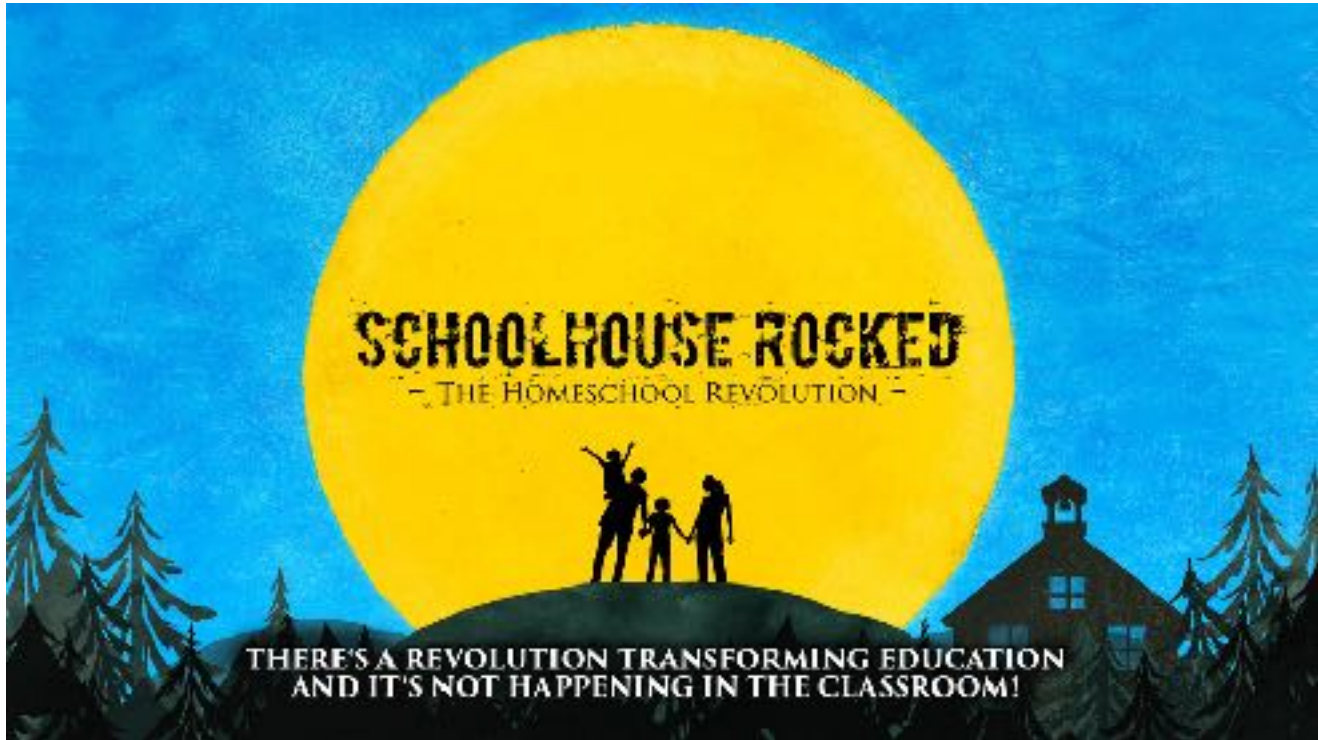


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## BRONZE OXEN FILMS



# Budget, Financial Information, and Income Projections

**THERE'S A REVOLUTION TRANSFORMING EDUCATION,  
AND IT'S NOT HAPPENING IN THE CLASSROOM.**



This document is an excerpt from the *Schoolhouse Rocked* **Documentary Film Proposal**, which offers an in-depth look at the story, financials, marketing, and distribution plan for *Schoolhouse Rocked*. Download it at [https://schoolhouserocked.com/Downloads/SR\\_Documentary\\_Film\\_Proposal.pdf](https://schoolhouserocked.com/Downloads/SR_Documentary_Film_Proposal.pdf)

Prepared by: Garritt Hampton, Director  
September 9, 2020

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## FINANCIAL INFORMATION

If you believe in homeschooling, please consider partnering with us to bring this important movie to theaters.

