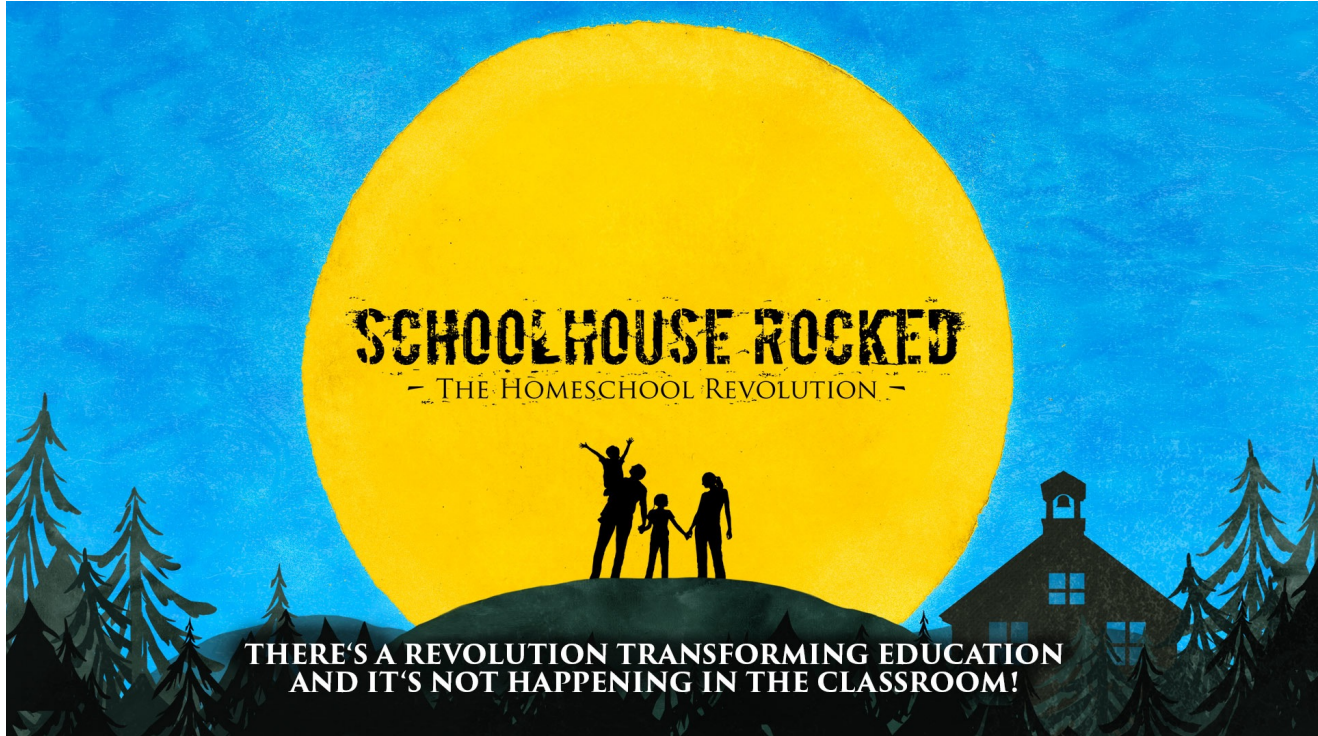

BRONZE OXEN FILMS



Budget Detail

**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

Prepared by: Garritt Hampton, Director
April 18, 2018

FINANCIAL INFORMATION

Fundraising Strategy

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

Self-Financing - \$100,000

Grants - \$35,000

Corporate Sponsorships and Marketing Partnerships - \$200,000*

Private Donations - \$500,000

Pre-sales and Content Subscriptions - \$100,000

Funding to Date

Private Donations - \$13,000

Self-Financing - \$100,000

Corporate Sponsorships - \$120,000 funded*

*Cash and equivalent marketing value (applied to P&A budget).

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 closely monitor the film's progress and contribute advice and feedback where needed, on fundraising initiatives, trailers, rough cuts, festival submissions, distribution, and outreach strategies. They can be reached at (805) 984-0098, or by email at 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*.

