



Velorio

A Generational Ghost Story

Written By: Edward Luis Garcia & Cynthia Garcia Williams
Directed By: Cynthia Garcia Williams

A woman with long dark hair, wearing a dark grey top over a blue dress, is shown in profile on the left side of the frame. She is holding a dark rosary in her hands and looking down at it with a somber expression. The background is a dimly lit room, likely a home altar or chapel. The walls are covered with several framed religious paintings, including portraits of saints and a crucifix. A large, ornate statue of a saint in blue and white robes stands in the center background. In the foreground, there are dark wooden tables and a lit candle in a glass holder on the right. The overall atmosphere is quiet and contemplative, with a hint of mystery.

A Supernatural Family Horror

A family gathers to honor one of their own during a traditional velorio, but as old wounds resurface and unexplained events begin to unfold, they discover some debts refuse to stay buried.

Synopsis

After the death of her estranged father, Emmi Reyes returns to the family home she fled twenty years earlier to attend his traditional Mexican velorio. Accompanied by her teenage daughter, Xiomara, and her partner, David, Emmi must confront the family she left behind as old wounds resurface and long-buried secrets threaten to unravel.

As the overnight vigil unfolds, the house awakens with an unsettling presence tied to Miguelito, a tragedy the Reyes family has carried for decades. What begins as a final farewell soon becomes a terrifying reckoning with grief, guilt, and the truth they can no longer escape.



Themes

Family

Grief

Tradition Faith

Directors Statement



CYNTHIA GARCIA WILLIAMS
DIRECTOR

I wanted to create a supernatural horror film where the true haunting is grief, and healing comes not through exorcism, but through forgiveness. As a Cuban and Mexican filmmaker, I wanted Velorio to be rooted authentically in our culture, our faith, folklore, language, and family bonds, telling an emotional drama through the lens of horror. Velorio is about the dead we sit with, and the ones we're still learning to let go.

Co Production Company



JOHNNY MURILLO
EXECUTIVE PRODUCER
FOUNDER, CHICANO HOLLYWOOD

Chicano

HOLLYWOOD

Chicano Hollywood is a media and production company dedicated to elevating Chicano and Latino storytellers through film, television, digital media, and original content.

Founded by producer and filmmaker Johnny Murillo, the company connects Latino creators and audiences through production, distribution, education, and community.

For VELORIO, Chicano Hollywood joins CYNRG Entertainment as a co-production company, expanding the film's industry network, audience reach, and distribution opportunities.

Production Plan

Shooting: 10 days

Location: San Pedro, CA

Cast: 14 Speaking Roles

Funding Progress

- Cash & In-Kind Support Secured: ~\$90K
- Remaining \$50K

Brand Partnership Opportunities

Tier 1 – Supporting Partner \$5,000

Support the film and receive visibility.

- End credit in the film
- Brand logo/credit on film promotional materials
- Brand recognition on VELORIO website
- Select behind-the-scenes content
- Social media acknowledgment
- Product/service integration where appropriate

Tier 2 – Production Partner \$7800

Deeper association with the production.

Includes Supporting Partner benefits, plus:

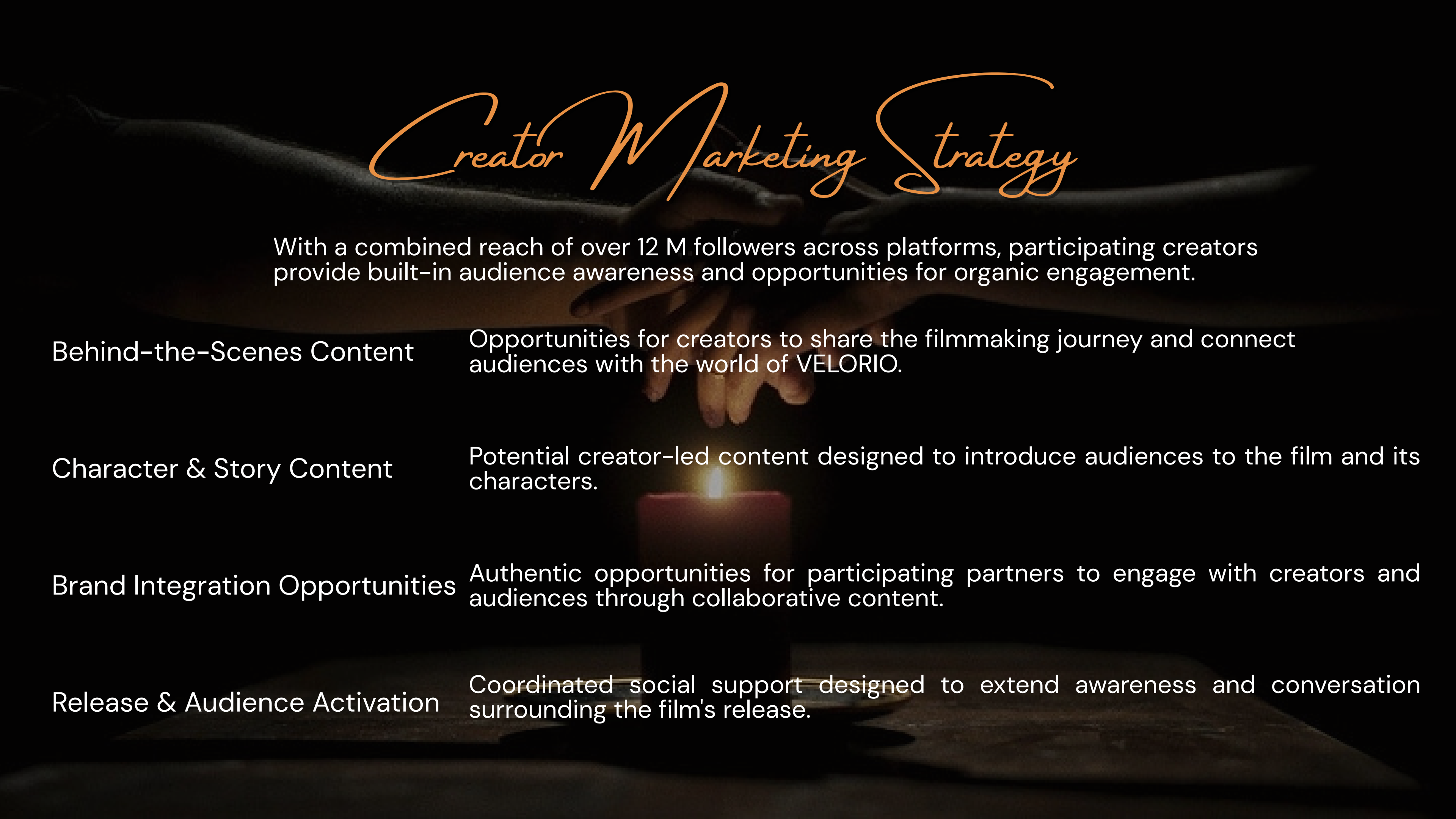
- Enhanced brand integration within the film
- Dedicated BTS/social content opportunity
- Brand inclusion in select promotional materials
- Premiere/event visibility
- Opportunity for coordinated creator content

