

#GO  
FEAT. DARIUS  
MCCRARY

SCARS  
AND STRIPES

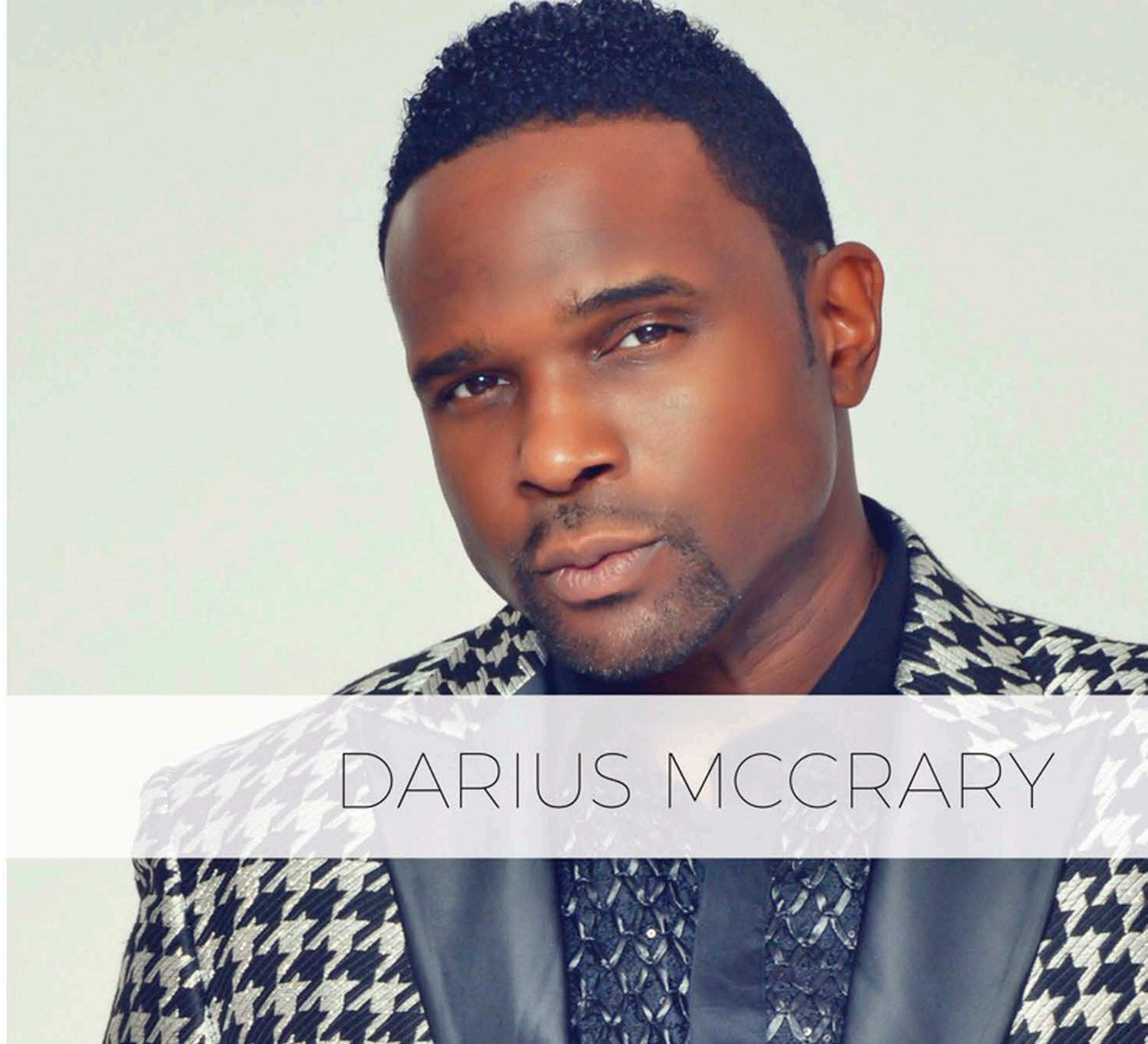


THE MCCRARY BRAND



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DARIUS MCCRARY

# 30 Years Revolt

## WHAT'S NEXT

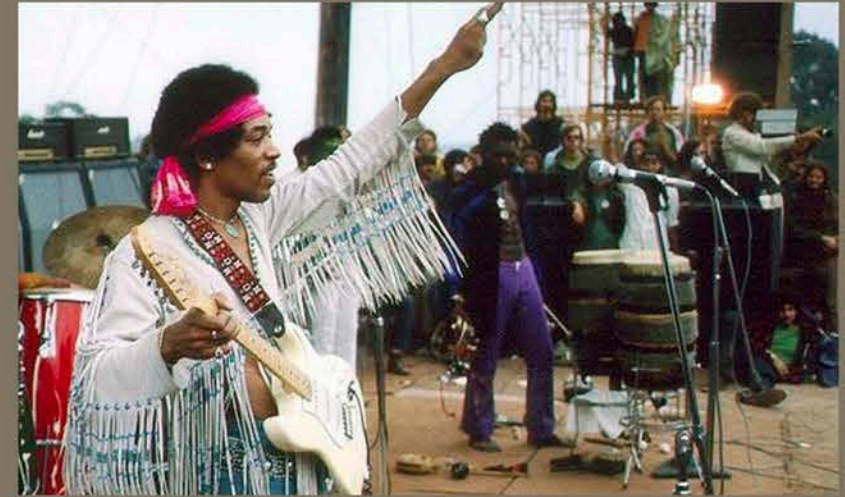


Scars & Stripes is not about an album. It's not about a music video or a concert tour. It's about a call to consciousness. It's about an awakening of like-minded individuals who dare to look at the world for what it is, embrace that world and engage in bettering it. The McCrary brand is not just collaborating with artists but with the tech industry, the media industry, the fashion industry and any person or company that is fueled the fire of helping celebrate life. Through innovative media and live shows, we will weave entertainment and corporate sponsorship laced with positivity into an entertainment tapestry for all to grow from and enjoy.

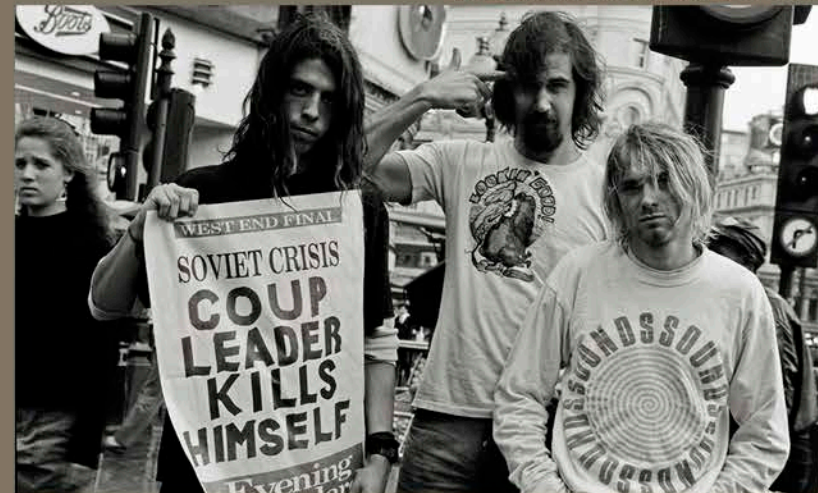
This is a voice of a new outlook. The thirty year trend is upon us. The 60s, the 90s and now the 20s. We are at the precipice once again where angst and anger channel into politically charged art forms. And the scope of this project is to lead the way. The project is designed into specific elements,, beginning with an album launch and perpetually driving the popularity of each element with other forms of entertainment and media. The music videos feed album sales and the Live show markets the documentary which both serve to popularize the feature film.

It begins as an album. A collection of 18 songs with a new voice and a new mindset. The album will evolve into 18 music videos, each with scenes of a grander tale that will play as story elements on screen during the live show. These story elements will also play out as live performances as well to utilize McCrary's gifts as both singer, actor and host. These video scenes will also germinate into a feature film (think A BEAUTIFUL MIND meets ETERNAL SUNSHINE OF THE SPOTLESS MIND). Finally, McCrary will once again use his on screen talents to host a documentary that delves into the history, victory and trauma of being black in the music industry.

