



BLACK
PRIVILEGE.
WHITE
POWER.

A POSY LOMBARD STORY



LOGLINE:

A young Smith College student joins up with an activist group to fight for civil rights in the Jim Crow era South and ends up taking part in one of the great protest movements in American history, inspiring her peers and strangers along the way.

Montgomery, Ala. March 17, 1965

SYNOPSIS:

Fannie Lou Hamer was an African-American woman well-known for her diligence and vigilance in the face of racial discrimination in the South. She was a staunch voting rights advocate, a women's rights advocate, and a co-organizer of the Freedom Schools during the 1964 Freedom Summer in Mississippi.

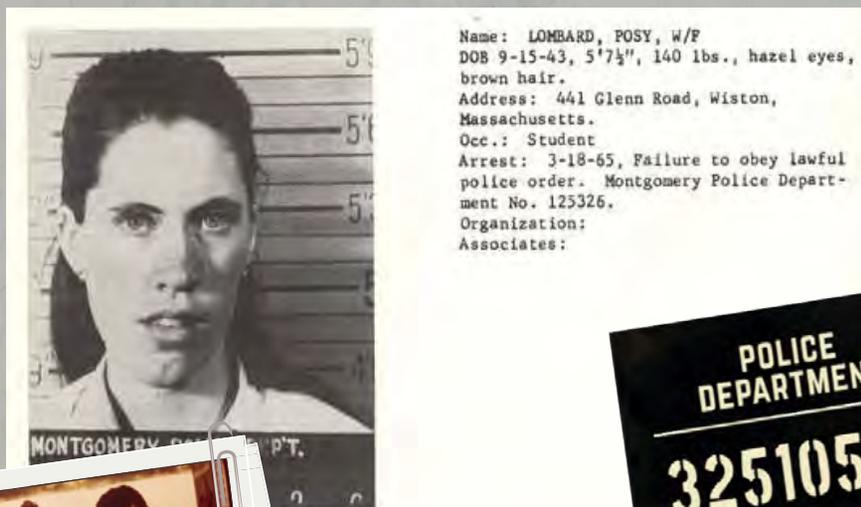
Posy Lombard was a 21-year-old Caucasian student at Smith College, the daughter of the Dean of Harvard Business School. She was one of nine siblings raised in a wealthy environment, knowing little to nothing about the struggle African-Americans lived every day under the Jim Crow laws of the South.

Through the travails of nearly a year and a half, the paths of Posy and Fannie Lou would get closer, finally colliding during the Civil Rights movement. Both Posy and Fannie Lou displayed levels of courage and sacrifice never seen before.

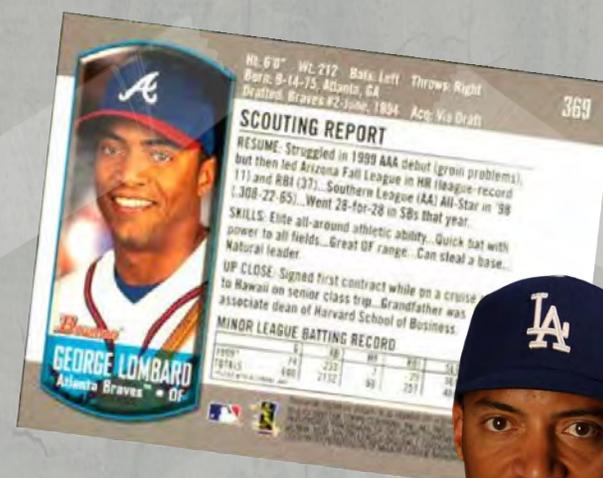
Along with many other volunteers — students, elders, white, black, educated, illiterate — they constructed a nonviolent battalion to conquer the segregation machine of Jim Crow. The nonviolent were beaten, prodded, sprayed with firehoses, bitten by dogs, trampled by horses, locked in cages, and starved. Yet they never fought back; they never considered giving in.



