



RASCAL

Written By _____

ESMARELDA VILLALOBOS

**she's
had
enough.**



Introduction

"I just want my friend back."

The Story Behind "Rascal"

In June 2017, two weeks before my 30th birthday, my friend and fellow stand-up comedian, Ashley Renee Brown, died suddenly of an accidental drug overdose at the age of 33. She was full of originality, and a force to be reckoned with. We were both disabled, both deeply dedicated to our craft, and her death not only came as a shock, but left a gaping hole in my heart.

Ashley and I had an inside joke about opening up a brothel if comedy didn't work out. After her death I decided to honor my friend and drove up to Reno, where I spent the next few weeks visiting different cathouses and spending time with the girls. The experience turned out to be one of the most interesting and insightful journeys I would ever make.

Inspired by the labyrinth-like hallways of Donna's Ranch in Wells, NV, I returned home and finished writing "Rascal," a female revenge thriller dedicated to a dear friend and creative powerhouse who I still miss very much to this day.

-Esmarelda



Synopsis

It's a normal day at Maxine's Love Ranch... until one of the working girls turns up dead. Suspicious of the circumstances and confident in her rage, scrappy prostitute Rascal desperately searches for clues to uncover the truth behind the murder of her lifelong best friend, Marley.

It is the night of the annual Halloween Party and the shock of murder in the house doesn't stop vicious pimp Roger from milking the yearly event for everything he can. After suffering a fit of hysterics following Marley's death, Rascal is locked in an office so as not to disturb the paying customers. It is while locked in the office that Rascal discovers a disturbing mystery that sheds light on the brothel's dark past.

Rascal starts a fire in the office, clearing the brothel of the partygoers. She then uses a pistol she found in the attic to shoot her way out of captivity. From there, she is embroiled in a downward spiral of violence and confusion as she seeks answers to who exactly is responsible for the death of her best friend.

Vision

Rascal is a high-intensity, non-stop thrill ride. Using suspense techniques from high quality western films and gory grindhouse classics, the visual direction of Esmarelda VillaLobos will have audiences smelling the blood off of the brothel's dirt-stained wood.

Mission

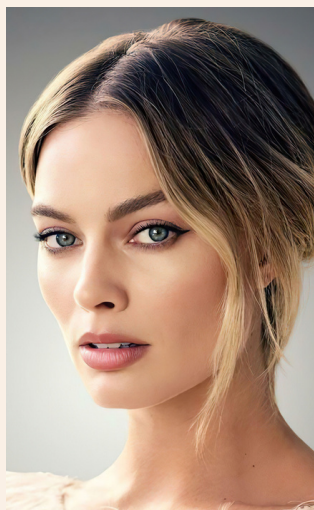
The gritty and complicated role of Rascal is one that actresses dream of. A strong lead combined with a sexy marketing campaign aimed at dedicated film fans will help drive this low-budget thrill ride to both critical and box office success.

desired cast.



