



# REAPER

*The First Harvest*

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# *Executive Summary*

**StageCraft Productions, LLC** is seeking **\$200k** in development, production, and finishing funds for the supernatural/horror feature, ***Reaper: The First Harvest***. This presentation will review the following:

- Concept for the Project
- Attached and Suggested Talent
- Production Team
- Production Specifications
- Market Research based on available data
- Data regarding the StageCraft Productions, LLC



# Table of Contents

By continuing to review this **confidential file**, the bearer of this presentation agrees that they are authorized, in writing via the non-disclosure agreement (NDA) on file with StageCraft Productions, LLC to review it's contents in order to determine level of interest in this project for investment purposes. Bearer further **agrees not to disseminate this file to anyone** without the express written permission of StageCraft Productions, LLC, using the aforementioned NDA.

[Concept](#)

[Talent](#)

[Team](#)

[Production Specs](#)

[Research](#)

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# THE CONCEPT

- *Logline/Tagline*
- *Synopsis*

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# *Logline/Tagline*

## **Logline:**

After a disillusioned priest commits the ultimate sin by taking his own life, his soul is determined to harvest the souls of those he perceives to be sinners...no matter how small the sin.

*The Reaper has passed  
judgment and is coming for  
your soul...*

The background of the slide is a grayscale image of a Grim Reaper. The Reaper is wearing a dark, hooded robe and is holding a large scythe. The scythe's blade is curved and points towards the right. The background consists of a cloudy sky with a large, bright full moon in the upper right corner. The overall mood is somber and mysterious.

# Synopsis

Father Pete has been a dedicated servant of the Lord for over 20 years. He's listened to confessions, given communion, and blessed his congregation faithfully. After his wife and son are murdered by someone who confessed to him, he takes the man's life, but cannot live with what he's done. The last life he takes as a human is his own. After his suicide, a rash of deaths occur at the church and, the arch diocese decides to close the building and not ask too many questions. Three years later, that same building is reopened and renovations begin. Anyone who enters the church is fair game to be judged by the vengeful spirit who will come to be known as "The Reaper."





# THE TALENT

*The section represents the talent we will pursue based on capability, access, level of interest, and availability.*

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# *Suggested Talent*



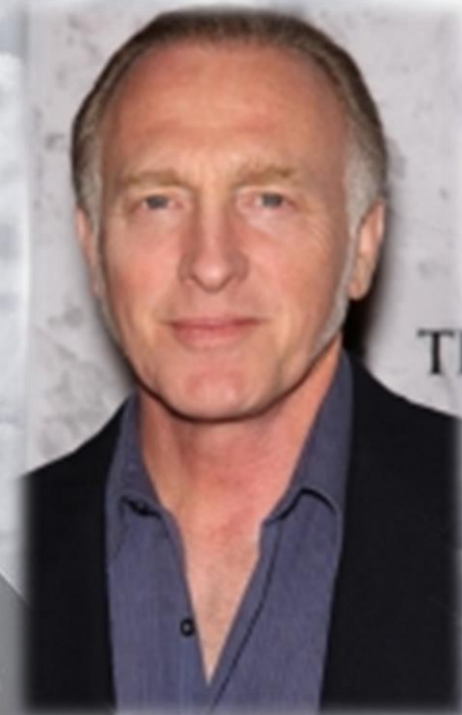
*Mark Rolston as "The Reaper"*

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# Talent Profile: Mark Rolston

- Aliens (1986)
- The Shawshank Redemption (1994)
- The Departed (2006)
- Experienced Award Winning Actor
- Visit him on [IMDb](https://www.imdb.com/name/nm0735567/)



# *Suggested Talent*



*Cameron Graham*  
*As Fr. Mike*



*Katrina Norman*  
*As "Alex" Reynolds*



*Christopher Allen*  
*As Emmett Ward*



# Talent Profile: Cameron Graham

- Degrassi High (1991)
- Paradise Falls (2008)
- Rizzoli & Isles (2014)
- Experienced Actor
- Visit him on [IMDb](#)