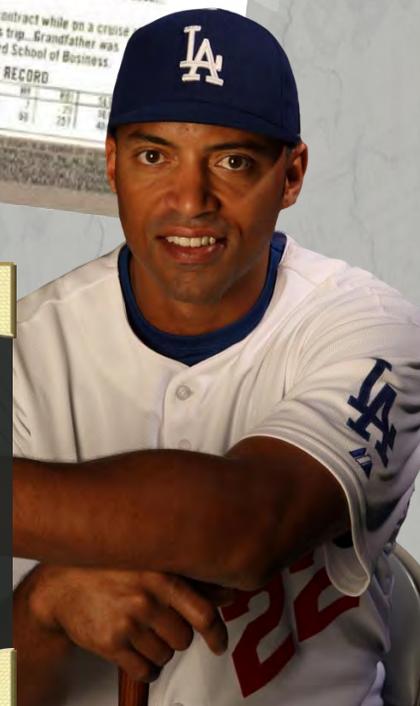
The story of Posy Lombard and her friend Fanny Lou Hamer is told with the highest care and complete fidelity to accuracy as there is personal family connection to the Director & Producer of this film, Daniel Danielson. A product of an interracial adoption, Daniel was raised on a small farm with an all-white family in Connecticut; his aunt is Posy Lombard. His cousin, MLB player George Lombard, is the second of her three children and has used his platform to share his mother's story in the LA Times, ESPN, and MLB blogs.



POLICE DEPARTMENT
32510552
DISORDERLY CONDUCT



George Lombard is the first base coach of the 2020 World Series Champions, Los Angeles Dodgers. He was recently promoted to bench coach of his former team the Detroit Tigers.



FEATURE FILM

Genre: Period Drama

Budget: \$750,000 - \$900,000

Production Status: Proof of Concept Complete, Now "In Development."

WHY INVEST IN US?

- The film's proof of concept has already been shot and edited, only awaiting color, fx, & music.
- Our team is led by SAG-AFTRA actors who have multiple (HBO, NBC) TV Series credits to their names.
- A vast social media following of over 650k followers will help drive sales.
- Our film tackles relevant issues regarding the fight for equality, tapping into a large market.
- The emergence of the pro-Black business consumer is highly consequential.
- We will find a home for the film; we have relationships with distributors, sales agents, and agencies.
- Partnership with Bridgebuilder Cinematic Arts Program, a non-profit to teach, train and mentor youth.



LOCATION & TAX CREDIT

NEGROES' RESIDENCES IN MISSISSIPPI TALLAHATCHIE FLATS



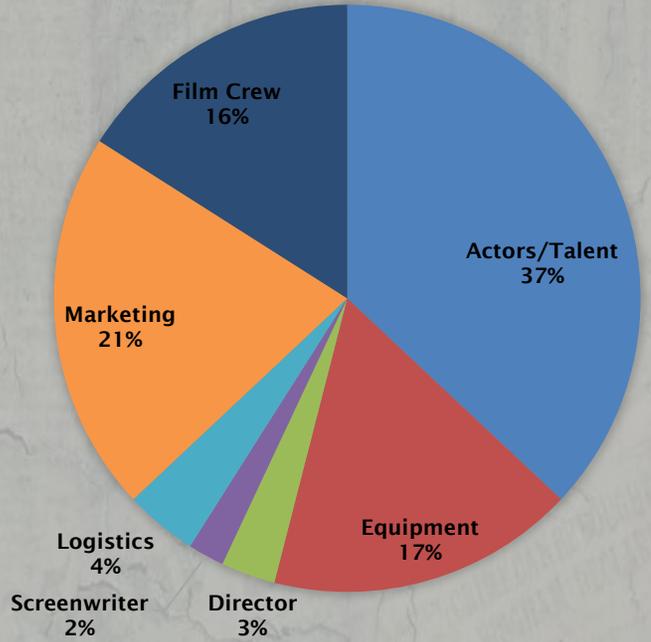
GREENWOOD, MISSISSIPPI-USA

- The focus of the film takes place in Mississippi where 75% of the film is to be shot on location.
- Mississippi has multiple tax incentives including honorable discharge and sales and usage tax reduced rates, as per a federal tax incentive known as Section 181 of the Jobs Creation Act exists to offer a lucrative incentive for film and television investments up to \$15 million.
- 25% production investment and 30% resident payroll rebate granted by the Mississippi Film Project.