Rascal - Lead

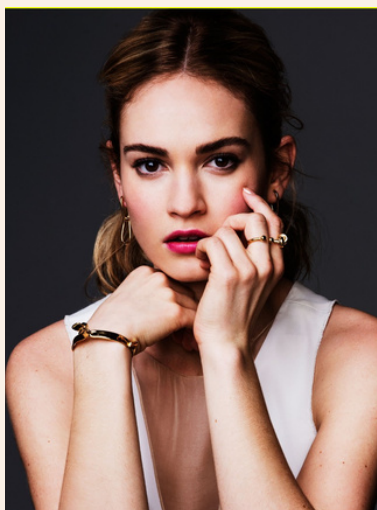
Wish List



Margot Robbie



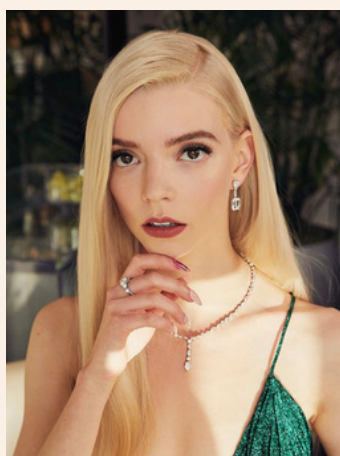
Emma Stone



Lily James



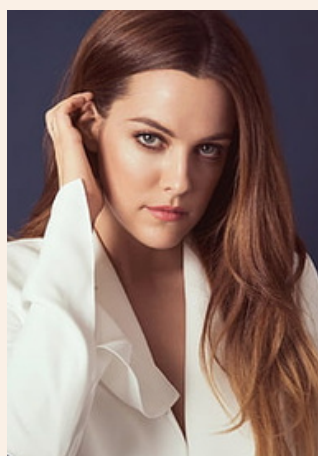
Zendaya



Anya Taylor-Joy



Florence Pugh



Riley Keough



Jennifer Lawrence



Mia Goth



Ana de Armas

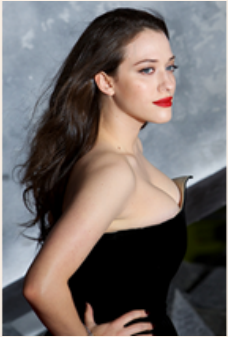


Saoirse Ronan



Supporting Cast

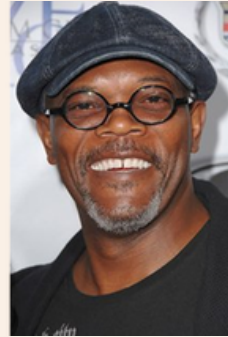
Wish List



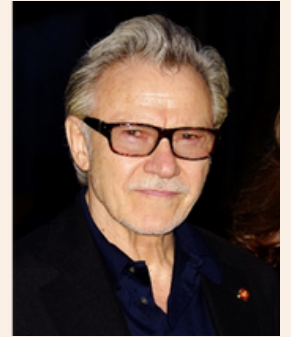
Kat Dennings
"Marley"



Jesse Plemons
"Danny"



Samuel L. Jackson
"Roger"



Harvey Keitel
"McCready"



John Reynolds
"Deputy Tommy"

