

Documentary Film
The Be-all and End-all
《这么老的少年》



Connecting your brand

with

a wholesome and healing story

for our post-pandemic life

Contents

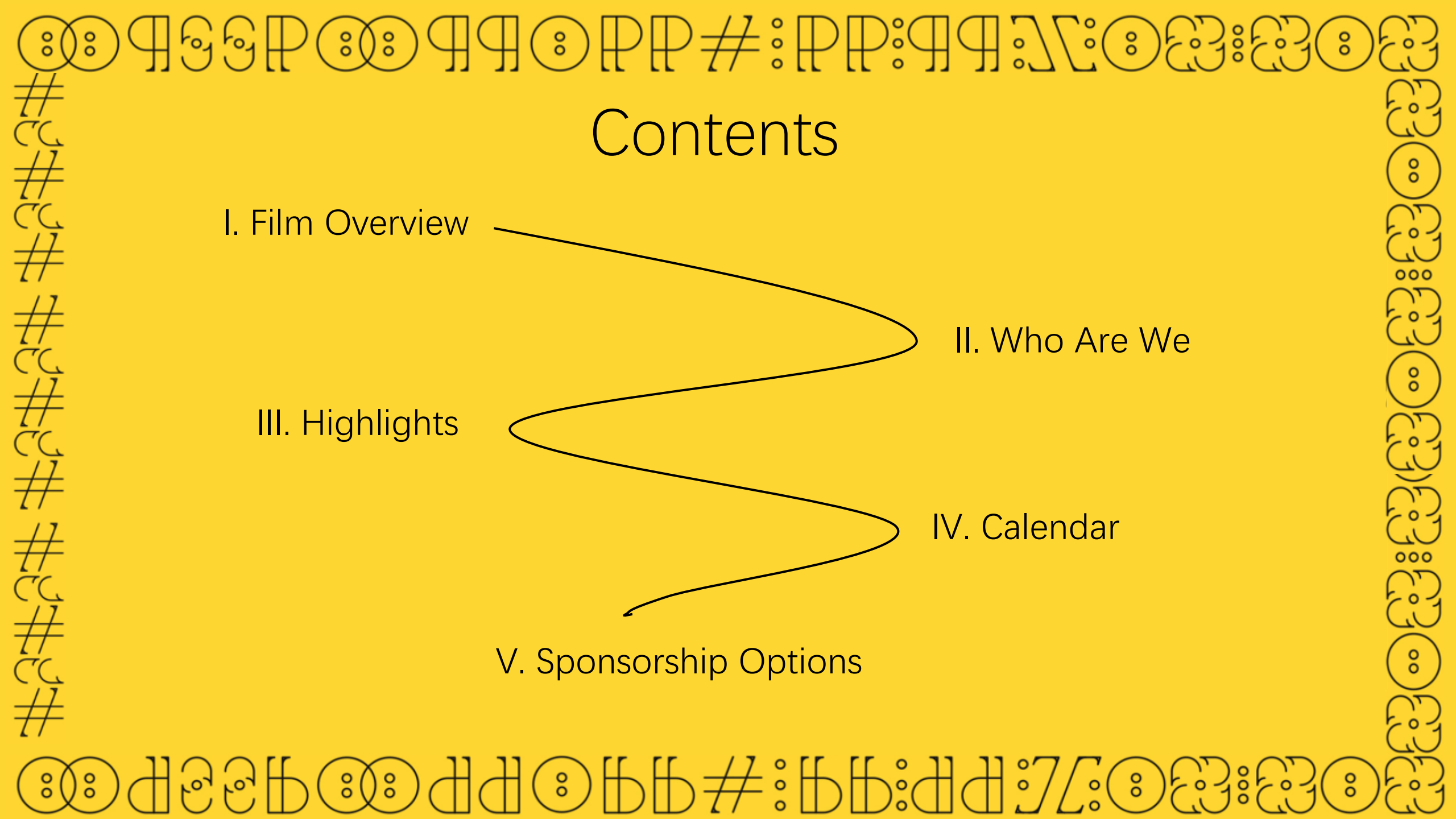