Tier 3 – Production Partner \$10,000

The highest-level brand association.

Includes Supporting Partner benefits, plus:

- Opportunity for coordinated creator content
- Premium on-screen brand integration, where organically appropriate
- Featured brand presence across campaign materials
- Dedicated branded BTS/content opportunity
- Cast/creator collaboration opportunity
- Premiere/event activation
- Prominent production and promotional credit



Creator Marketing Strategy

With a combined reach of over 12 M followers across platforms, participating creators provide built-in audience awareness and opportunities for organic engagement.

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|---------------------------------|---|
| Behind-the-Scenes Content | Opportunities for creators to share the filmmaking journey and connect audiences with the world of VELORIO. |
| Character & Story Content | Potential creator-led content designed to introduce audiences to the film and its characters. |
| Brand Integration Opportunities | Authentic opportunities for participating partners to engage with creators and audiences through collaborative content. |
| Release & Audience Activation | Coordinated social support designed to extend awareness and conversation surrounding the film's release. |



LOCATED IN
SAN PEDRO CALIFORNIA

Cinematographer

Josh Moody



Josh's credits include internationally recognized independent films as well as music s a cinematographer with an MFA from the AFI Conservatory, whose commercial work includes campaigns for Pepsi, New Balance, Amazon, HBO Max, and NASA. His narrative films have screened at SXSW and other acclaimed festivals, with his cinematography earning multiple award nominations.

Key Department Heads

HAIR AND MAKEUP PRECIOUS BANKHEAD

- Department Head, The Blackening
- Hair Department, Bad Trip, Uncle Drew, Nobody's Fool
- Key Hair & Makeup for multiple AAFCA Awards and TV Honors (2020–2026)
- Founder Belle Beauty
- Investor in Velorio



The Team



CYNTHIA GARCIA WILLIAMS
DIRECTOR



Cynthia Garcia Williams is a Los Angeles based writer-director of Cuban and Mexican heritage whose work draws from ancestral faith and lived experience to tell empowering, deeply human stories. A 2023 Netflix Inclusion Fellowship fellow and 2025 Alliance of Women Directors mentee, her work has screened at LALIFF, Slamdance, and the Georgia International Film Festival. Her debut feature *We're Not Married* streams on Tubi and her vertical series *Santos* won the 2025 ReelShorts contest. She holds a Master's in Psychology and spent over two decades working with families in recovery. *Pieces of Lala* is her most personal film yet.

EDWARD LUIS GARICA
WRITER | PRODUCER



Edward Luis Garcia is an Afro/Indigenous Latino American costume designer based in Los Angeles with over a decade of experience. Inspired by classic films like *The Wizard of Oz*, he began designing as a child using household items. Edward has assisted on major films including *A Wrinkle in Time* and *Roman J. Israel*, and is a proud member of Local 705. He's worked alongside legends like Ruth E. Carter and Francine Jamison-Tanchuck, known for creating costumes that champion cultural representation. His work spans film, TV, and stage, and he also mentors emerging filmmakers and serves on the board of Local 705.

RODNEY WILLIAMS
EXECUTIVE PRODUCER



Rodney Williams is a USAF veteran and senior entertainment technology executive with over 27 years of experience supporting major film studios through innovative, cost-effective technical solutions. He has worked in the technology space for studios including Universal Pictures and Amblin Partners, and holds an MBA from Pepperdine University. As COO of CYNRG Entertainment, Rodney oversees day-to-day operations, business development, finance, and strategic planning. He also served as executive producer on the award-winning feature *We're Not Married* and the micro-drama vertical series *Santos*.

A person in a dark room is holding a lit candle. In the background, there are other lit candles and a statue of a person. The scene is dimly lit, with the primary light source being the candles.

*Thank
You*

CYNRG Entertainment
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