

T Alexander; Sponsorship Proposal

*A T'ana Phelice Production*  
*July 10th, 2020*

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## SPONSORSHIP PROPOSAL FOR A SHORT FILM

T ALEXANDER;

A basketball scholar pursues her dream of becoming an actress while parenting her nine month old son with her high school sweetheart. Though her boyfriend single-handedly supports their household, and she does everything she can for her dispirited mother and philandering sister, they constantly remind her about the life she could've had if she hadn't become pregnant.

-Produced & Directed by T'ana Phelice and Lysa Myles

T'ana Phelice, Writer, Director, Producer  
Los Angeles, Ca  
Tel; 323-327-9208  
Email; [Mstanaphelice@gmail.com](mailto:Mstanaphelice@gmail.com)

Lysa Myles, Co-Director, Co-Producer  
Los Angeles, Ca  
Email; [Lysa228@gmail.com](mailto:Lysa228@gmail.com)

T'ana Phelice Productions LLC  
[WWW.TANAPHELICE.COM](http://WWW.TANAPHELICE.COM)

## I. SYNOPSIS & CHARACTER BACKGROUNDS

**T Alexander** is a 30-minute short film about a beloved basketball talent, Tosha Alexander, who lost her basketball scholarship after deciding to move forward with an unplanned pregnancy. Prior to becoming a mother at the age of 17, she was the family's golden child. Although her mother often speaks of Tosha's life being ruined, and her sister urges her to make fast money by using her good looks, Tosha is determined to become an actress, a second dream she hasn't given up on. Her boyfriend Damien works at the local grocery store to support everyone in the household, but Tosha's family refuses to respect him.

**BB (Barbara)**, Tosha's mother, previously a correctional officer, spends her days flipping through channels as her health continues to fail due to alcoholism. She raised her girls to be self-sufficient, but fails to live by her own words after losing her job and a marriage at the same time. She sacrificed her own dreams for her daughters, but is now projecting her failures onto them.

**Daeja**, Tosha's younger sister, grew up in Tosha's shadow. She was average when it came to academics, and has always had a sense of entitlement. Instead of confronting her own insecurities, she competes with Tosha, hoping to gain the favor of their mother.

**Damien**, Tosha's boyfriend, loves being a father. Though living with Tosha's family is toxic, being there for Tosha and his son is what's important to him. He's cheated in the past, and often finds himself in tempting situations. Damien is aware of her family's distaste for him, so he keeps his head down, and frequently bites his tongue.

**T Alexander** is a story that confronts family ideologies that overtake low-income households, namely-in the black communities. It's a film that highlights dysfunctional dynamics, and also showcases the intelligence, talent, and tenacity that one young woman encompasses. This is a story about the ability to forgive and press forward even when you have every reason not to. Tosha is an example of the strength that all the underprivileged can tap into.

## II. FILM OBJECTIVES

Through the release of the film, *T Alexander* will depict a minority breaking a generational curse. The unfortunate events that are encountered will be counteracted with the logic of building a life beyond the typical 9-5, in spite of the lack of support and dismal economic status.

This film will be a testament to the power of having a positive self image. It will document the struggle of being a young parent while also defying the belief that black men do not honor black women. Voice-overs will be used to set a poetic theme, and allow viewers into the mind of the protagonist as she experiences emotional roller coasters throughout her journey.

The story will not be polished with glamour or cliché interactions between its characters. It will be raw and true to the grit that's paired with anguish, jealousy, substance abuse, resentment, unfulfillment, choices, love, and ultimately a small win that pays off the latter.

Our ultimate goal is to inspire. The film will accomplish that by demonstrating the odds our young woman is able to move in her favor.

### III. AIRING & DISTRIBUTION

The producers of *T Alexander* will distribute the motion picture to film festivals, and AmazonPrime. Due to a recent theatrical success tied to the writer, director, and co director- business relationships have been formed to secure the release of the film to the public. To enable wider distribution, we will also place the films promotional materials on public platforms such as *Facebook* and *Instagram*..