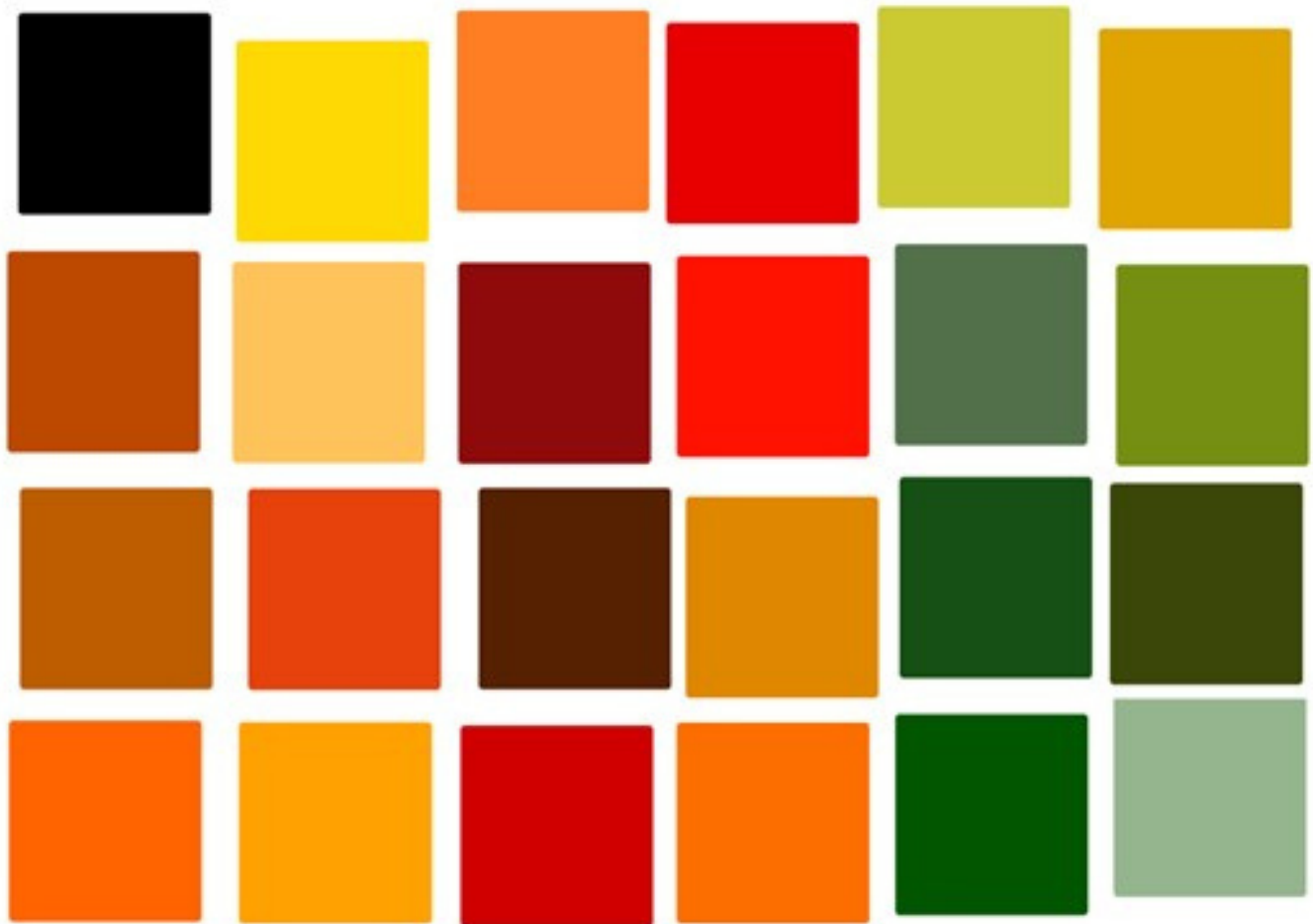


Kirk Fox
"Stanley"

"Rascal is a complex-enough character to perhaps appeal to a known actor who can bring in some financing."

-WeScreenplay Coverage Analysis

**production
design
&
wardrobe.**



RASCAL

COLOR PALETTE

The color tone of RASCAL is an autumn dream. The film takes place on Halloween, so there are many tinges of amber, orange, golden yellow, and red. The interior of the brothel evokes a nostalgic mood with its geometric designs, wall-to-wall carpet, and wood-paneled dungeon feel motif. It's been neglected, and it needs to be cleaned, but there is still something about the retro décor that screams at the top of its lungs, "LOVE."

