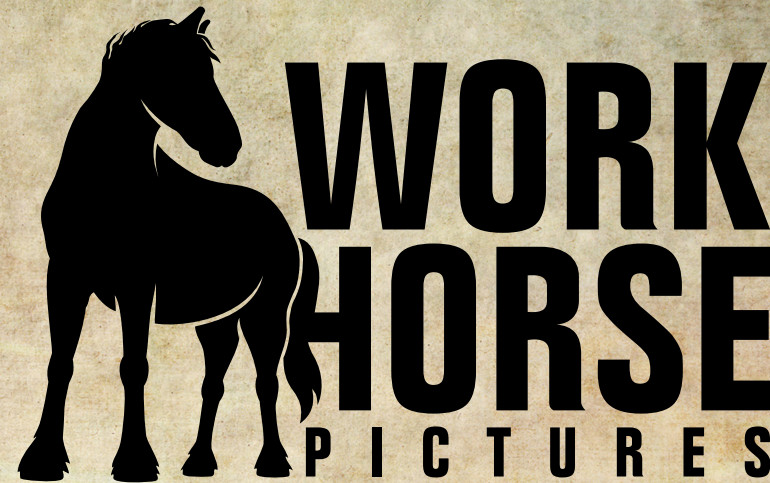


Mission Statement

- Work Horse Pictures is dedicated to developing and producing narrative features for theatrical release and streaming services. The productions will be based on true stories through public domain, original IP, options, news articles, and books.
- These films will have a heartfelt meaning with a sense of purpose, centralizing on the themes of hope and redemption. The focus will be historical actions and dramas that explore the human experience, majorly based on real life events and people overcoming adversity.
- We will produce 3-5 films a year and looking to launch the company with the following production. The attached marketing plan for our first project "Cudgel," embodies the depth and analysis we plan to offer for each project, as we seek financing and distribution here at Work Horse Pictures.



Work Horse Pictures

Genres

Bio-Pics / Action-Dramas

Budget

Films over \$10M

Source Material

Real Life Stories & Options / Originals



CUDGEL

▶ Log Line

An ordinary country boy from the heartland of America, leaves his small town behind to enlist in the U.S. Army during the Vietnam War. Out of deep devotion for his family, country, and fellow man, his heroic actions escalate him to the ranks of the extraordinary. This inspirational journey of going “to hell and back” is based on the true story of Vietnam War Medal of Honor recipient, Sammy Lee Davis.

▶ Themes

- Hope
- Redemption
- Courage Under Pressure
- True Friendship & Brotherhood
- Overcoming Adversity

▶ Trends

- Interracial Relationships
- War & Historical Battles
- Military & Veterans

Synopsis

CUDGEL is an American war drama biopic, set during the Vietnam War exploring the themes of love, hope, and courage. It's a story of grit and perseverance. We follow the fortitude of one man during the darkest of times at war. Love is found in unexpected places, and the greatest love is when one lays down his own life for another...this is where we witness heroic actions beyond the human will. The rescue of one man saves another man's life... the rescuer becomes the rescued.

It's a coming of age story about an ordinary country boy who desires to be a distinguished man of honor and respect. While most dodge the draft, or eat with a Silver Spoon, Sammy volunteers to go to Vietnam to fight for what he believes in. Little does he know that he'll be outnumbered 42 U.S. soldiers against 1,500 enemy soldiers in an all-out battle for one base. Everything is put on the line. Later, his naiveté and eager attitude becomes battle seasoned; filled with post-war suffering...but there's always hope because of a foundational saying he learned as a young kid from his mother: "You don't lose 'til you quit trying."

The film's tone is gritty and raw. It takes on the internal conflict and the coercive nature of war as seen in Saving Private Ryan, a divine intervention and the faith to be courageous in war as seen in Hacksaw Ridge, and interracial relationships and what true friendship and brotherly love exemplify as seen in Shawshank Redemption. It's not about glorifying war. It's about love. It's about light in a darkened world.

Why is Cudgel Unique?

Most Vietnam War Movies focus on the negative aspects of war, and post-war, veteran down spirals. Cudgel, however, will focus on the love and brotherhood found during the darkest times.

What's the Big Idea?

"You Don't Lose Until You Quit Trying"

Cudgel focuses on integrity and courage to live by our convictions, not straying from our foundation and values, while understanding true love is sacrifice for others.