Production budget remaining to be raised	<b>\$50,000.00</b>
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P&A (Prints and Advertising) budget remaining to be raised	<u>\$287,100.00</u>
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Remaining Amount Needed for Production and P&A	\$327,100.00
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### Fundraising Strategy

To date, production on *Schoolhouse Rocked* has been funded through corporate sponsorships, private donations from enthusiastic supporters, and through investments by the director and producer. Fundraising to complete production is ongoing. The production team is pursuing private and institutional investments, corporate sponsorships, grants, and marketing partnerships. The following fundraising breakdown is an estimate and is subject to change. The P&A (prints and advertising) budget will be significantly enhanced by in-kind contributions from marketing partners and sponsors. Many of these relationships have already been established.

**Self-Financing/Deferments** - \$285,000

**Investments** - \$285,000

**Corporate Sponsorships and Marketing Partnerships** - \$100,000

**Private Donations** - \$20,000

**Pre-sales and Content Subscriptions** - \$20,000

### Funding to Date

**Self-Financing/Deferments** - \$285,000

**Private Donations** - \$20,000

**Pre-sales and Content Subscriptions** - \$11,500

**Corporate Sponsorships** - \$39,500

### Additional Support

**Marketing Partnerships** - \$150,000 (equivalent value to augment the P&A budget)

View a list of our [sponsors here](#). View a list of our [marketing partners here](#).

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## Fiscal Sponsor



From The Heart Productions acts as our fiscal sponsor to allow donors to make **tax-deductible contributions** to support the film. From The Heart Productions has been successfully funding films since their inception in 1993 under the 501(c)(3) Internal Revenue Code of 1954. They are also classified as a public charity under section 509(a)(2) of the Code. As such, any monetary donations to the Fiscal Sponsorship Program qualify as charitable

contributions under the U.S. Tax Code. Their IRS number is 95 444 5418 and donors may use this number on their taxes with the donated amount for a tax deduction.

From the Heart Productions administers donations received in support of *Schoolhouse Rocked*. As fiscal sponsor for this film, they monitor the film's progress. They can be reached at (805) 984-0098, or by email at [info@fromtheheartproductions.com](mailto:info@fromtheheartproductions.com). From The Heart Productions is located at 1455 Mandalay Beach Road, Oxnard, California 93035-2845. Donors may visit <http://schoolhouserocked.com/support/> for more information on making a tax-deductible contribution to support the production of *Schoolhouse Rocked*.