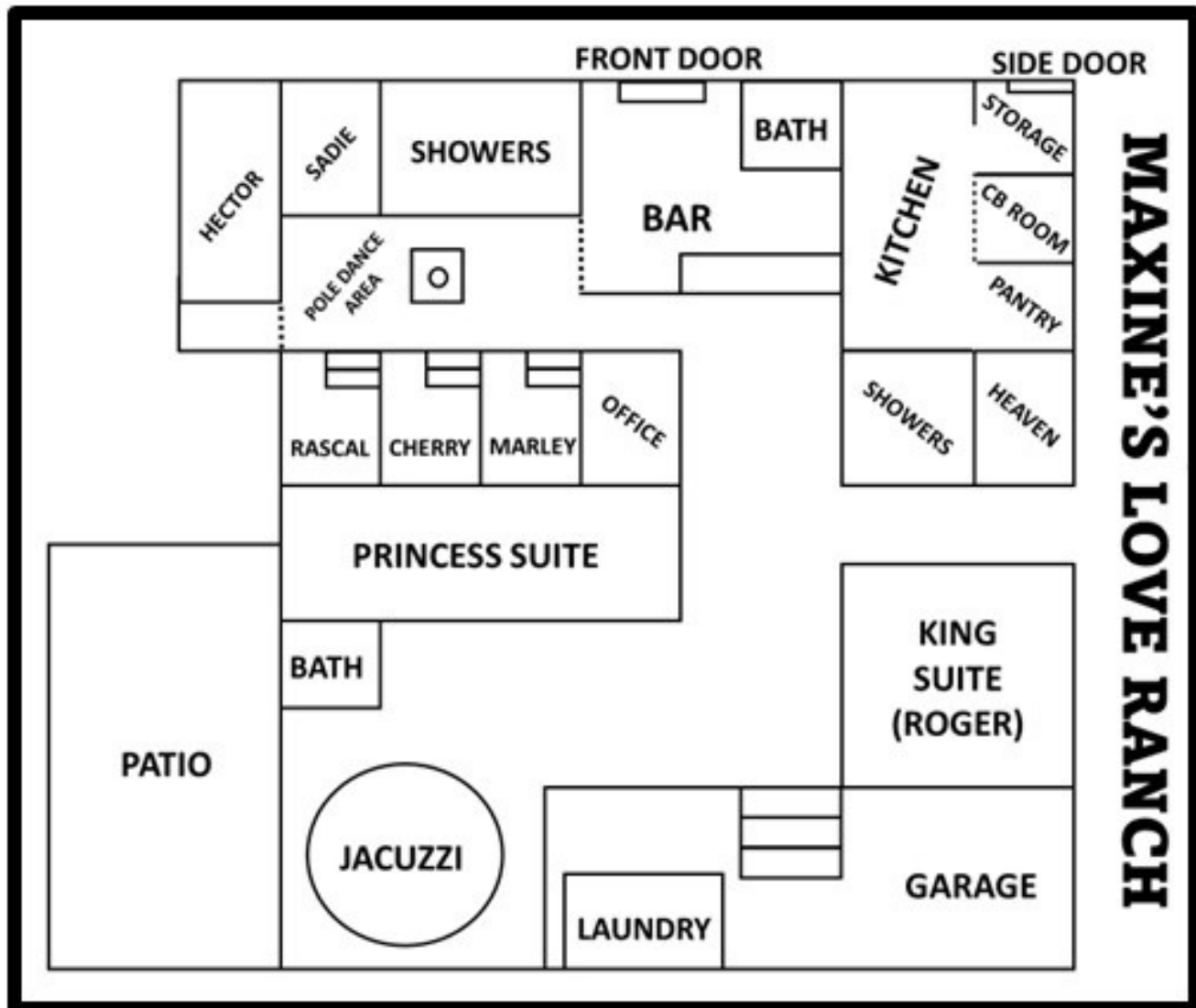
MAXINE'S LOVE RANCH



Maxine's draws inspiration from some of the greatest dive bars in film history – The Double Deuce from "Road House," and Bob's Country Bunker from "Blues Brothers." It's a wooden, stale, waste-your-time watering hole that has an abundance of kitsch and Americana peppered all over the walls. Other inspirational films include: "Death Proof," "Planet Terror," and "Logan Lucky."

PRODUCTION DESIGN

BROTHEL LAYOUT



Maxine's Love Ranch is modeled after the very real Donna's Ranch in Wells, NV. The brothel is a labyrinth, with many twists, turns, hallways, and staircases. It has eight bedrooms, six bathrooms, and a jacuzzi tub. It is a large space to maintain, and harsh economic times have taken their toll, but Maxine's has been in operation since the 1880s and she's not through yet. Once empty, this wide house built for pleasure reveals its secret of a dark and bloody past.

PRODUCTION DESIGN

RASCAL & MARLEY'S ROOMS



Marley and Rascal never grew out of their teenage angst phase. They are grown women in their thirties who still cling to the same passions they had in high school. Their rooms are covered wall-to-wall in posters, magazine clippings, and in Rascal's case, reminders of a far more analog past.