I. Film Overview

II. Who Are We

III. Highlights

IV. Calendar

V. Sponsorship Options



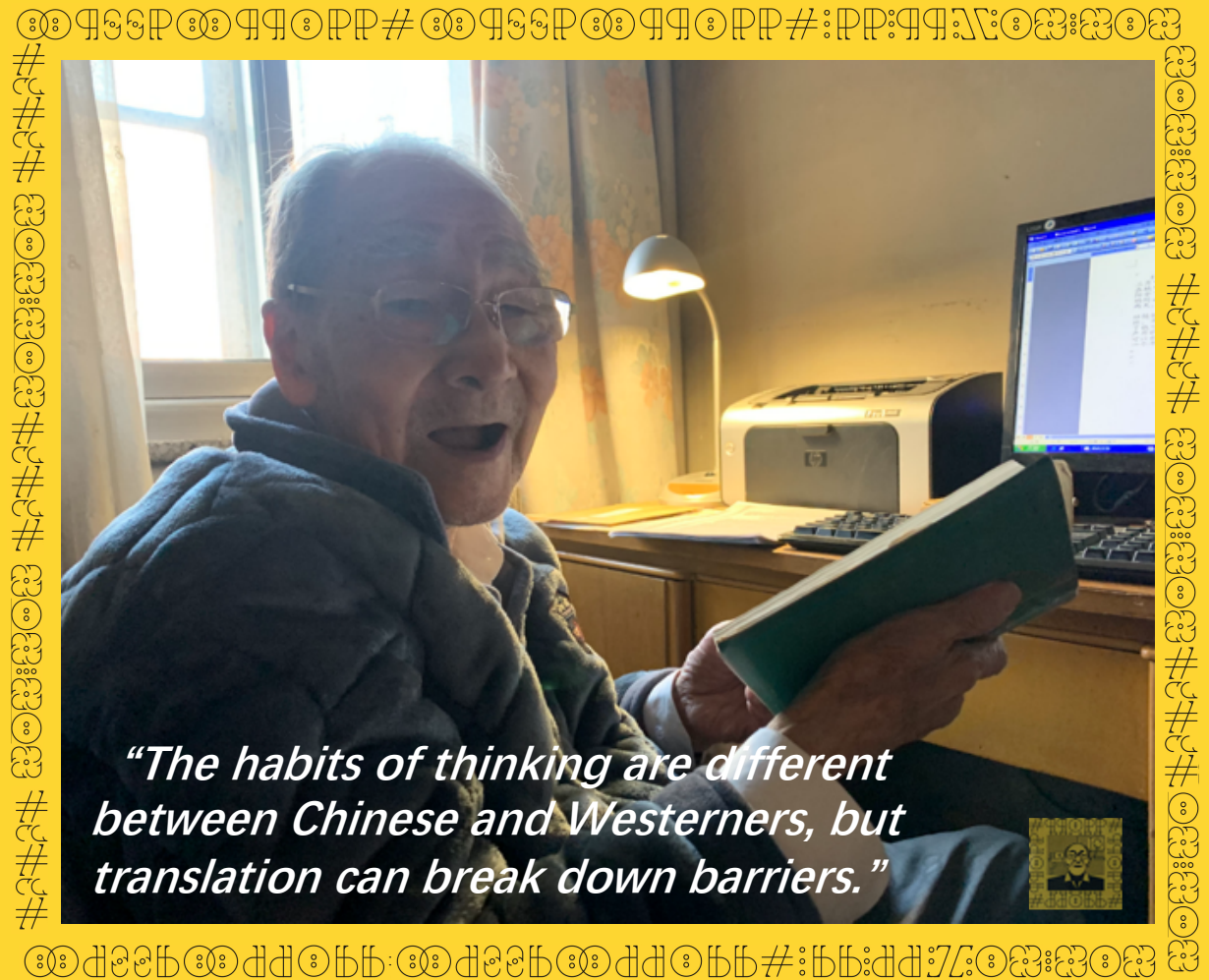


Film Overview

A 99-year-old Chinese man exploring the meaning of life.

