

A scenic view of a beach and ocean from a wooden deck with Adirondack chairs. The foreground shows the backs of several light-colored wooden Adirondack chairs on a wooden deck. The middle ground is filled with lush green bushes and a sandy beach. The background features a vast blue ocean with white waves crashing onto the shore under a bright blue sky with scattered white clouds.

Vacation House

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Executive Summary

StageCraft Productions, LLC is seeking **\$150,000** in development, production, and finishing funds for the suspense/thriller feature, ***Vacation House***. 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

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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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A scenic view of a beach and ocean from a wooden deck with Adirondack chairs. The ocean is a vibrant blue with white waves crashing onto a sandy beach. In the foreground, several wooden Adirondack chairs are visible, and a green bush is partially obscuring the view. The sky is a clear, bright blue with a few wispy clouds.

THE CONCEPT

- *Logline/Tagline*
- *Synopsis*

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Logline/Tagline

Logline:

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.

Welcome to the vacation from hell...

Synopsis

Josh and Dayna Robertson are both workaholics who have found it more and more challenging to make time for one another. During one of their brief encounters, the couple decides to get away from everything and take a well-deserved vacation, no excuses. Dayna has her assistant reserve a vacation house on the beach that's just over an hour's drive from their home. This was the only house available given the short notice and the fact that their destination is a well vacationed area.

When they arrive at the house, which is picturesque, the couple begin their vacation. However, that night, their dream vacation takes a chilling turn as they come to discover that they are not as alone in the house as they thought.

THE TALENT

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

Suggested Talent



Jordan Belfi
As Josh Robertson



Sarah Scott
As Dayna Robertson



James Marsters
As Emmett

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Talent Profile: Jordan Belfi

Several Guest Appearances on:

- Major Crimes
- Scandal
- NCIS: Los Angeles
- Experienced Actor
- Visit him on [IMDb](#)



Talent Profile: Sarah Scott

Several Guest Appearances on:

- Bones
- Masters of Sex
- Rizzoli & Isles
- Experienced Actress
- Visit her on [IMDb](#)



Talent Profile: James Marsters

- Buffy, the Vampire Slayer (1997-2003)
- Angel (1999-2004)
- Witches of East End (2014)
- Vidiots (2016-2017)
- Experienced Actor
- Visit him on [IMDb](https://www.imdb.com/name/nm0549877/)



A scenic view of a beach and ocean from a wooden deck with Adirondack chairs. The ocean is a deep blue with white waves crashing onto a sandy beach. In the foreground, several wooden Adirondack chairs are visible, and a green bush is partially obscuring the view. The sky is blue with light clouds.

THE TEAM

Profiles of the Production Team

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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](#)



A scenic view of a beach and ocean from a wooden deck with Adirondack chairs. The ocean is a vibrant blue with white waves crashing onto a sandy beach. In the foreground, several wooden Adirondack chairs are visible, and a wooden railing runs across the deck. The sky is a clear, bright blue with a few wispy clouds. The overall atmosphere is peaceful and relaxing.

PRODUCTION SPECS

- ***Equipment Utilization***
- ***Locations***

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Production Values

Equipment: Footage will be shot in 4K resolution

Locations: Filming will be focused on a vacation rental property that is film friendly in an area with favorable permit fee structures and a variety of options for both interior and exterior locales. Rental properties in Orange County will be scouted but we will also consider out of state options depending upon availability and cost/benefit factors.

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THE RESEARCH

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

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Comparable Film Data

Thrillers with a horror element 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.



Vacancy (2007)

Budget: \$19,000,000 (estimated)

Opening Weekend: \$7,603,376 (USA) (20 April 2007)

Gross: \$18,986,844 (USA) (25 May 2007)



The Strangers (2008)

Budget: \$10,000,000 (estimated)

Opening Weekend: \$20,997,985 (USA) (30 May 2008)

Gross: \$52,534,295 (USA) (18 July 2008)



You're Next (2011)

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

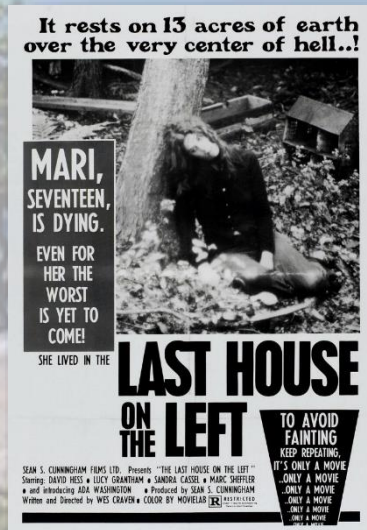
Opening Weekend: \$7,020,196 (USA) (23 August 2013)