Wardrobe Inspiration



RASCAL MARLEY



CHERRY

HEAVEN

SADIE

**sample
storyboard
pages.**

Roger heads to the refrigerator.



Rascal slouches, trying to stay alert. Danny strokes her back.



He takes out mayonnaise, cheese, lettuce, and a tray of cold cuts.



The girls... what did you do to the girls?



Roger grabs a loaf of bread from the kitchen counter and builds a sandwich.



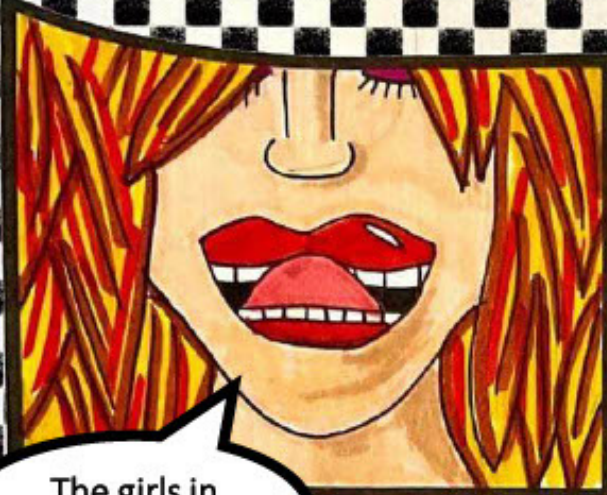
Roger's ears perk up.



Roger opens up the cabinet where he punched the hole and removes a small plate.

The girls? Oh, I don't know. Fed 'em, housed 'em. Gave them career opportunities and every other weekend off.

Now, exactly which girls would you be talking about, Rascal?



The girls in the folder..



...what did you do to them?



Do you know what she's talking about?



I got an idea.



Eat.

Be a lot easier for us to piece this situation together once you get something in your stomach, though.



Goddamnit, eat.

Rascal slowly raises her hand and places the gun against his chin.

Rascal refuses, She purses her lips and shakes her head from side to side.

You little bitches are programmed to fight us every single step of the way, aren't you?

Roger stands. Rascal still has the gun pointed at his face.

Roger takes a bite of the sandwich.

Good girl.

Now, Rascal, I don't trust you and I certainly don't trust your brain problems when I know you can't even think straight. So in the interest of a fair fight why don't you put in a little bit of work to regulate that blood pressure of yours?

Rascal takes a bite. She chews slowly, keeping eye contact with Roger the entire time.

To be continued...

marketing plan.



Marketing Plan

Limited Release

Meet me
at the
Drive-In

There are over 300 drive-in movie theaters still in operation in the United States. Their popularity has seen a resurgence in the last three years due to the Covid-19 pandemic and were the main source of theatrical revenue for the year 2021.

While it is typical that some (mainly arthouse) films will have a limited release before going wide, "Rascal" will benefit from added interest generated by targeting drive-in movie theaters for a one to two week limited run before expanding into theaters.

It's a gimmick, but this is the ultimate date-night movie. It's sexy, it's violent, and it is full of hot girls kicking ass! The gimmick of releasing in a drive-in first will give this film the much needed buzz it deserves

"Last year, from late-March through mid-August, drive-ins generated 85% of North American box office revenue (and some weeks contributed north of 95%), according to Comscore data provided to CNN Business. During that same period in 2019, drive-ins accounted for just 2.9% of box office revenue."

-CNN



Continued...

Be kind...
rewind.

An emphasis on collectibles
and physical merchandise.

Everything retro all at once! In addition to the new rise in popularity of drive-in theaters, VHS tapes and VCRs have been experiencing a revolution all their own.

Prior to being made available on streaming, a limited edition VHS release of "Rascal" is sure to entice true movie lovers everywhere and cement the film into the "cool club" of cinephiles and purists.