Star Xu Yuanchong

- Born in 1921. He is considered the “only poetry translator between Chinese, English and French.” He has published more than 170 books, translating not only the work of western writers into Chinese -- including William Shakespeare, John Dryden, F. Scott Fitzgerald, Stendhal, Maupassant, Romain Rolland, Gustave Flaubert, and Henry Taylor -- but also translating ancient Chinese into French and English, such as poetry from the Warring States period (400s B.C.), Tang Dynasty and Song Dynasty (600s-1200s A.C.) of Qu Yuan, Du Fu, Li Bai, and Li Qingzhao, etc.
- In 1938 he went to the National Southwest Associated University, which was founded by young scholars and intellectuals who rose up to fight their battles through literacy during the war. In the 1950s, he studied in France and traveled around Europe.
- He was nominated for a Nobel Prize in Literature in 1999. In 2014, he was the first Asian winner of the “Aurora Borealis” prize, the highest award in the translation field.



Pitch Information

Duration: 95 minutes (tentative)

Language: Chinese/English/French

Location: Beijing, Kunming

Shooting time: May 2017- April 2019

Situation: Post-production

Completion time: July/August 2020

Estimated release date: December 2020

Presented by: Beijing SDT Media

Production: Beijing SDT Media, Panda Consulting

Total budget: RMB 3 million (~USD 142K)

Confirmed finance: RMB 1 million (~USD 425K)

**Looking for: Sponsorship for upcoming
publicity and distribution activities**

Story:

The 96-year-old translator Xu Yuanchong lives a calm and sweet life with his wife. Although he has been retired for over 20 years, Xu still works hard and translates 1,000 words a day. He is determined to finish translating *The Complete Works of William Shakespeare* before the age of 100. He almost lost the ability to walk because of an accidental fall, and his work was forced to be paused. After months of care from his wife, he successfully made it through his leg surgery and returned home, where he continued to work day and night on translations. However, just as everything got back on track, his wife's sudden death left 98-year-old Xu Yuanchong's life in chaos again...



“
*My translation is to create beauty for the world,
Why have I lived so long?
Because I am creating beauty for the world every
day.*

”

Translates
Shakespeare's works
every day, from ten
o'clock in the morning
until four o'clock in the
morning

During the day, he
often receives visitors

He is living "European
time" which is not quite
the same as normal
people



At the age of 96, Xu Yuanchong still insisted on cycling to exercise.



“
Don't limit my freedom.



”



Xu Yuanchong reads books or newspapers every day. He reads for a while, rests for a while, and insists on reading even while in the hospital.



“
*Chinese culture, to the world. Now our technology, military,
and business all are going to the world, what is missing is this
(culture), and this is what I fill.*

”

“
*They all said that I would take
care of him and escort him.*

”