## PRODUCTION BUDGET

Acct.	Description	Budgeted	Spent	Remaining
<b>"A" Above the Line</b>				
01.00	Story Rights/Acquisitions	\$0.00	\$0.00	\$0.00
03.00	Producer	\$75,000.00	\$35,000.00	\$40,000.00
04.00	Director	\$75,000.00	\$35,000.00	\$40,000.00
05.00	Actors	\$2,500.00	\$0.00	\$2,500.00
	Total:	<b>\$152,500.00</b>	<b>\$70,000.00</b>	<b>\$82,500.00</b>
<b>"B" Production</b>				
10.00	Production Staff	\$5,000.00	\$0.00	\$5,000.00
13.00	Makeup/Hair Labor	\$0.00	\$0.00	\$0.00
14.00	Camera Labor	\$0.00	\$0.00	\$0.00
15.00	Production Office Expenses	\$10,000.00	\$5,270.00	\$4,730.00
17.00	Travel & Living	\$35,800.00	\$35,800.00	\$0.00
20.00	Makeup/Hair Supplies	\$250.00	\$250.00	\$0.00
21.00	Camera Equipment	\$10,500.00	\$3,100.00	\$7,400.00
22.00	Electrical Equipment	\$300.00	\$300.00	\$0.00
23.00	Lighting/Grip Equipment	\$1,100.00	\$1,100.00	\$0.00
24.00	Sound Equipment	\$1,000.00	\$1,000.00	\$0.00
25.00	Digital Storage	\$5,500.00	\$2,750.00	\$2,750.00
	Total:	<b>\$69,450.00</b>	<b>\$49,570.00</b>	<b>\$19,880.00</b>
<b>"C" Post-Production</b>				
26.00	Editorial Equipment	\$15,000.00	\$675.00	\$14,325.00
30.00	Editorial Labor	\$20,000.00	\$0.00	\$20,000.00
40.00	Music	\$15,000.00	\$0.00	\$15,000.00
41.00	Titles and Animation	\$5,000.00	\$0.00	\$5,000.00
42.00	Color Correction	\$15,000.00	\$0.00	\$15,000.00
43.00	Stock Footage	\$7,000.00	\$800.00	\$6,200.00
44.00	Post Production Sound	\$15,000.00	\$0.00	\$15,000.00
45.00	DVD and Blu-Ray Authoring	\$3,000.00	\$0.00	\$3,000.00
46.00	DCP Creation and Post Deliverables	\$5,000.00	\$0.00	\$5,000.00
	Total:	<b>\$85,000.00</b>	<b>\$800.00</b>	<b>\$84,200.00</b>
<b>"B &amp; C" Production and Post-Production</b>				
50.00	General Expenses	\$7,500.00	\$6,500.00	\$1,000.00
60.00	Legal	\$7,500.00	\$350.00	\$7,150.00
61.00	Insurance	\$10,000.00	\$6,991.00	\$3,009.00
62.00	Accounting/Tax	\$3,000.00	\$1,811.00	\$1,189.00
70.00	Indirect Costs	\$0.00	\$0.00	\$0.00
	Total:	<b>\$28,000.00</b>	<b>\$15,652.00</b>	<b>\$12,348.00</b>
<b>"D" Other</b>				
80.00	Contingencies	\$25,000.00	\$0.00	\$25,000.00
	<b>Total Production Budget</b>	<b>\$359,950.00</b>	<b>\$136,022.00</b>	<b>\$223,928.00</b>
	<b>Deferments</b>			<b>\$170,000.00</b>
	<b>Total Needed to Complete Production</b>			<b>\$53,928.00</b>

## P&A BUDGET

### "E" Marketing/Advertisement

100.00	Agency and services (Collide Media Group to determine breakdown of advertising budget)	\$150,000.00	\$0.00	\$150,000.00
110.00	Trailers, Special Content Creation	\$5,000.00	\$0.00	\$5,000.00
111.00	Graphic Design - Posters, Ads, etc.	\$7,500.00	\$0.00	\$7,500.00
112.00	Web Hosting, Domains, Design, Email Service	\$2,500.00	\$2,000.00	\$500.00
113.00	Street Team (Merchandise, Materials, Management)	\$10,000.00	\$0.00	\$10,000.00
114.00	Premiers, Press Screenings	\$15,000.00	\$0.00	\$15,000.00
115.00	Printed Materials	\$7,500.00	\$250.00	\$7,250.00
116.00	Sponsor Electronic Press Kits (Hard Drives, Production, Shipping)	\$5,000.00	\$0.00	\$5,000.00
117.00	Promotional Merchandise	\$5,000.00	\$500.00	\$4,500.00
118.00	Special Events (Fathom Event Live Cast Discussion)	\$35,000.00	\$0.00	\$35,000.00
119.00	Promotional Appearances, Festivals, Conventions, Churches, Travel	\$40,000.00	\$150.00	\$39,850.00
	Total:	<b>\$282,500.00</b>	<b>\$2,900.00</b>	<b>\$279,600.00</b>

### Prints/Distribution

200.00	Digital Distribution Costs - Distribber.com (iTunes, Amazon, Netflix, Google Play, Hulu)	\$6,000.00	\$0.00	\$6,000.00
	Shipping	\$500.00	\$0.00	\$500.00
210.00	Hard Drives for DCP Distribution	\$1,000.00	\$0.00	\$1,000.00
	Total:	<b>\$7,500.00</b>	<b>\$0.00</b>	<b>\$7,500.00</b>