### IV. PRODUCTION TIMETABLE

The following is the anticipated production schedule for filming (provided funding will impact scheduling).

	<b>DESCRIPTION OF WORK</b>	<b>START AND END TIME FRAME</b>
PHASE ONE	PRE PRODUCTION	AUGUST 2020 - MID SEPT 2020
PHASE TWO	PRODUCTION	MID SEPT 2020 - EARLY OCT 2020
PHASE THREE	POST PRODUCTION	LATE OCT 2020 - LATE DEC 2020
PHASE FOUR	AIRING & DISTRIBUTION	JANUARY 2021 - LATE FEB 2021

### V. BUDGET

The following is a preliminary budget for all anticipated, necessary costs of production, supplies, crew salaries, pre-production, production, and post-production periods of the proposed film.

PRE PRODUCTION	planning, location scouting, etc	NO FUNDS NEEDED
PRODUCTION	filming, location, equipment, cast, crew	2,500
POST PRODUCTION	editing; digital effects, marketing	500
CONTINGENCIES	reshoots	500
	<b>Total budget =</b>	<b>3,500</b>
<b>SPONSORSHIP OPPORTUNITY</b>		<b>250</b>

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Product and/or business will be featured in the film. Business name, brand, and/or product will be showcased in the film by being a visual element in a particular scene. Example; if the sponsor would like business featured, the business, including business name, will be a focal point of a scene. Example two; if the sponsor would like product featured, the product will be seen or used in a scene in the film. Product will also be a focal point. Sponsors/businesses will also be included in the films closing credits.

**\*Please note\*** T'ana Phelice Productions LLC cannot and does not guarantee the growth of sales or clientele for a sponsor's business and/or product featured in the film. As a sponsor you understand that you are volunteering your business and/or product to be featured in the film. You further understand that the sponsorship funds you are volunteering to contribute to the film offers you 0% ownership of the film. T'ana Phelice Productions LLC will retain 100% ownership of the film, while acting in good faith for our sponsors.

**\*Please note\*** If for any reason the production of this film is cancelled, 100% of your sponsorship funds will be returned not later than 30 days after the cancellation of production of the proposed film.

If you are interested in being a featured sponsor of T ALEXANDER the required dollar amount is \$250. \$125 is required to secure your place, and the remaining \$125 is required no later August 27, 2020. If you secure your place with the first \$125 but fail to pay the remaining balance on the scheduled date listed, you will forfeit your initial \$125 due to a loss of sponsorship funds on our end. If you would like to place more than one product there is an additional fee of \$175 that must be paid for each additional product placement. If you are interested in being the sole sponsor of the film by placing your product line in the film the fee for that is \$3500. Contact either of the producers listed above for further information.

Thank you for taking the time to review this information, and considering this sponsorship opportunity. We hope that your mission overlaps with our own, and look forward to working with you. If you are ready to move forward with this sponsorship opportunity sign and date below. Signed agreements can be emailed to [mstanaphelice@gmail.com](mailto:mstanaphelice@gmail.com). If agreement is received and accepted you will be instructed to make your first payment immediately.

**NAME AND LIKENESS;** By signing this agreement you agree that T'ana Phelice Productions LLC, producers, and cast members associated with this film shall have the right to display the product and/or business name by way of film, and photos in connection to this film for advertising, publicizing, exhibitions, and other promotional uses for the film.

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Signature of "Sponsor"

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Date

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List and describe product to be placed;

Product 1 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Additional products:

(If more than three products contact producers listed above for further information)

Product 2 \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Product 3 \_\_\_\_\_  
\_\_\_\_\_  
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Payments can be sent to:

Paypal; [tanaphelice@yahoo.com](mailto:tanaphelice@yahoo.com) or Cash App; \$Phelice

A producer will follow up by email no later than 10 days after filming commences to update you on the scene, and nature of your product placement. Production photos that include your product will be provided by email as well.