USE OF PROCEEDS:

For us to be successful we must raise a minimum of \$350,000 USD.



FINANCIAL INCENTIVES

By putting equity Investors in first position to recoup with interest, exploiting a regional rebate program, and strategically casting the film to drive international sales, the Producers have put together a finance structure that instills confidence in covering the financial spread. Once the film covers its negative cost, Investors can see residual income for years to come.

DISTRIBUTION PLAN

The Netflix logo, featuring the word "NETFLIX" in a bold, white, sans-serif font with a black drop shadow, set against a solid red rectangular background.The Hulu logo, featuring the word "hulu" in a white, lowercase, sans-serif font, set against a solid lime green rectangular background.The Amazon Prime logo, featuring the word "amazon" in a black, lowercase, sans-serif font with a yellow smile arrow underneath, followed by the word "Prime" in a blue, italicized, sans-serif font, set against a white rectangular background.The HBO NOW logo, featuring the words "HBO NOW" in a white, uppercase, sans-serif font, set against a solid black rectangular background.

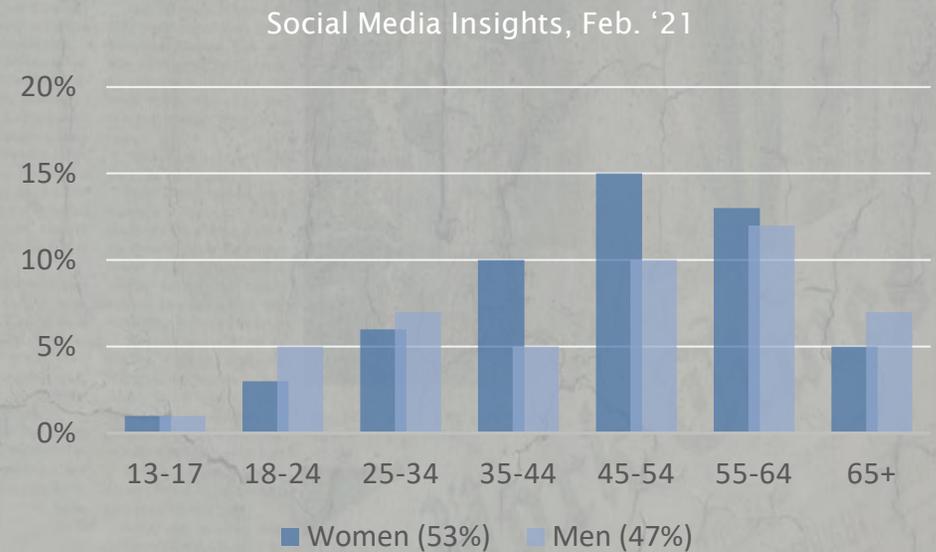
SALES AGENT & DISTRIBUTOR SELECTION

- Seasoned Global Sales Agent & Award-Winning Producer Marc Clebanoff is the founding partner of [Odyssey Motion Pictures](#) (“OMP”). The Company will oversee all distribution efforts.
- OMP will negotiate a domestic distribution deal (United States & Canada) upon completion of the film. OMP has licensed films domestically to the likes of Lionsgate, eOne, Sony, Vertical Entertainment, Fox, Netflix, and an array of other mid level and boutique domestic distributors. OMP will also handle the international sales. OMP participates, attends and exhibits in 4-5 global markets per annum across N. America, Europe and Asia and has clients in over 100 countries.
- Additionally, the Producers intend to exploit the finished film in international film festival competitions to garner accolades, reviews and notoriety.