<b>Total P&amp;A Budget</b>	<b>\$290,000.00</b>	<b>\$2,900.00</b>	<b>\$287,100.00</b>
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<b>Remaining Amount Needed for Production and P&amp;A</b>	<b>\$341,028.00</b>
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## Income Projections (Low)

100,000 Tickets at \$12.50

**\$1,250,000** Gross ticket sales

\$312,500.00 to Theaters

\$468,750.00 to Fathom Events

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**\$468,750.00** Net Theatrical Receipts

**\$270,250** Paid to P&A Investors (\$235,000 plus 15% preferred Rate)

\$187,000 Deferments (\$170,000 plus 10%)

**\$11,500** Paid to Production Investors

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**\$0** Net Theatrical Profits

**\$388,712.50** Net Home Video

**\$43,500** Paid to Production Investors (Total of \$55,000) (\$50,000 plus 10% preferred rate)

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**\$345,212.50** Net Profits

**\$207,127.50** To Bronze Oxen (60%)

**\$120,824.38** To Production Investors (35%)

**\$17,260.62** To P&A Investors (5%)

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**\$175,824.38** Total paid to Production Investors on \$50,000 original investment

**\$287,51.62** Total Paid to P&A Investors on \$235,000 original investment

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## Income Projections

Income Projections (Mid)	
150,000 Tickets at \$12.50	
<b>\$1,875,000.00</b>	<b>Gross ticket sales</b>
\$468,750.00	to Theaters
\$703,125.00	to Fathom Events
<b>\$703,125.00</b>	<b>Net Theatrical Receipts</b>
\$270,250	Paid to P&A Investors (\$235,000 plus 15% preferred Rate)
\$187,000	Deferments (\$170,000 plus 10%)
<b>\$55,000</b>	<b>Paid to Production Investors (\$50,000 plus 10% preferred rate)</b>
<b>\$190,875</b>	<b>Net Theatrical Profits</b>
<b>\$777,425.00</b>	<b>Net Home Video</b>
<b>\$47,500.00</b>	<b>Net Television and International</b>
<b>\$1,015,800</b>	<b>Net Profits</b>
\$609,480	To Bronze Oxen (60%)
<b>\$355,530</b>	<b>To Production Investors (35%)</b>
\$50,790	To P&A Investors (5%)
<b>\$410,530.0</b>	<b>Total paid to Production Investors on \$50,000 original investment</b>
<b>\$321,040</b>	<b>Total Paid to P&amp;A Investors on \$235,000 original investment</b>

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## Income Projections (High)

200,000 Tickets at \$12.50

**\$2,500,000.00** Gross ticket sales

\$625,000 to Theaters

\$937,500 to Fathom Events

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**\$937,500** Net Theatrical Receipts

**\$270,250** Paid to P&A Investors (\$235,000 plus 15% preferred Rate)

\$187,000 Deferments (\$170,000 plus 10%)

**55,000** Paid to Production Investors (\$50,000 plus 10% preferred rate)

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**\$425,250.00** Net Theatrical Profits

**\$1,166,137.50** Net Home Video

**\$101,250.00** Net Television and International

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**\$1,692,637.50** Net Profits

**\$1,015,582.80** To Bronze Oxen (60%)

**\$592,423.13** To Production Investors (35%)

**\$84,631.88** To P&A Investors (5%)

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**\$647,423.13** Total paid to Production Investors on \$50,000