COMPREHENSIVE LINE ITEM EXPENSE BUDGET

PRODUCTION BUDGET	
Pre-Production	
Startup Expenses (Legal, Fictitious Name, Tax, Domain Names, Hosting)	\$750.00
Director, Producer (Writing, Research, Website)	\$6,000.00
	\$6,750.00
Production	
Equipment (Purchases, Rentals)	\$15,000.00
Travel	\$22,000.00
Director, Producer	\$50,000.00
Misc.	\$7,000.00
	\$94,000.00
Post-Production	
Editing (Equipment, Contracted Labor, Facilities)	\$20,000.00
Music (Original Music, Licensing)	\$15,000.00
Titles and Animation	\$5,000.00
Color Correction (Contracted Labor, Post Facilities)	\$20,000.00
Stock Footage (Licensing)	\$7,000.00
Post Sound (Contracted Labor, Post Facilities)	\$15,000.00
DVD and Blu-Ray Authoring	\$3,000.00
Graphic Design, Packaging Design	\$4,000.00
DCP Creation and Post Deliverables	\$5,000.00
Director, Producer	\$100,000.00
	\$194,000.00
Business/Legal	
Utilities (Phone and Internet - 2 Years)	\$6,000.00
Support Salaries (Marketing, Social Media, Fundraising, Office)	\$75,000.00
Legal, Tax Prep, Insurance	\$7,000.00
Contingencies	\$25,000.00
	\$113,000.00
Total Production Budget	\$407,750.00

P&A BUDGET (PRINTS AND ADVERTISING)	
Marketing/Advertisement	
Agency Fees	\$100,000.00
Print (Magazines, Newspapers, Sponsored Content)	\$35,000.00
Web (Facebook, Pay-Per-Click, YouTube, Sponsored Content, Social Media)	\$125,000.00
Television	\$35,000.00
Radio	\$35,000.00
Trailers, Special Content Creation	\$15,000.00
Kickstarter Fees (Assumes \$30,000 Crowdfunding)	\$2,500.00
Fathom Live Event Costs (Travel, Speakers, Etc.)	\$30,000.00
Email and Newsletters	\$16,000.00
Graphic Design - Posters, Ads, etc.	\$5,000.00
Web Hosting, Domains, Design	\$2,000.00
Street Team (Merchandise, Materials, Management)	\$17,000.00
Premiers, Press Screenings	\$25,000.00
Printed Materials	\$7,500.00
Sponsor Electronic Press Kits (Hard Drives, Production, Shipping)	\$5,000.00
Promotional Merchandise	\$5,000.00
Postage	\$5,000.00
Promotional Appearances, Festivals, Conventions, Churches, Travel	\$35,000.00
	\$500,000.00
Prints/Distribution	
Digital Distribution Costs - Distribber.com (iTunes, Amazon, Google Play, Hulu)	\$5,660.00
Shipping	\$500.00
Hard Drives for DCP Distribution	\$1,000.00
	\$7,160.00
Total P&A Budget	\$507,160.00
Total Budget (Production and P&A)	\$914,910.00

PROJECT STAGE

Principal photography on *Schoolhouse Rocked* is approximately 95% complete. To date, we have shot all of the necessary interviews for the film. We have 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 has taken place in Washington, Oregon, California, South Carolina, North Carolina, Alabama, Georgia, Tennessee, Kentucky, Virginia, Washington D.C., and Ohio. This has 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. The filmmakers have shot the necessary travel sequences, including driving shots, airport and flying shots, and b-roll at the major locations.

We still have a few areas to cover in filming before the film is complete. Some additional b-roll and parts of Yvette's narrative still need to be shot. These will be shot at practical locations, around Savannah, Georgia, and augmented with voice-over, b-roll, and stock footage to reduce production expense.

Timeline

Pre-Production	September 2016 - November 2016
Fundraising/Production	November 2016 - June 2018
Fundraising/Post-Production	June 2018 - February 2019*
Promotion and Advertising - Theatrical Release	February 2018 - July 2019*
Theatrical Release (Fathom Events)	July 2019*
Promotion and Advertising (DVD, Blu-ray, Digital)	July 2019 - September 2019*
DVD, Blu-ray, Digital Release	August 2019*

***Post-production and release dates are dependent on fundraising and Fathom Events scheduling.** Theatrical release will be scheduled five to six months after post-production ends.

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

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

CONTACT INFORMATION

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Schoolhouse Rocked on Facebook - **[Facebook.com/SchoolhouseRocked](https://www.facebook.com/SchoolhouseRocked)**

Schoolhouse Rocked on YouTube - **[SchoolhouseRocked.com/youtube](https://www.youtube.com/SchoolhouseRocked)**

Soli Deo gloria.