60s



90s



20s



# DARIUS McCrARY



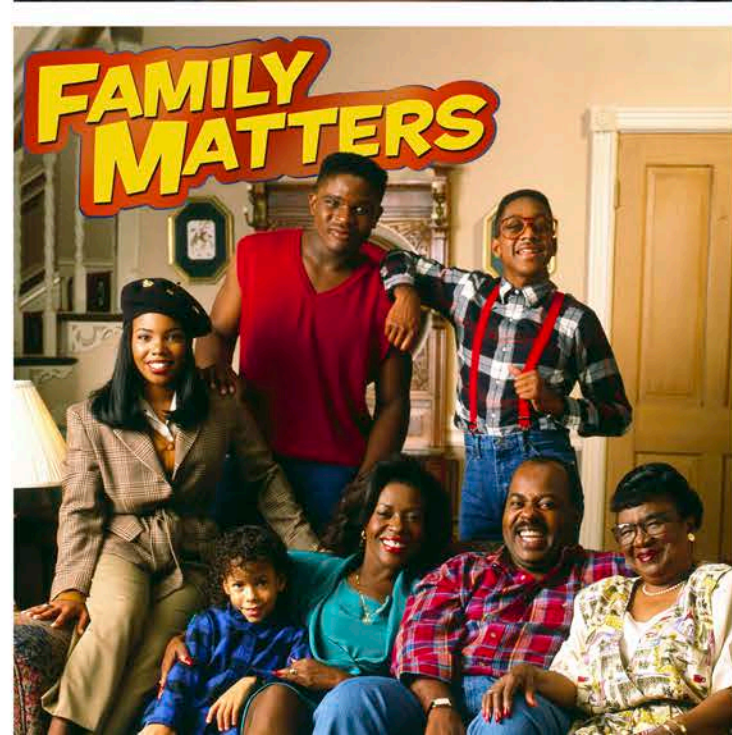
Darius Creston McCrary (born May 1, 1976) is an American film and television actor and singer. He is best known for his role as Edward "Eddie" Winslow, the oldest child of Carl and Harriette Winslow on the ABC/CBS television sitcom *Family Matters* which ran from 1989–1998.[2] Another one of McCrary's notable roles was as Scam in the 1987 comedy film *Big Shots*, which was his film debut. He provided the voice of Jazz in the 2007 *Transformers* reboot. From December 2009 to October 2011, he portrayed photographer Malcolm Winters on the CBS daytime drama *The Young and the Restless*.

## FILMOGRAPHY (partial list)

Star (2017)  
Love Under New Management: The Miki Howard Story (2016)  
Minority Report (2015)  
The Leftovers (2015)  
Anger Management (2012-2013)  
The Young and the Restless (2009-2011)  
Saw VI (2009)  
Cold Case (2009)  
Transformers (2007)  
Committed (2005)  
Kingpin (2003)  
Freedom (2000-2001)  
Something to Sing About (2000)  
Moesha (1996)  
Don King: Only in America (1997)  
Family Matters (1989-1998)  
Mississippi Burning (1988)  
What's Happening Now (1988)



Love Under New Management:  
The Miki Howard Story



# PROJECT SUMMARY



"Tell me and I forget.  
Teach me and I  
remember. Involve me  
and I learn."

-- Benjamin Franklin

## THE ALBUM

Scars and Stripes is the kickoff element of the project. The music is a blend R&B, Hip Hop and Edgy Rock infused with cataclysmic soul. The McCrary name has always been part of the musical conversation in America and this album is designed to make that conversation louder. Each record will be carefully matched to partner with a relevant brand to create economies of scale in both marketing and resource utilization to produce...

## THE VIDEOS

The internet created a platform to share ideas - not so unlike what MTV started out as. The music video is still a very powerful way to engage and communicate with people. But with so much competing noise now, the only way to garner attention is through the creative framework. It's not about the message, but rather how the message is told. For that reason each video will be individually designed as a stand alone media piece with a hook - A reason to tune in. More importantly, however, every video will have specific scenes, artfully crafted to tell a single cinematic story. This story is the foundation for...

## THE DOCUMENTARY

Many times, African Americans travel different roads to get to the same destination as other Americans. These roads can be wide, narrow, winding and sometimes even one way in the wrong direction. The music industry is one road which we've been able to navigate a little more successfully than others. Why is that? How could America celebrate Aretha Franklin, Louis Armstrong and Jimi Hendrix so long ago yet even now struggle to celebrate our differences that made them great. And more importantly, what did the great black artists in American music really endure to have their success. These are the questions we will answer to take them on...

## THE TOUR

Envisioned as an Emotional Awakening, this theatrical music event will be designed to touch all five senses and vibrate the soul. It is the freedom and rawness of Woodstock fused with Broadway theatrics and the sensory overload of a Vegas show. Each song performed tells a story. The telling of that story will be through acting, spoken word, comedy, media and audience interaction, all within the framework of a concert. We are not here to sing songs. We are here to motivate a collective spirit. We are here to tell the story we will soon bring to them as...

## THE FILM

*(BEAUTIFUL MIND meets ETERNAL SUNSHINE OF THE SPOTLESS MIND)*

A racially charged, profound tale about a successful artist whose entire world crumbles as he slowly discovers that his fame, fortune and even the cultural system of the world around him is a lie. The film questions our perceived thinking of race and discrimination as well as our place not just on this planet but within the cosmos. This film is meant to throw fire on the smoldering race debate in America while serving as a vehicle to promote the music, videos, documentary and tour. It also provides economies of scale, for instance to shoot concert footage for the film during an actual Darius McCrary show.