# Talent Profile: Katrina Norman

- Burlesque (2010)
- No Strings Attached (2011)
- The Vampire Diaries (2016)
- Experienced Actress
- Visit her on [IMDb](#)





# Talent Profile: Christopher Allen

- Surviving... (2015)
- Mother, May I Sleep With Danger (2016)
- Jane the Virgin (2017)
- Experienced Actor
- Visit him on [IMDb](#)





# THE TEAM

*Profiles of the Production Team*

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# *Team Overview*



**Tonya T. Cannon**  
**Writer/Producer**

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# Writer/Producer: Tonya T. Cannon

- More than 15 years of business experience
- PhD in Organization & Management
- Experienced Writer & Producer
  - Two Feature Films
  - Five Short Films
- Award Winning Actress
- Visit her on [IMDb](#)







# PRODUCTION SPECS

- *Equipment Utilization*
- *Locations*

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# *Production Values*

**Equipment:** Footage will be shot in 4K resolution

**Locations:** Filming is scheduled to take place in Riverside, CA due to favorable permit fee structures and a variety of options for both interior and exterior locales.





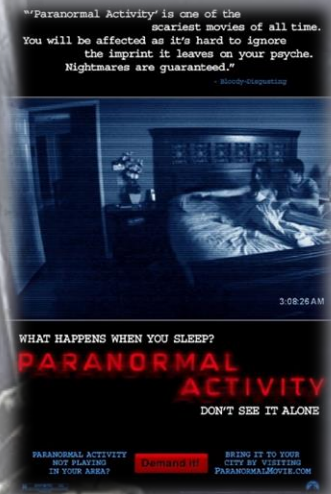
# THE RESEARCH

- *Comparables / Market Analysis*
- *Distribution Strategy*
- *Proposed Budget*

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# Comparable Film Data

Horror films have proven to be fiscally sound investments because a scare is a scare in any language. This means that the story line doesn't rely on cultural norms for understanding. If you yell "boo" to a person of any culture, typically, they will be startled to some degree.



## **Paranormal Activity (2007)**

Budget: \$15,000 (estimated)

Opening Weekend: \$77,873 (USA) (25 September 2009)

Gross: \$107,917,283 (USA) (15 January 2010)



## **Saw (2004)**

Budget: \$1,200,000 (estimated)

Opening Weekend: £1,239,813 (UK) (1 October 2004)

Gross: \$55,153,403 (USA) (24 December 2004)



## **The VVitch (2015)**

Budget: \$3,500,000 (estimated)

Opening Weekend: \$8,800,230 (USA) (19 February 2016)

Gross: \$25,138,292 (USA) (20 May 2016)

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# Comparable Film Data (cont'd)

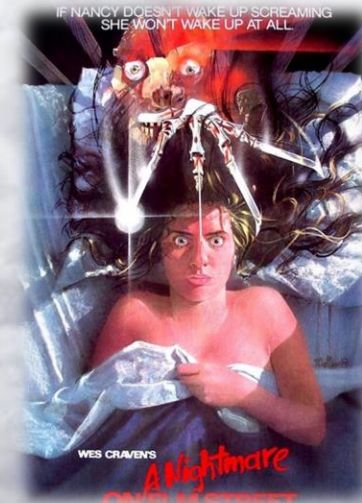
Some historically successful “commercial horror” films include:



**Halloween (1978)**  
Budget: \$325,000  
Box Office: \$47,000,000+  
Profit %: 14,362%  
\*Franchise launched



**Friday the 13th (1980)**  
Budget: \$500,000  
Box Office: \$59,000,000  
Profit %: 11,700%  
\*Franchise launched



**Nightmare on Elm Street (1984)**  
Budget: \$1,800,000 (estimated)  
Opening Weekend: \$1,271,000 (USA) (9 November 1984)  
Gross: \$26,505,000 (USA) (31 May 1985)  
\*Franchise launched





# Distribution Strategy

- Determining the best course of action to get a film distributed depends on the budget, genre, and production value for the project.
- Because we are seeking funding such that we will not have to cut corners, we expect to attract B-C level talent and a primarily non-union crew which will provide quality performances and avoid excessive financial union obligations.