A targeted approach that reaches out to local record stores and specialty video shops will not only increase the word of mouth, it will draw in the attention of audiences who care deeply about going that extra mile and spending that extra dollar in order to support physical formats.

"It didn't take long for Varho and Gonzales to connect with Holt and many other VHS fans and collectors on Instagram. The platform is home to a niche yet thriving community, which uses it to buy, sell and trade videotapes with one another, as well as share memes and photos about their favorite tapes from the '80s and '90s. One such account, dubbed LunchmeatVHS — tagline: "VHS is happiness" — boasts more than 29,000 followers and sells T-shirts with the slogan "Rewind or die."

-LA Times

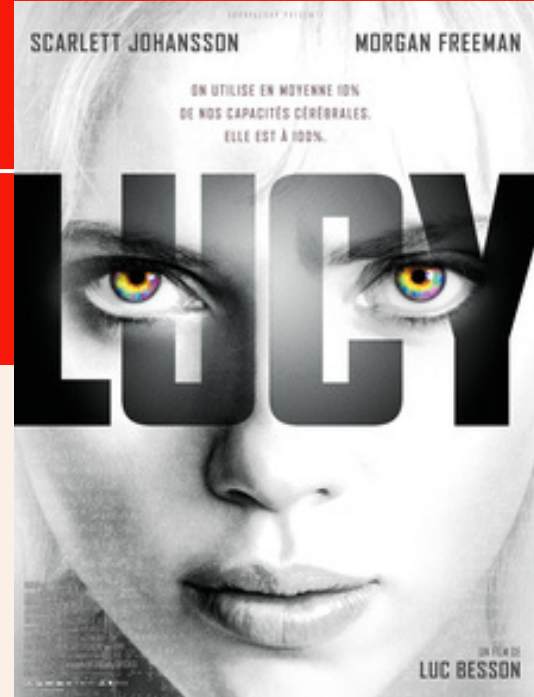
Film Comps



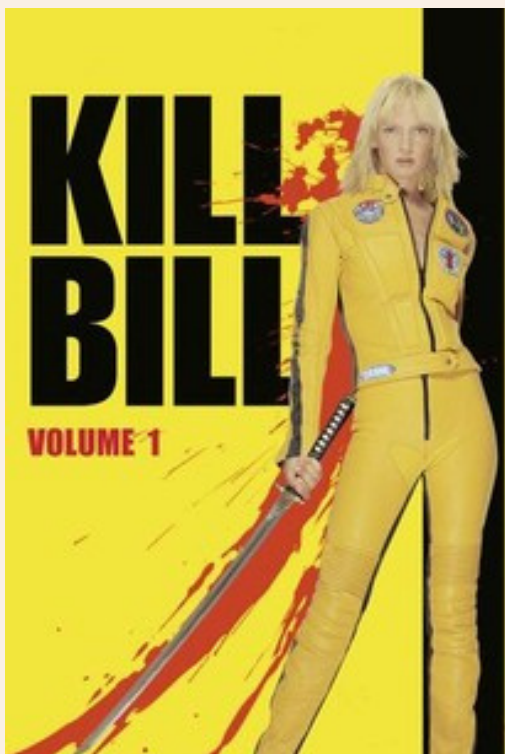
DBO: \$51.6M
WWBO: \$100.1M



DBO: \$104.9M
WWBO: \$157.5M



DBO: \$126.6M
WWBO: \$469.1M



DBO: \$703.1M
WWBO: \$180.9M



DBO: \$36.6M
WWBO: \$71.5M



DBO: \$35.4M
WWBO: \$53.9M



Meet The Filmmaker



Esmarelda VillaLobos

Writer/Director

Esmarelda VillaLobos is the writer/director/star of "Verzus: The Cheapest Movie Ever Made," an 89-minute comedy feature she made for a budget of less than \$350. She is the author of nine other screenplays and two produced comedy albums. She lives in Montclair, CA with her husband and a mounting stack of DVD's.

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to see more:

www.esmareldaknows.com/rascal