# THE ALBUM



# THE ALBUM



Scars and Stripes is the kickoff element for this project. It is an album consisting of 18 songs that tackle a multitude of cultural issues. These songs have been carefully crafted to stand alone as singles and to give an overall message as a collection. This along with interspersed snippets of slam poetry will mark the communication of what the Darius McCrary brand is.

**#GO FEAT. DARIUS MCCRARY**  
**SCARS AND STRIPES**

1. GO INTRO
2. HI ON LIFE
3. FRESH
4. LION WORK
5. I WILL ALWAYS LOVE YOU
6. 2 DIMES
7. KEEP IT COOL
8. SCARS AND STRIPES
9. SCARS INTERLUDE
10. LAST OF THE MOHICANS
11. HEAVEN AND HELL
12. GAME
13. BABY HUSTLE
14. SCARRED (FREQUENCY SURFING)
15. I LIKE HER
16. PRIVATE PARTY
17. TATTOO
18. GO OUT WITH A BANG

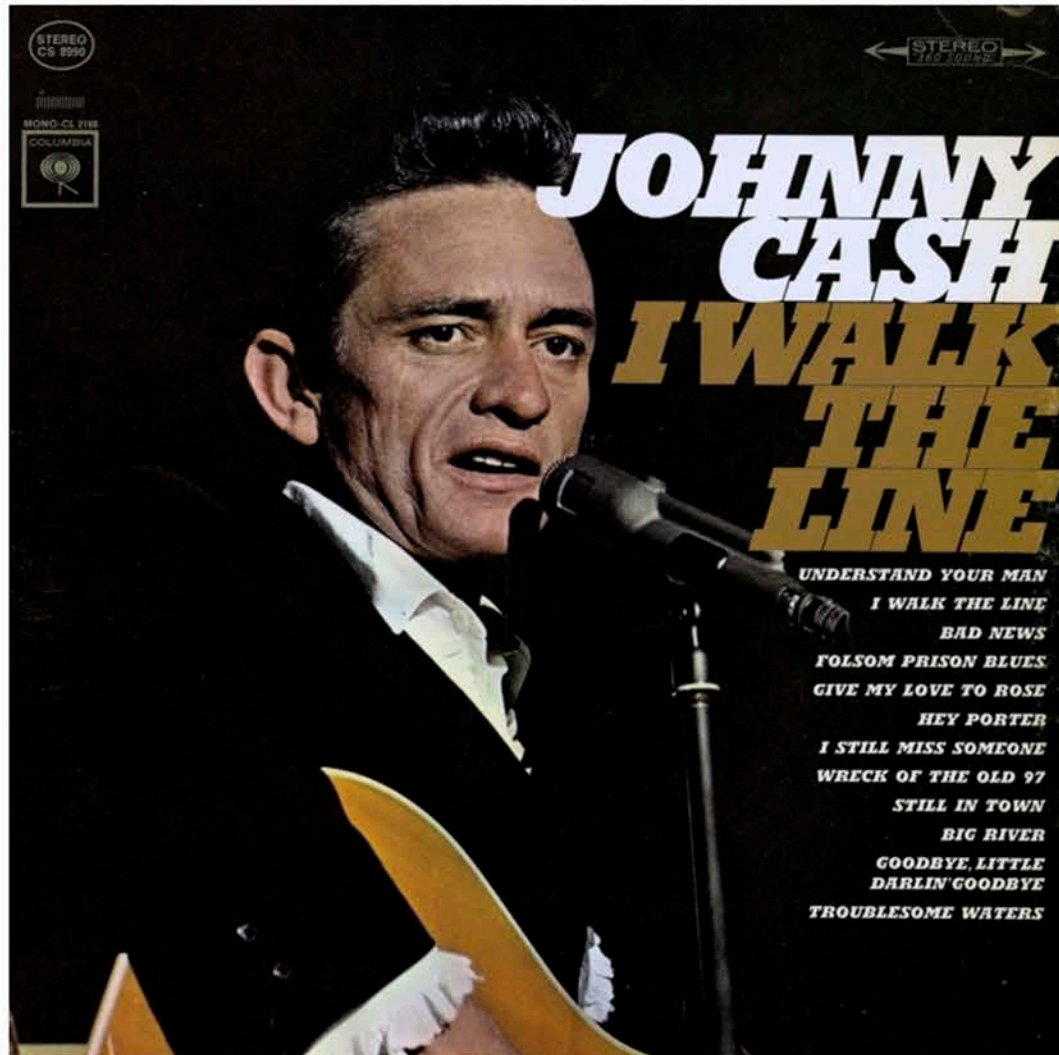
EXECUTIVE PRODUCED BY: MARK A THOMAS AND TMEG  
ALL SONGS WRITTEN PRODUCED AND ARRANGED BY DARIUS DONOVAN AND SARAH DEAUN MCCRARY  
ALL SONGS MIXED AND RECORDED BY TOMMY D DAUGHERTY, DAN NAIM, DONOVAN DARIUS AND SARAH DEAUN MCCRARY  
#GO | #SCARSANDSTRIPES  
BOOKING INFORMATION CONTACT: MISS CHAYE MCCRARY