MARKET OPPORTUNITY / OUR AUDIENCE DEMOGRAPHICS



Trailer: *Black Privilege. White Power.*



MOTION PICTURES ASSOCIATION OF AMERICA

- The film industry made a record-breaking \$100 Billion last year.
- Per capita attendance increased among African American, Hispanic/Latino and Asian ethnic groups.
- African-American/Black and Hispanic/Latino groups were more likely to watch content on mobile devices daily.
- While the theatrical box office grew slightly from 2018 to 2019, the digital market's growth was up 18% in the U.S. and 29% worldwide.

Date: March 11, 2020

IN THE TRADITION OF... RELEVANCE OF TIMING & COMPARABLES

Screenings & use of BPWP film in curriculum underway at the following educational institutions:

- Langston College (HBCU)
- Yale University
- Dalton School, NYC (K-12)

NAACP ViacomCBS formal partnership announced June 2020

Black-Jewish Unity – Rabbi Ephraim plays a key role in BPWP including rushing Fannie Lou to safety after she was shot at 18 times by Klansmen.

Please join us for a special Black History Month interfaith community program

Shared Legacies

Black-Jewish Relations and the Civil Rights Movement

Sunday, February 21, 5:30—7:00 PM

[REGISTER HERE](#)



The Black and Jewish communities have had a powerful alliance dating back to well before the civil rights movement of the 1960s. Jewish leaders marched arm in arm with Dr. Martin Luther King, Jr., backing efforts at racial equality and harmony.

The film *Shared Legacies: The African-American Jewish Civil Rights Alliance* (view trailer), tells this powerful story and is available free of charge for viewing at home Friday, February 19—Monday, February 22. The film link will be sent upon registration.

A panel discussion via Zoom will be held on Sunday, February 21 at 5:30 PM featuring:

Rev. Dr. Michael Christie, Union Baptist Church
Rabbi Joshua Hammerman, Temple Beth El, Stamford
Shari Rogers, Director/Producer, "Shared Legacies: The African-American Jewish Civil Rights Alliance"

Rev. Michael Hyman, Advisor, The Equity Institute @ Domus, Co-Chair, Stamford Stands Against Racism
Moderated by Rev. Dr. Stephen Pogue, Vice Chair, Westchester Human Rights Commission, and Pastor, Greater Centennial Church, Mt. Vernon

We will also hear local stories about the Civil Rights Movement, including:
 Rabbi Philip Schechter • Mother Blanche Sumpter

Co-sponsored by:



RELEASE DATES

Feb. '20 – Atlanta Jewish Film Festival (Premiere)

Jul. '20 – Philadelphia Film Festival

Jan. '21 – New York Jewish Film Festival

RUNTIME: 95 min

THE VIRTUAL FERGUSON LIBRARY

BLACK HISTORY MONTH

DOCUMENTARY FILM SCREENING AND PANEL DISCUSSION

BLACK MEN IN WHITE COATS

Separate registration required for the screening and the panel discussion.

DOCUMENTARY SCREENINGS OF BLACK MEN IN WHITE COATS

Screening Dates:
 Friday, February 19, Saturday, February 20 and Sunday, February 21

This feature-length documentary is about *Black Men in White Coats*, founded by Dr. Dale Okorodudu. The film explores the scarcity of Black men going into the medical field (fewer Black men applied to medical school in 2014 than in 1978) and dissects the systemic barriers preventing Black men from becoming medical doctors and the consequences on society at large.

Register at tinyurl.com/dpdfj8xy. You will receive an email from Info@IndieScreening.com providing access to view the film between February 19 and February 21.
Generously supported by the Friends of The Ferguson Library.