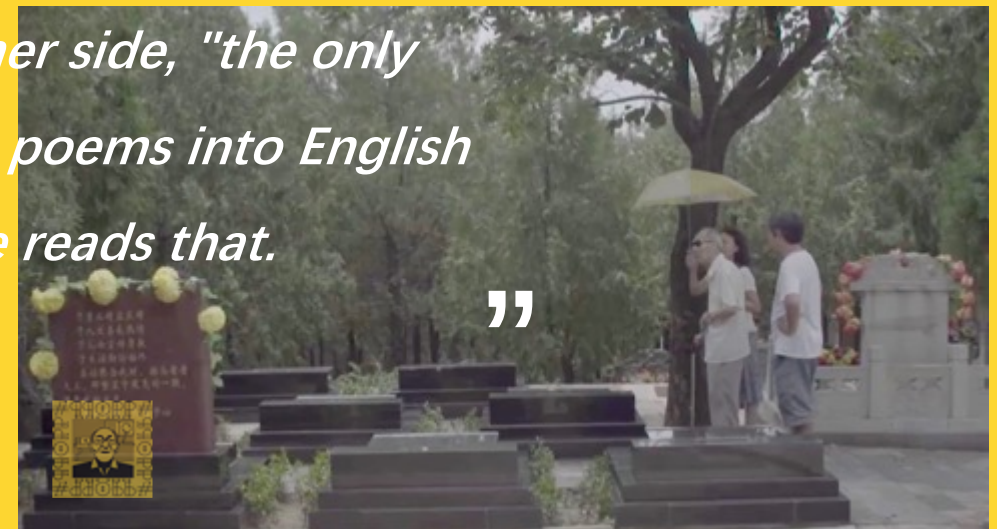
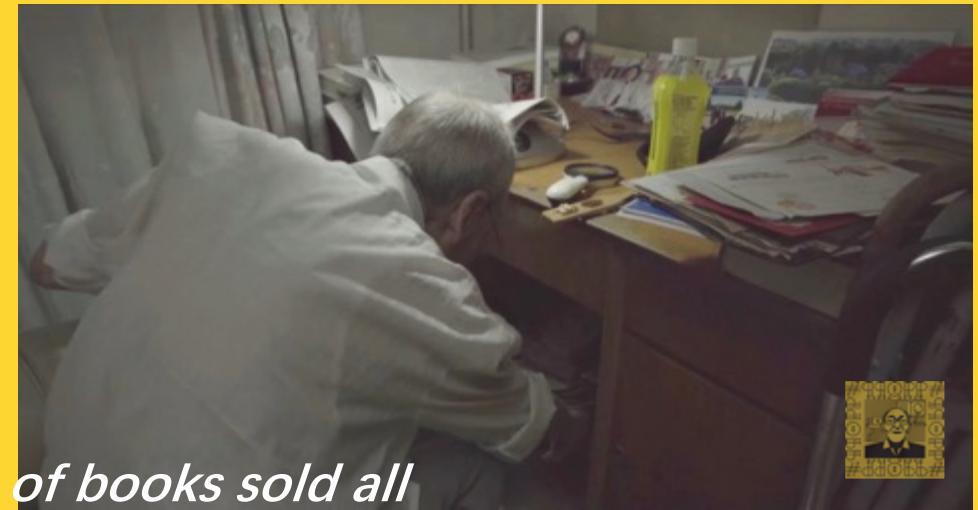
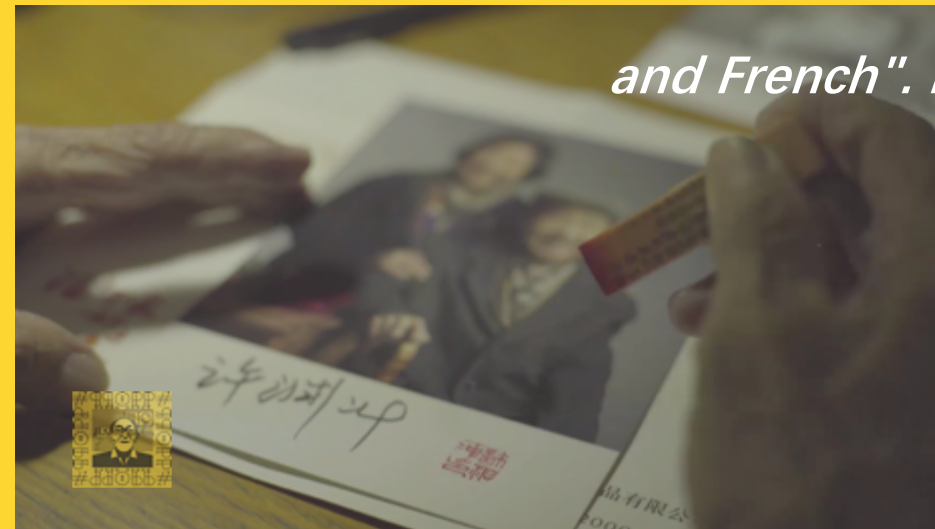
Xu Yuanchong and his wife Zhaojun (85 years old, she used to be a code breaker in the war) have been living together for 60 years. Zhaojun is also his “agent”. They rented the apartment opposite of their home just to store more and more books.