@DARIUSMCCRARY   

# THE ALBUM



Scars and Stripes is a voice calling out to a disenfranchised youth. Each record is an honest reflection of our current culture. It is what many of us see when we take the time to look up from our phones. It is what we hear when we take the time to listen. Similar to albums by artists like Johnny Cash and Dr. Dre, it is a call out to what we know is wrong with our world and a motivational battle cry to have the fortitude to change it.





# THE VIDEOS



# THE VIDEOS



Music Videos used to be about the song, the story and the concept. From MJ's big budget *Thriller* to OK Go's bargain priced *Here It Goes Again*, the popularity of a music video will always be determined by it's creativity. For Scars and Stripes, the videos will blend unique ideas of style and concept with masterful storytelling. Each video will live as its own standing piece of media but each will contribute to an overall storyline that is only complete by watching the album inspired videos in their entirety.



# THE VIDEOS



The internet gave new life to the music video and now the task is being heard among the noise. Long dead are the days of the \$1M videos but their impact is more profound than ever. Using strategic corporate sponsorships we will align one brand with each song. A brand that's seamlessly ties into the message and spirit of the record. Each video will have a unique 'hook' to it as well just like it's audio counterpart. The hook will serve as the reason audiences will seek it out and share with others. Partnering with Black Fawn Films (a Canadian Film and Video production company) we will not only be able to generate cost effective content but also take advantage of Canadian tax credits which will yield up to 35% of our production costs back. Along with creating the videos for release this will also create media for the live show, the documentary and the feature film, allowing us to take advantage of substantial economies of scale.



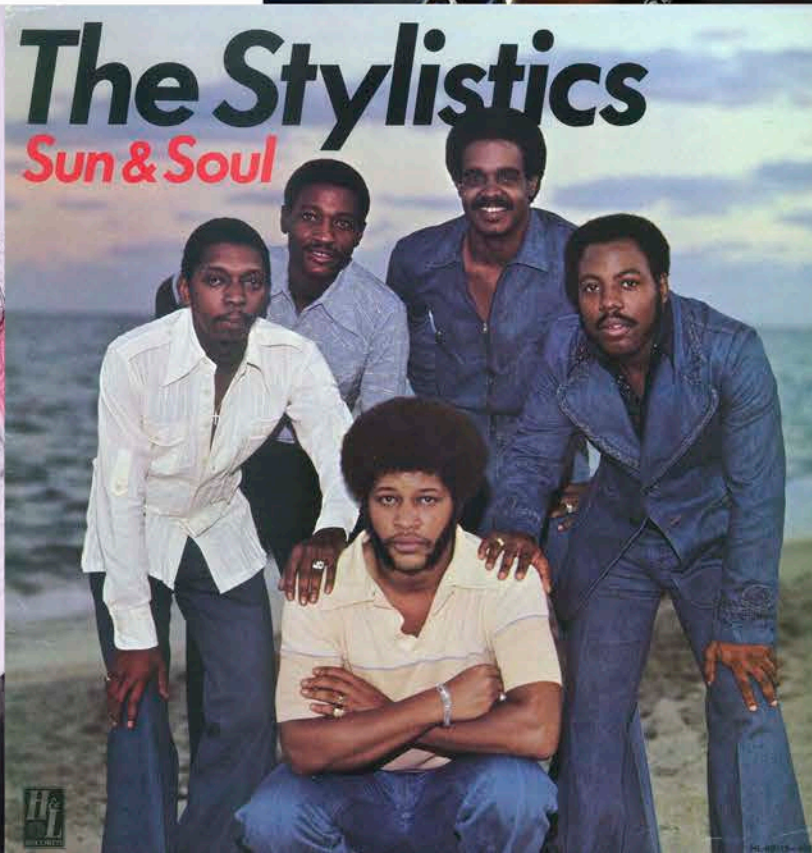
# THE DOC



# THE DOC



This is about the story of African Americans in the music industry - the ups, the downs, the walls that needed to be walked around or punched through. Darius will speak to artists of all ages and genres to discover what similarities existed throughout their experiences and why they believe black people have successfully swam the waters of the music industry where in most other industries they have struggled to keep afloat.