There are a number of distributors that specialize in the horror genre including:



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# Proposed Budget

Line Item	Budget Amount
Above the Line Expenses: - <i>Development</i> - <i>Talent</i> - <i>Director/Producers</i>	<b>\$30,000</b>
Below the Line Expenses: - <i>Crew Expenses</i> - <i>Production Expenses</i> - <i>equipment, locations, wardrobe, props, etc.</i>	<b>\$50,000</b>
Post Production: - <i>Editing</i> - <i>Sound Mixing</i> - <i>Scoring</i>	<b>\$20,000</b>
Marketing: - <i>Trailer / Festival Submissions</i> - <i>Distribution Expenses</i> - <i>Social Media</i>	<b>\$75,000</b>
Other: - <i>Legal</i> - <i>Insurance</i> - <i>Misc.</i>	<b>\$25,000</b>
<b>Totals</b>	<b>\$200,000</b>

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# PARTNER WITH US

- *Biography of StageCraft Productions, LLC*
- *Slate of Upcoming Projects*

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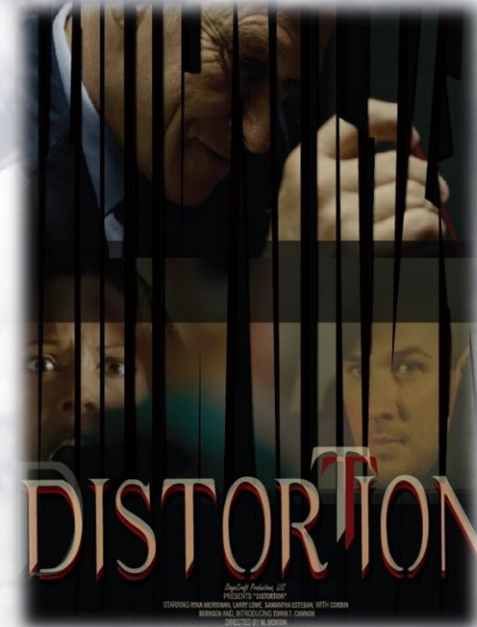
# StageCraft Productions, LLC

StageCraft Productions, LLC was established in 2015 by Tonya T. Cannon and her father, Jack Cannon. Their first project, *Distortion*, was a feature suspense/thriller that was written, produced, and introduced Tonya T. Cannon as a film actress.

In 2016, StageCraft went on to partner with VMachado82 Productions to create the feature horror, *Wiles: The Origin of Greater Magic*, for which Tonya worked as the co-creator/writer/director, producer, and an actress.

StageCraft has also produced a number of short films and has an extensive slate of projects ready for development. StageCraft qualifies as a **minority/woman owned business** and is eager to partner with those who are interested in telling compelling stories with an eye towards socio-cultural inclusiveness as well as financial gain.

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# Project Slate

Our current slate of projects (copyrighted & registered) includes:

## *Vacation House* (Feature - Suspense/Thriller)

- A successful professional couple takes a much needed vacation and rents a house by the beach only to discover they aren't as alone in the house as they might think.

## *Sorry, Wrong Text* (Short - Suspense/Drama)

- A woman who is reluctant to try online dating connects with, what she believes to be, an interesting potential companion. When she arrives to meet him for the first time, their encounter takes a dangerous turn.

## *Trial Separation* (TV/Streaming - Comedy)

- During their 1 year conditional suspension from the bar, two affluent attorneys (who hate each other) can only practice law in a legal clinic in a rough neighborhood.

## *In the Aftermath* (TV/Streaming/Webseries - Drama)

- Tells the stories of families from different walks of life who struggle to find normalcy in the aftermath of family trauma.

# *StageCraft Productions, LLC - Contact*

For a comprehensive prospectus regarding this, or any of our projects,  
please reach out to us!

Dr. Tonya T. Cannon, PhD

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[StageCraftNY@gmail.com](mailto:StageCraftNY@gmail.com)

[www.StageCraftProd.com](http://www.StageCraftProd.com)

[www.TonyaTCannon.com](http://www.TonyaTCannon.com)

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