Xu Yuanchong fell and suffered a fracture at the age of 97. He walked again after his wife's careful care.

Xu Yuanchong recovered, but his wife's body was getting worse. Soon she passed away...



“
On the one side, "hundreds of books sold all over the world" and the other side, "the only one who translates Chinese poems into English and French". My tombstone reads that.



”
The 98-year-old man tried his best to keep himself busy, but his work translating Shakespeare all but stopped.

Xu Yuanchong is invited to participate in the 80th-anniversary celebration of his alma mater in Kunming, 2500 kilometers away. The journey, returning to his youth, helped him process his loss and regain the meaning of life.

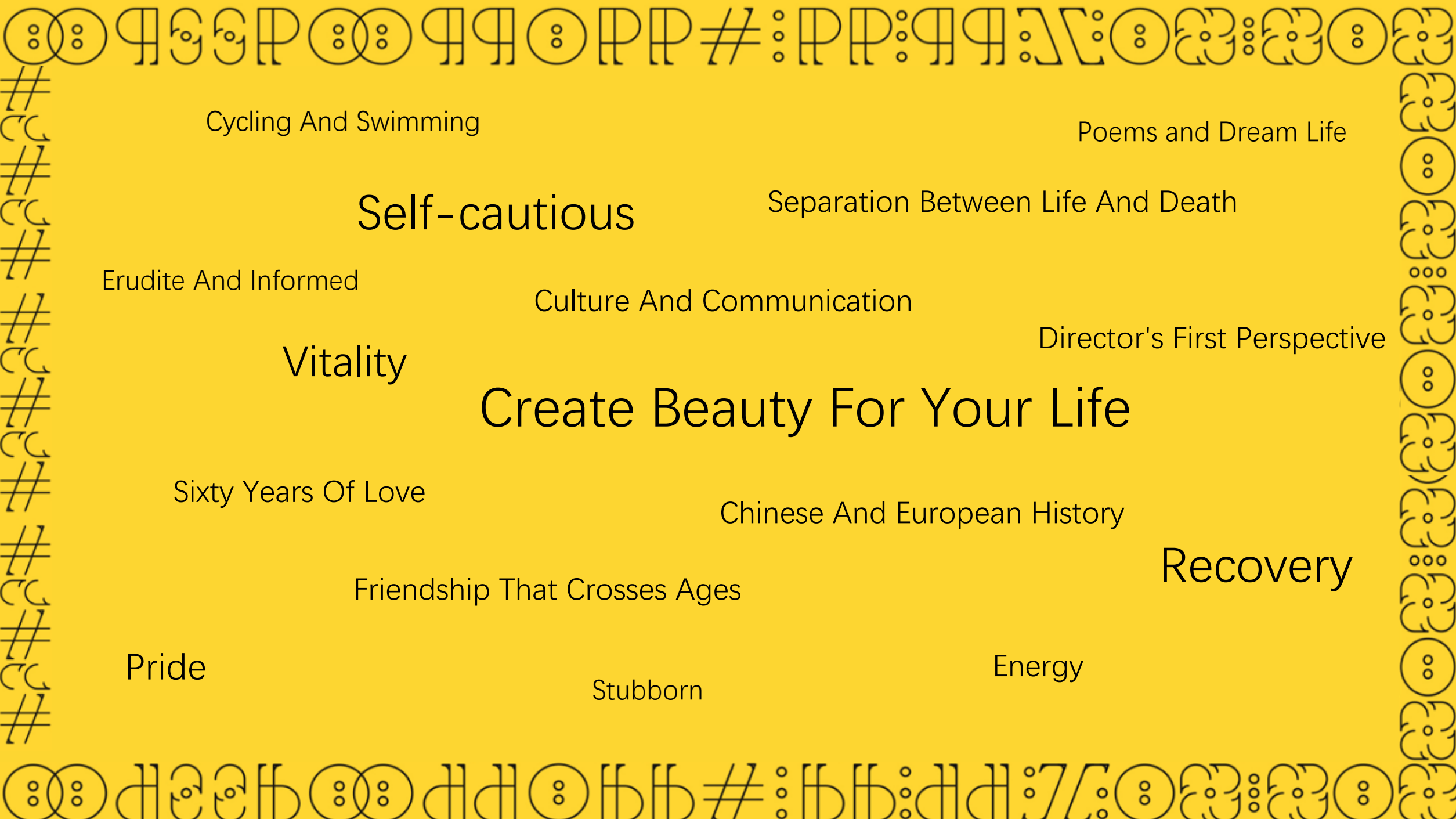


Back home, Xu Yuanchong reorganized his life and began his work to translate Shakespeare again.



At the age of 99, Xu Yuanchong has learned to bathe himself, feed himself, and take care of himself. He understands that what aging and disease cannot take away is the meaning of life.





Cycling And Swimming

Poems and Dream Life

Self-cautious

Separation Between Life And Death

Erudite And Informed

Culture And Communication

Director's First Perspective

Vitality

Create Beauty For Your Life

Sixty Years Of Love

Chinese And European History

Recovery

Friendship That Crosses Ages

Pride

Stubborn

Energy



Who Are We

Spanning half the earth, we are a creative team with both strength and passion

Director/Photographer Yun ZHU

- Seven years of experience with documentaries
- Graduated from the Department of Radio and Television at the Communication University of China in 2013; Deputy creative director at SDT Media from 2013
- She has cooperated with BBC, RAI, CCTV, Tencent and other platforms; Participated in and directed over 2000 minutes of documentary film
- Awards: Best International Communication Award, Best Short Documentary from the China Academy of Documentary; Bronze Medal for the documentary unit of the AIPS Sport Media Awards 2018; Nomination for Best Creative Award at the first “Golden Panda” International Communication Awards at the Sichuan TV Festival