PANEL DISCUSSION OF BLACK MEN IN WHITE COATS
 Tuesday, February 23 at 6:30 p.m. via Zoom

Presented in Partnership with Stamford Health  and the Stamford NAACP 



Panelist, Clive Lloyd Johnson, DO Moderator, Tabitha B. Fortt, MD Panelist, Alain Berthold, MD

Register at tinyurl.com/54kgdmsz. Zoom login information will be provided in the registration confirmation email.

 fergusonlibrary.org **THE FERGUSON LIBRARY, STAMFORD CT** 

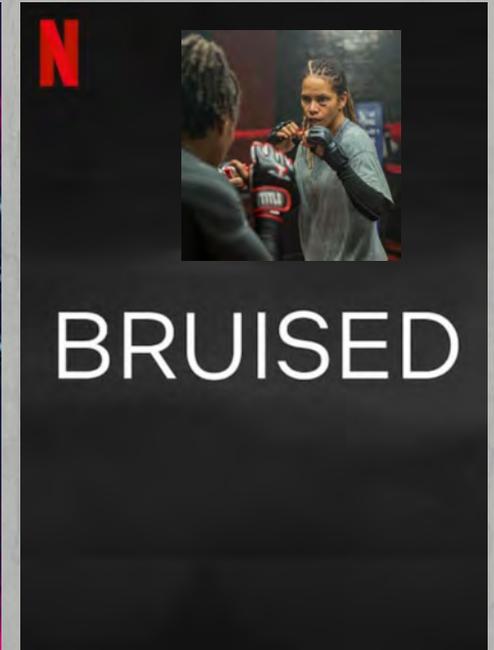
RELEASE DATES

Indie Screenings, 2020

Episodes, 2016 – 2018

RUNTIME: 80 min

IN THE
TRADITION
OF...
RELEVANCE OF
TIMING &
COMPARABLES



Film	Release Date	Release Type	Film Budget	Sold For	WW Box Office
Malcom & Marie	Feb. 2021	OTT	-	\$30M	-
Bruised	Sept. 2020	OTT	-	\$20M	-
See You Yesterday	May 2019	OTT	\$1M	\$5M	-
Selma	Nov. 2014	Cinema	\$10M	-	\$67M
The Butler	Aug. 2013	Cinema	\$50M	-	\$176M

WHY WE WILL WIN

BLACK PRIVILEGE. WHITE POWER. is a stirring and topical period drama that examines the courageous work of courageous people, fighting, unrestrained, against injustice. This is a historical story, but these important issues are still very relevant even today. The script brings true and relatable characters to life with passion, outrage, and insight... it is an uphill journey every step of the way, but with principles, faith, and community, we can see how the fight can and will continue. -The Black List Review

ABOUT DFC MEDIA

CO-OWNERS, DIRECTORS



DANIEL DANIELSON

Producer, Writer, Director & SAG-AFTRA actor, Daniel is a top recognized digital media innovator at the British International and Hip Hop Film Festivals. He can also be seen starring in the HBO series "The Plot Against America" and others.



JOSEPHINE WEBB

Josie is a consummate creative with high fashion and runway experience. She is known for roles in the film Once Upon a Time in Brooklyn and the web series "The Department of Ed" as well as tv features that include The Deuce and The Night Of (HBO).



GUY FORTT

Seasoned SAG-AFTRA-AEA actor with unique storytelling abilities; multiple television series, film, and theater credits. Visionary leader with extensive experience in community outreach and passion for non-profit fundraising. Stamford NAACP President.



MARTHA PINSON

Directing credits include "Tomorrow" a UK indie feature film that won Best Narrative Feature at SCAD Savannah FF, Napa Valley FF, CA, and Seneca FF, NY. Script Supervisor to major directors: Martin Scorsese, Sidney Lumet, Milos Forman, Oliver Stone Brian De Palma, and Andrew Niccol.



HOLLIS MEMINGER

Renowned cinematographer with numerous film and television credits such as: The Blacklist (NBC), Narcos (Netflix) and Younger (TVLand). Hollis is also a passionate documentarian, focusing on projects which feature the marginalized community.