**Stevie Wonder**  
UN Messenger of Peace

# THE DOC



Following in the footsteps of the edgy docs that came before, this is a no holds barred look at the music industry for black artists over the last century. From the struggles of poverty, racism, drugs and acceptance to the elation of being on top, Darius will seek to understand what it's like behind the curtain and how, if at all, it's changed. It's the rawness of a Michael Moore production mixed with the mysteries of Cobain's life and the heart of *SEARCHING FOR SUGAR MAN*.

SPECIAL EDITION

A FILM BY  
**MICHAEL MOORE**  
**SICKO**

FESTIVAL DE CANNES  
OFFICIAL SELECTION

Waiting Room

Includes over 80 minutes of all-new material by Michael Moore

**"You'll laugh till it hurts. One of the year's best."**  
- Peter Travers, ROLLING STONE

FROM THE ACADEMY AWARD-WINNING PRODUCER OF 'MAN ON WIRE'

"Powerful, uplifting and unforgettable"  
DAZZED AND CONFUSED

"Wonderful... as heart-warming a tale as you'll see all year"  
★★★★  
MOJO

"Fascinating... A must-see"  
★★★★  
Anna Smith, EMPIRE

"An extraordinary journey"  
★★★★  
David Edwards, DAILY HORROR

"Stunning"  
★★★★★  
Al Cottrell, Q

"Terrific film, and an amazing story"  
David Gritten, DAILY TELEGRAPH

"Astonishing"  
★★★★  
TOTAL FILM

"Extraordinarily moving"  
GG

# SEARCHING FOR SUGAR MAN

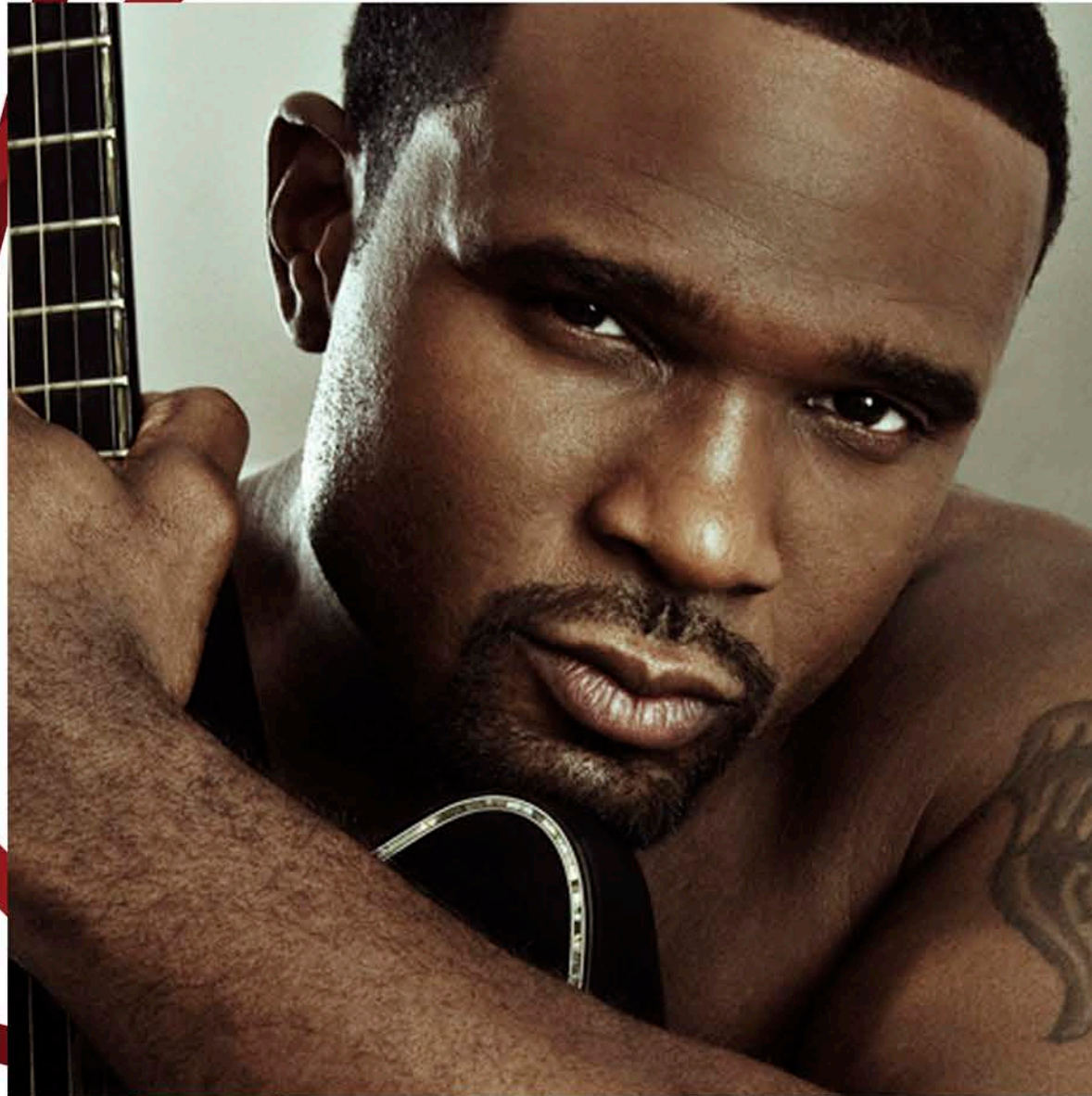
WINNER SUNDANCE FILM FESTIVAL  
WINNER SUNDANCE FILM FESTIVAL  
Official Selection SXSW  
Official Selection TRIBECA