Producer Haijing WANG

- Majored in Economics, but ended up working as a cross-cultural communicator.
- With 7 years of Public Relations experience in China, she has worked for clients from all over the world. Haijing is able to bring creative marketing strategies into documentaries.
- She speaks Chinese, English and Spanish. Although born and raised in China, Haijing has also lived in Spain, Brazil and Italy. This adventurous life makes her understanding of the world as diverse as the different cultures she immersed in.
- Haijing has worked on award winning documentaries such as the Italian episode of *From Chung Kuo to China* and 7 South American episodes of *Football Roadmap*.



Editor Camille COTTE

- Film Editor. Apprenticed with French photographer Raymond Depardon's and helped with his documentaries.
- She has been an editor for more than 40 years. Stayed in New York in the 1980s and worked with the master photographer Robert Frank and Robert Altman.
- Has worked as a Supervising Editor, both sound and picture, with A. Desplechin, S. Martin, J. Doillon, M. Vernoux, E. Carrere, J. Bonnell, M. Houellebecq, Karin Albou, Ilya Khrzhanovsky, A. Staka, L.Gavron, B.Grafin,D. Touati, R. Keita, Claude Ventura...
- Has taught film editing at Paris 8 university, ESAV(Maroco) and at La FEMIS.



Production Designer

Céline LAMEE

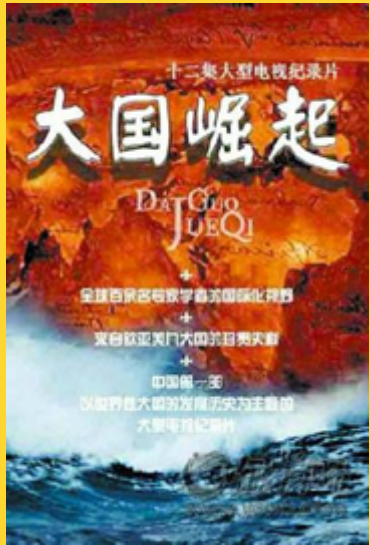
- Céline studied at ArtEZ in Arnhem, the Netherlands and now teaches graphic design courses at Beijing Institute of Fashion Technology (BIFT).
- She founded Dutch design company LAVA's Beijing office in 2013.
- Her project, 'Mobile Design Agency' was awarded Most Creative Project and exhibited in Manchester, Venice Biennale, Shanghai and Sydney.
- Her work tries to connect eastern and western visual culture in an interesting way. Passed clients include Beijing Design Week, French, Swiss, Australian and Dutch Embassy, Sanlitun Taikoo Li, CKGSB and packaging projects like Jujukong and Balang Gin.
- You can see Céline's work on local hutong streets as well as big events all over China such as the 28th Golden Rooster Film Awards in 2019 in Xiamen.