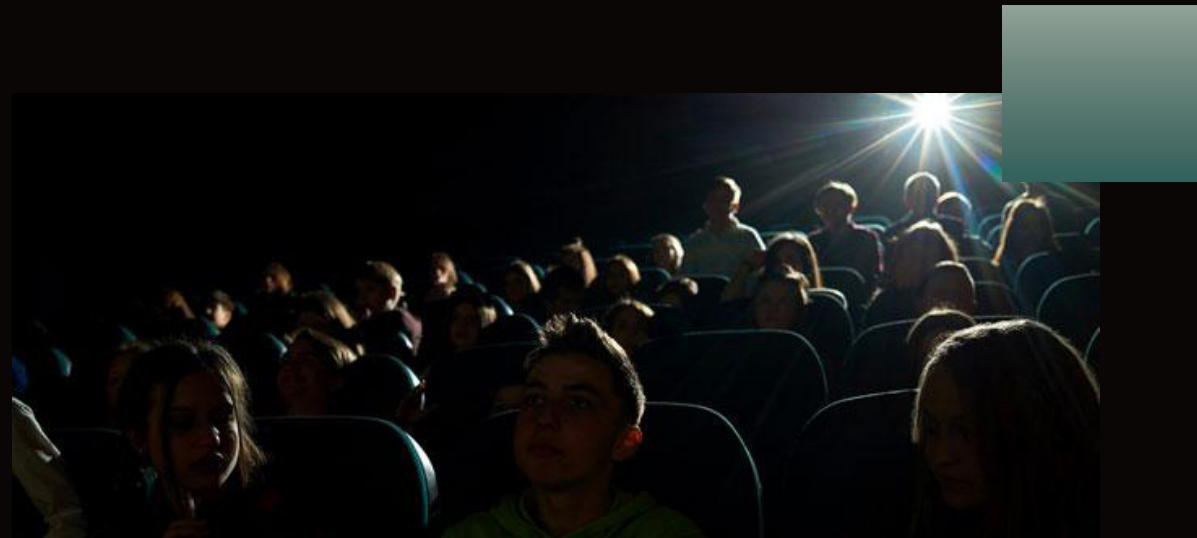


Primary Audience

War Film Fans, Age 18-35 Males

Secondary Audience

Veterans & Faith / Positive Community



Comps

Saving Private Ryan

- \$70M Budget; \$482.3M B.O.

Hacksaw Ridge

- \$40M Budget; \$180.4M B.O.

War Horse

- \$66M Budget; \$177.6M B.O.

Shawshank Redemption

- \$25M Budget; \$58.3M B.O.

1917

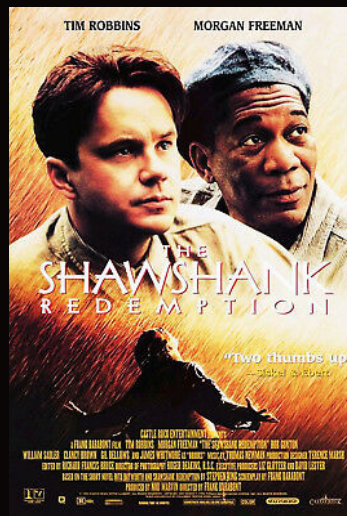
- \$90M Budget; \$384.9M B.O.

We Were Soldiers

- \$75M Budget; \$114.7M B.O.

American Sniper

- \$59M Budget; \$547.4M B.O.



Director & Lead Cast

Budget

Low: \$40M
Medium: \$60-80M
High: \$90-100M

DIRECTOR

SAMMY LEE DAVIS

GWYNDELL HALLOWAY

Mel Gibson

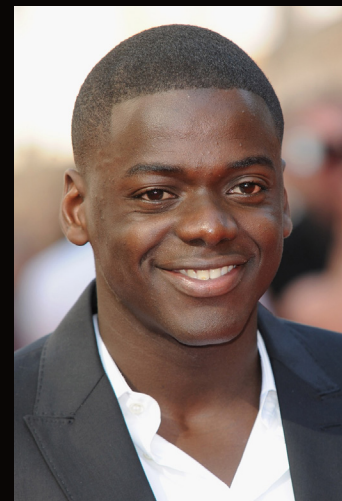
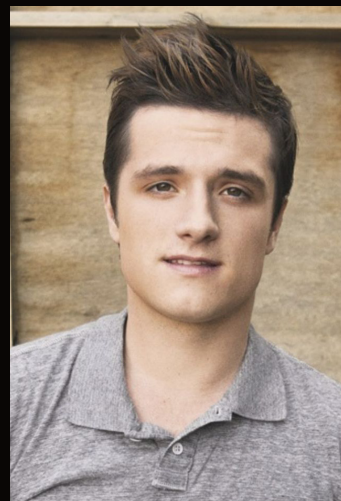
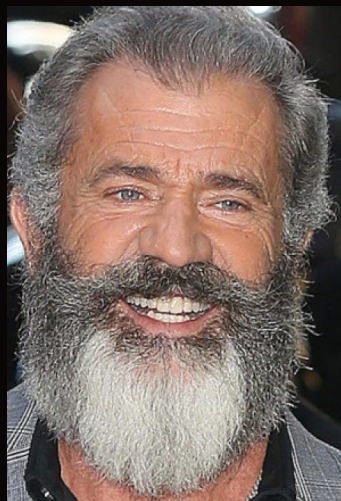
Lucas Till