(sundance) 65th Anniversary Edition

# COBAIN

MONTAGE OF NECK  
A FILM BY BRETT MORGEN

# THE TOUR



# THE TOUR



The live show is a full sensory overload of music, spectacle and style. It's a concert blended with the storytelling of a Broadway show, the style of a Vegas show and the intimacy of a street performer. Using McCrary's skill as both a singer and an actor, he will perform scenes with other actors, sing with other musical artists and interact with video elements from the video shoots.





# THE TOUR



The concert tour serves as both a revenue generator and a marketing arm. It will play in approx 12 cities over a 5 week period. The show will run 8 times per week (doubling up on Sat and Sun) with Mondays off and hit theatrical venues that seat between 2500-5000 people. at \$40/ticket our breakeven for the tour will be at 1250 people per show. As an added value to the show we can build a small charge into the ticket price to provide free copies of the album via digital download. This will serve as a way of generating awareness for the album within the tour cities and to get people talking. We will also actively seek out like-minded festivals in which to promote the McCrary brand.



**Bass Concert Hall - Austin, Texas**



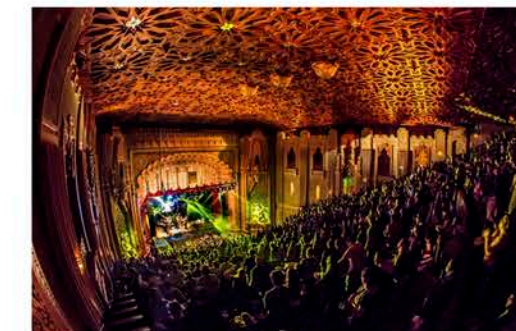
**Stranahan Theater - Toledo, Ohio**



**L.A. Theater - Los Angeles, CA**



**Kauffman Center - Kansas City, Missouri**



**Tower Theater - Darby, Pennsylvania**

# THE FILM



# THE FILM



*(BEAUTIFUL MIND meets ETERNAL SUNSHINE OF THE SPOTLESS MIND)*

Taking place in a role reversed world, where black people head the highest offices in business and politics, a successful musical artist (James) enjoys the privilege that fame and fortune provide. But after a traumatic event, James' perception of the world begins to erode. As, piece by piece, it falls apart, the veil and the all the powerful black people he knew are somehow replaced with white dopplegangers.

As the role reversal shifts further, James finds himself and his life spinning out of control. Where certainty once was is now only doubt, and with each arrest, false claim and racially motivated "accident", he finds himself questioning his own sanity.

Forced to look behind the curtain at how his world collapsed, James discovers that neither world was reality. Or more precisely, they both were or rather could be. James learns that it was his choice to not give in to the tailspin that allowed him to discover the truth. That his gifts was given to him by a higher being. And the obstacles he has overcome were simply a test to see how he would use those gifts.