Production Company: SDT Media



- The leading domestic company for documentary investment, production and release.
- "A global and historical vision": focusing on creation for 20 years their team has left its footprint all over the world.





Artistic value, commercial value, social value

- **The industry's finest:**

SDT Media produced a documentary series *When You Are Old* in 2016, which was broadcast on the BBC and attracted overseas attention. With more than 20 years of experience in production and international communication, each piece is handled professionally, and with the highest standards of the film industry. The result is consistently excellent work for domestic documentaries.

- **Across cultures and for audiences worldwide:**

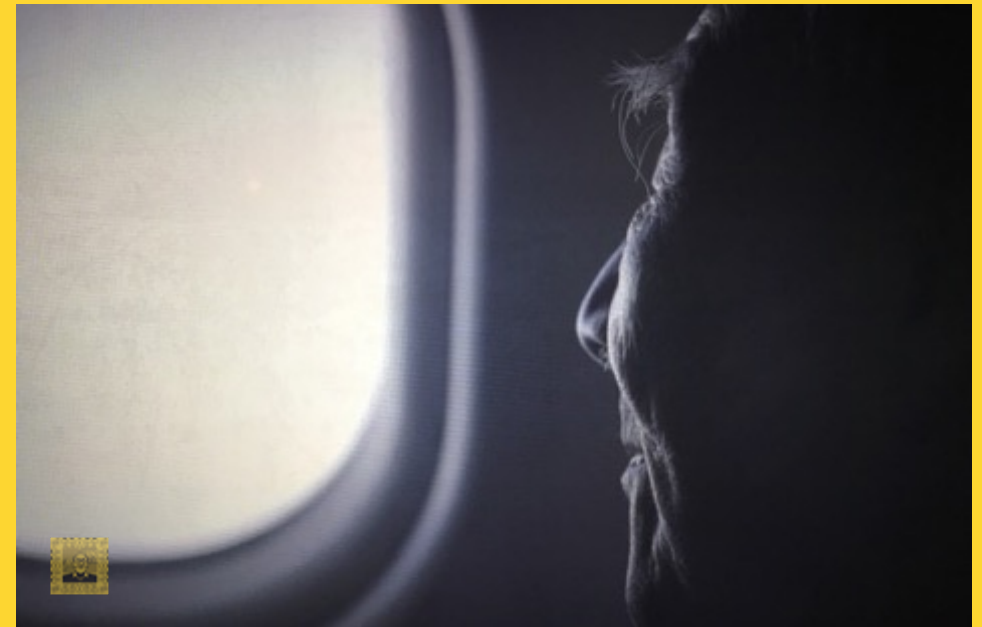
People around the world have the same pursuit of beauty. This film crosses both ancient and modern times, and Eastern and Western culture. The film not only introduces foreign culture to Chinese people, but also brings Chinese culture overseas. People from around the world will appreciate this film.

- **Open up the entire industry chain and maximize value:**

This film can facilitate cooperation with multiple industries and multiple channels to enhance the value of their brand. Whether it is education, art, publishing, film and television, finance or FMCG, each can be directly connected to this film.

- **The true "poem and dream" heals the soul and has profound significance:**

Xu Yuanchong has been doing what he likes all his life and has reached the peak of personal achievements. By the age of 99, he is still full of energy and continues to pursue the meaning of life. This is an extremely perfect state that many people in modern society yearn for but cannot reach. After the epidemic, these works of art that heal the soul have more value than ever. This film can fill a void, assume the responsibility of guiding the public, and encourage the audience to come out of the impetuous commercial blockbuster and pay for the true story.