**\$354,881.88** Total Paid to P&A Investors on \$235,000

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## Income Breakdown

Source of Revenue	Expected Tickets/ Sales/Views	Avg. Sales Price	Gross	Net (Expected)	Net (Low)	Net (High)
Fathom Events	150,000	\$12.50	\$1,875,000.00	\$468,750.00	\$234,375.00	\$703,125.00
DVD	40,000	\$10.00	\$400,000.00	\$120,000.00	\$60,000.00	\$180,000.00
BluRay	30,000	\$18.00	\$540,000.00	\$162,000.00	\$81,000.00	\$243,000.00
Direct Digital Download (SchoolhouseRocked.com - Movie Only)	20,000	\$10.00	\$200,000.00	\$190,000.00	\$95,000.00	\$285,000.00
Enhanced Digital Downloads - Backstage Pass Lifetime Memberships	10000	\$99.00	\$198,000.00	\$188,100.00	\$94,050.00	\$282,150.00
Subscription Streaming - Netflix, Amazon, Hulu	50000	\$0.10	\$5,000.00	\$5,000.00	\$2,500.00	\$7,500.00
Retail Streaming, Rental - iTunes, Amazon, Google Play	25,000	\$2.99	\$74,750.00	\$37,375.00	\$18,687.50	\$56,062.50
Retail Streaming, Purchase - iTunes, Amazon, Google Play	10,000	\$14.99	\$149,900.00	\$74,950.00	\$37,475.00	\$112,425.00
Merchandise - T-shirts, Mugs, Stickers, etc.	10,000	\$5.00	\$50,000.00	\$37,500.00	\$18,750.00	\$56,250.00
Book (Print)	15,000	\$14.99	\$224,850.00	\$67,455.00	\$33,727.50	\$101,182.50
Book (Kindle)	15,000	\$9.99	\$149,850.00	\$104,895.00	\$52,447.50	\$157,342.50
Affiliate sales - books, curriculum, merchandise	10,000	\$0.50	\$5,000.00	\$5,000.00	\$2,500.00	\$7,500.00
International Distribution			\$50,000.00	\$47,500.00	\$23,750.00	\$71,250.00
Television Licensing			\$0.00	\$0.00	\$0.00	\$30,000.00
<b>Gross Income</b>				<b>\$1,508,525.00</b>	<b>\$754,262.50</b>	<b>\$2,292,787.50</b>
<b>Total Production and Marketing Budget</b>				\$681,050.00	\$681,050.00	\$681,050.00
<b>Net Income</b>				<b>\$827,475.00</b>	<b>\$73,212.50</b>	<b>\$1,611,737.50</b>

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## PROJECT STAGE

Schoolhouse Rocked is currently in post-production. All filming has been completed, final narration has been recorded, and a 90 minute rough edit has been completed. In filming for Schoolhouse Rocked we interviewed prominent leaders, speakers, authors and publishers, college and university professors and faculty, homeschooling moms, dads, and students at all stages in their journey, from kindergarten to graduation. Filming for the movie took place in Washington, Oregon, California, South Carolina, North Carolina, Alabama, Georgia, Tennessee, Kentucky, Virginia, Washington D.C., and Ohio. This provided a very broad view of homeschooling across the United States and has allowed us to build a base of support in several different regions of the country.

In order to complete the film we still need to hire a composer, colorist, and post production studio to do the final sound mix and produce the deliverables - theatrical version, DVD version, Blue-ray version, streaming version, etc. The completion date of the film is dependent on fundraising.

### Timeline

Pre-Production	September 2016 - November 2016
Fundraising/Production	November 2016 - August 2019*
Post-Production	Current phase (finish is dependent on funding)
Promotion and Advertising - Theatrical Release	4-6 month pre-release window
Theatrical Release (Fathom Events)	Dependent on funding
Promotion and Advertising (DVD, Blu-ray, Digital)	6 month window starting at release
DVD, Blu-ray, Digital Release	3 months after theatrical release

**\*Dates are dependent on fundraising and Fathom Events scheduling.**

## LEARN MORE

For more information, the *Schoolhouse Rocked* **Documentary Film Proposal** offers an in-depth look at the story, financials, marketing, and distribution plan for *Schoolhouse Rocked*. Download it at

[https://schoolhouserocked.com/Downloads/SR\\_Documentary\\_Film\\_Proposal.pdf](https://schoolhouserocked.com/Downloads/SR_Documentary_Film_Proposal.pdf)

For more information, a **Business Plan** is available to qualified investors. Please contact the producer to request a copy.

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## CONTACT INFORMATION

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Soli Deo gloria.