Gross: \$18,474,268 (USA) (11 October 2013)

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Comparable Film Data (cont'd)

Some historically successful “commercial horror/thriller” films include:



The Last House on the Left (1972)

Budget: \$90,000 (estimated)

Gross: \$3,100,000 (USA)

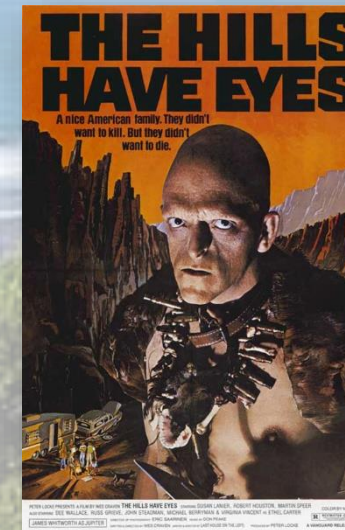
\$10,000,000 (Worldwide) (1972) (except USA)

Remake (2009)

Budget: \$15,000,000 (estimated)

Opening Weekend: \$14,118,685 (USA) (13 March 2009)

Gross: \$32,721,635 (USA) (8 May 2009)



The Hills Have Eyes (1977)

Budget: \$230,000 (estimated)

Gross: \$25,000,000 (Worldwide) (1992)

Remake (2006)

Budget: \$15,000,000 (estimated)

Opening Weekend: £1,126,575 (UK) (10 March 2006)

Gross: \$41,777,564 (USA) (16 June 2006)

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Market Analysis

According to Follows and Nash (2016) Thriller/Horror films "feature prominently on the list of top low-budget breakout successes."

American Film Market website -

<http://americanfilmmarket.com/what-types-of-low-budget-films-break-out/>



Tom Shone of *The Financial Times* (2015) quoted Lynda Obst as stating "studios have concentrated more and more on the international market and creating franchises." If the studios are capitalizing on franchise opportunities, why shouldn't we?

Financial Times website -

<https://www.ft.com/content/bc58eede-b770-11e4-8807-00144feab7de>

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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: - Development - Talent - Director/Producers	\$65,000
Below the Line Expenses: - Crew Expenses - Production Expenses - equipment, locations, wardrobe, props, etc.	\$45,000
Post Production: - Editing - Sound Mixing - Scoring	\$30,000
Marketing: - Trailer / Festival Submissions - Distribution Expenses - Social Media	\$25,000
Other: - Legal - Insurance - Misc.	\$25,000
Totals	\$200,000

A scenic view of a beach and ocean from a wooden deck with Adirondack chairs. The ocean is a vibrant blue with white waves crashing onto a sandy beach. In the foreground, several wooden Adirondack chairs are visible, and a large green bush is on the right. The sky is blue with light clouds.

PARTNER WITH US

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

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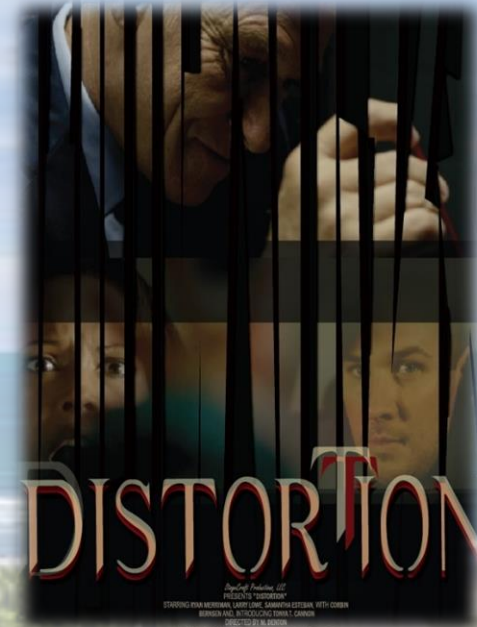
StageCraft Productions, LLC

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 includes:

Reaper: The First Harvest (Feature - Horror)

- After a disillusioned priest commits the ultimate sin in 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.

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.

- All titles/concepts/scripts registered and copyrighted with the WGAw and US Copyright Office, respectively.

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Contact Information

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

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