Josh Hutcherson

Alexander Ludwig

John David Washington

Daniel Kaluuya



Strengths

- Publicity Worthy:
 - Medal of Honor Recipient
 - Book and Docu-Series Made
- Established Fan Base:
 - Military/War Movie Fans
 - Call of Duty Fans
- Well Known Above-the-line Interests
- Everyone Loves True Stories
- Established Genre

Weaknesses

- Other Comps Too Similar
- Large Budget
- Company Moves and Location

“War is hell. It’s brutal and bloody. It destroys lives, countries, cultures. It shapes our past, our present, our future. And that is why it continues to be the fascination of filmmakers and movie-goers alike. Stories about war reveal the true nature of humanity in its darkest times.”

-Esquire: Justin Kirkland

Opportunities

- Awards Contender
- Festival Response
- Release on a coordinated celebration such as releasing on Veterans Day
- Mini Series or TV Series Potential



OSCAR

Threats

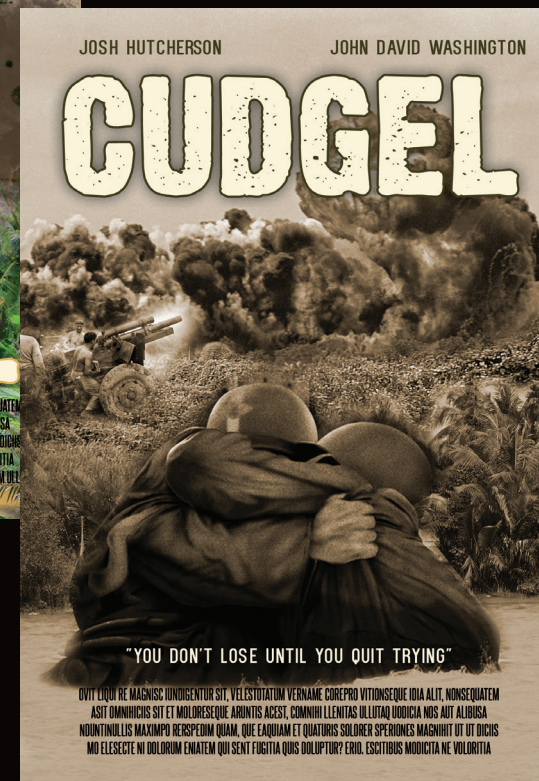
- Vietnam War is a Controversial Issue (Mixed Critical Response)
- Pandemic Could Potentially Affect Box Office
- Release Timeframe Competition
- Current Culture Views Masculinity Negatively

Poster

- Focus on the Brotherhood
- Focus on the Event

Title Meaning

- Name of base where the main event took place
- Meaning to take action, support and defend
- A weapon like a club used to beat people to death



Media Advertising



- National Television
- Social Media
- Website
- Billboards & Print Ads
- Talk Shows
- Magazine Interviews
- Pod Cast Guest Appearances
- Radio
- Reviews
- Special Veteran Screenings w/ Q&A's

A graphic featuring a teal arrow pointing right with the word 'Timeline' in white. To the right, a teal line tapers from a square block on the right towards the left.

Timeline

- Teaser drops 9-12 months out
 - First Trailer drops 6 months out
 - Second Trailer drops 3 months out
 - Stills and behind-the-scenes content drop 2 months out
 - Magazine, podcast, social media, talk show appearances and interviews
 - 1 month out
 - Heavy social media advertising 2 weeks out
 - Special screenings at military bases and veteran organizations with Q&A's
 - 1 week out
 - Premiere events on opening day
 - Heavy Social media advertising day after premiere, focusing on BTS content for streaming content
-

Release & Distribution

Theatrical release and then direct to streaming, hybrid platform. Same as Warner Media is doing with their Theatrical releases. However, this film would be in theaters for a week, then straight to streaming.



Date:

November 11th 2022

Studio:

Lionsgate, Warner Bros

Streaming:

Netflix, Hulu, Amazon, HBO Max