target.