Promotion Calendar

International Communication Brings Understanding

Across the total project timeline (1 to 1.5 years), you can expect:

expect:

- More than 200 domestic and foreign media coverage
- More than 30 domestic online and offline events
- More than 4 overseas film festivals
- Roadshow in overseas countries (at least Europe and South America)
- Overseas general screening and release

- Confirm partners
- Obtain the film license
- Prepare domestic roadshow (colleges, nursing homes, cinemas, etc.)

- Domestic b2b roadshow
- Domestic b2c limited release
- Preparing for the premiere

* More activities in China than overseas before April 2021



- Find partners for publicity and distribution (domestic and b2c, overseas publicity is the responsibility of the producer)
- Look for sponsorship opportunities
- Complete the b2c trailer
- Complete post-production
- Confirm Chinese and English name for the film and the main poster
- Start operating social media accounts

- Domestic b2b roadshow
- Domestic b2c limited release
- b2c & b2b trailer
- Hold a briefing for foreign media reporters in China (comments will be included in the b2c trailer)

- Domestic premiere (expected to be at Peking University)
- Release in domestic cinemas
- International premiere (IDFA 2020 or Sundance Film Festival 2021)
- Domestic b2c roadshow (sharing meetings in domestic major cities, co-branding events, film festivals and other cultural activities, online marketing activities, derivatives release, and more!)



Sponsorship Options

An incredible marketing opportunity all over China

1 Brand exposure on publicity and distribution materials



- Movie posters, event posters, etc.
- Film intro ad
- Film credits
- Trailer
- On-site decoration of the conference and screening venue
- Outdoor Advertising
- Press release
- Social media
- Film Festival booth
- The premiere events
- Speeches and/or other oral mentions

2 Customized roadshow sponsorship

According to the characteristics of your organization/brand, we plan to designate sponsorship to specific audiences. We are considering organizing roadshows/screening in the following places:

- Company teambuilding & Employee benefits
- Domestic universities, primary and high schools
- Domestic nursing homes and resorts
- Domestic and foreign bookstores and libraries
- Domestic and foreign Industry forums and festivals
- Domestic and foreign cultural center



3 Co-branding event

Examples of co-branding relationships we think could work well for this audience:

- Lifestyle apps (food, entertainment, daily needs) co-branding promotion
- Cultural festival, lifestyle festival, study abroad co-branding activity
- Foreign language schools
- Credit card promotions
- Insurance products
- Sports activities
- Respect for the elderly activity
- Parent-child activity
- Online theme activity



4 Publicity and artwork

- Xu Yuanchong 's special selection of books for the film
- Pamphlet of behind the scenes story and production of the film
- Theme artwork creation
- And more!

FALLING
FROM
the MOON
ACT IV



5 Element authorization and spin-offs design

We hope to make some fun and practical products by co-branding with organization/brand, including but not limited to:

- Apparel
- Jewelry
- Stationery
- Electronic Product
- Food And Beverage
- Fmcg
- Furniture



Why Us ?



- **Lower risk with packaged execution in China:** This film is almost complete and it provides a natural platform between China consumers and overseas brands. It is already certain to have publicity exposure in China, so your participation is guaranteed to be seen.
- **Clear purpose:** Maximize the exposure of the film and brands. You are connected to the film through a professional and hardworking local team.
- **Customize solutions according to your budget:** With our years of creative and executive experience of events, we are able to make boutique branding awareness packages, media relations and social media presence in China for any budget.
- **Speed up your networking process in China:** Work with the strong ones! Our team is connected with the top networks in China thanks to years of business development with technology companies, artists, governments, academics, media, tourism companies, film festivals and entertainment talents. We would love to introduce you to our local networks and facilitate more cross-cultural projects together in the future.

Welcoming conversations on
Sponsorship, Benefit Return,
Regulations
&
Press Inquires

Haijing WANG
Producer

haijing@pandaconsul.com

Chinese Roots, International Minds, Creative Executions
www.pandafilms.love