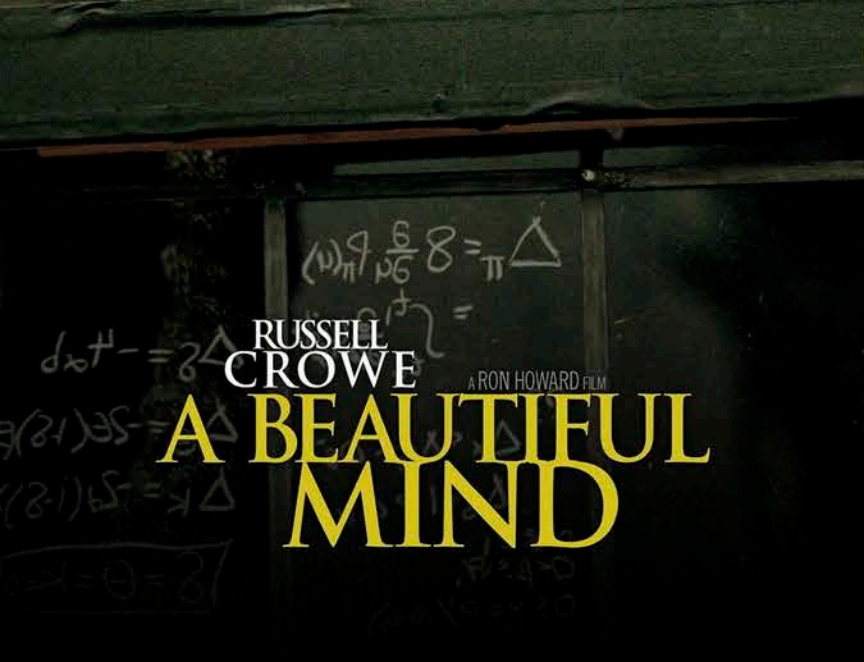
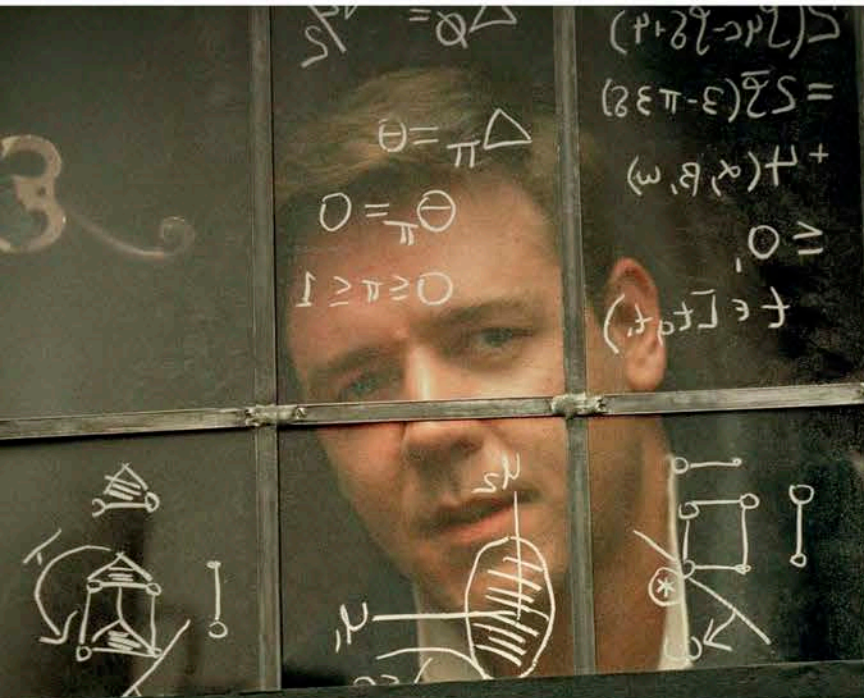
**I HAVE A DREAM** that my children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character.  
- John Fitzgerald Kennedy



**WE CHOOSE TO GO TO THE MOON.**  
Not because it is easy but because it is hard.  
- Martin Luther King Jr.



# THE FILM



## A BEAUTIFUL MIND

### Total Lifetime Grosses

Domestic: **\$170,742,341** 54.5%  
+ Foreign: \$142,800,000 45.5%

= **Worldwide: \$313,542,341**

### Domestic Summary

Release Dates: **December 21, 2001**

(limited)

**January 4, 2002** (wide)

Limited Opening Weekend: **\$367,151**  
(#16 rank, 11 theaters, \$33,377 average)

Wide Opening Weekend: \$16,565,820  
Widest Release: 2,250 theaters

## RAY

### Total Lifetime Grosses

Domestic: **\$75,331,600** 60.4%  
+ Foreign: \$49,399,934 39.6%

= **Worldwide: \$124,731,534**

### Domestic Summary

Opening Weekend: \$20,039,730  
(#2 rank, 2,006 theaters, \$9,989 average)

% of Total Gross: 26.6%

[> View All 20 Weekends](#)

Widest Release: 2,474 theaters

## ETERNAL SUNSHINE OF THE SPOTLESS MIND

### Total Lifetime Grosses

Domestic: **\$34,400,301** 47.6%  
+ Foreign: \$37,857,825 52.4%

= **Worldwide: \$72,258,126**

### Domestic Summary

Opening Weekend: \$8,175,198  
(#7 rank, 1,353 theaters, \$6,042 average)

% of Total Gross: 23.8%

[> View All 17 Weekends](#)

Widest Release: 1,357 theaters



“Music gives a soul to the universe, wings to the mind, flight to the imagination and life to everything.” — Plato