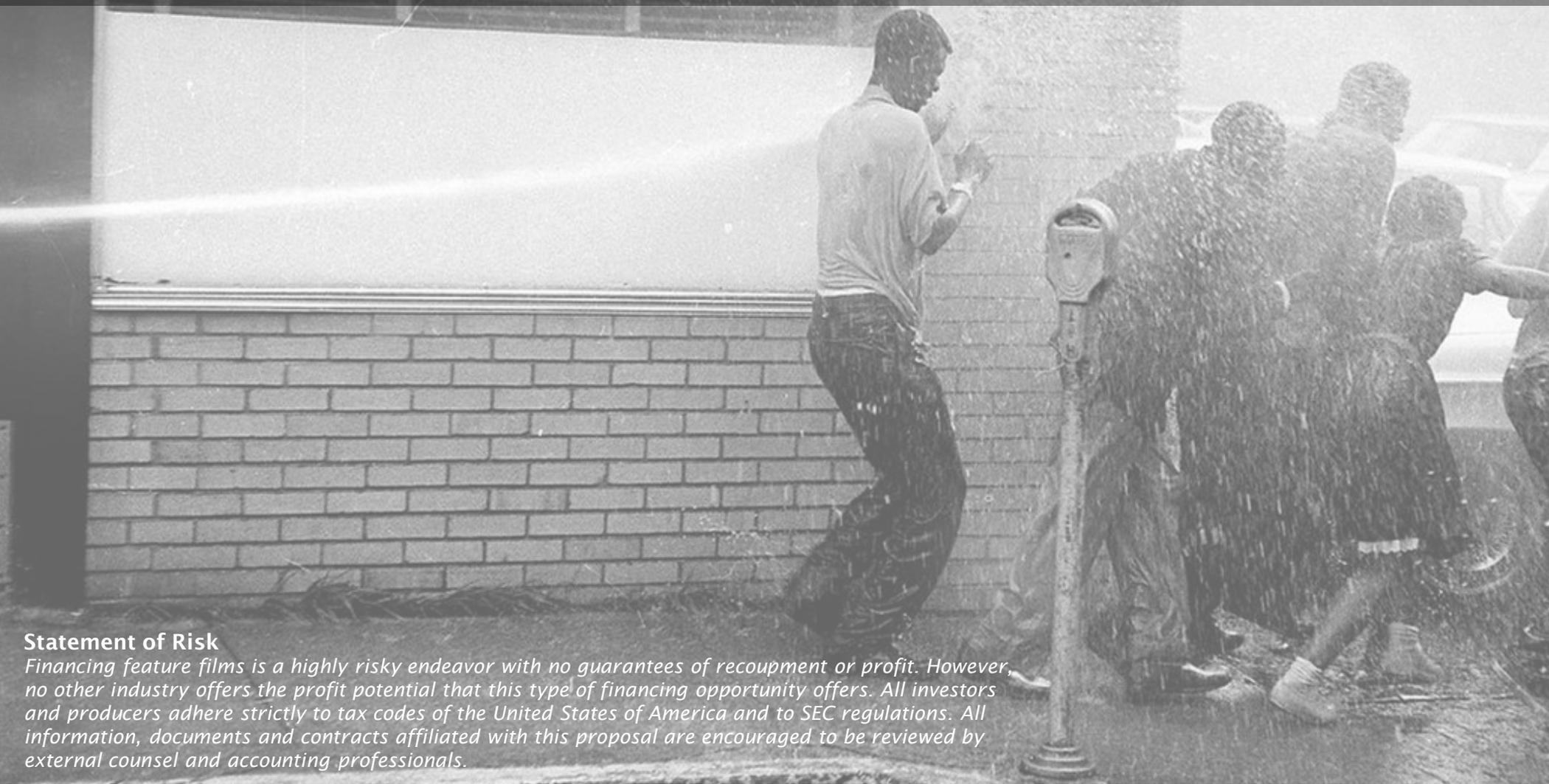


DARRYL JOHNSON

Lead International Producer at Moskitos Films and BAWS Entertainment for several upcoming motion picture titles and television series. Darryl has produced over 100 commercials and has worked as a bridge/consultant on films as Sniper 6 Ghost Shooter and Skyfall.



CONTACT: D.F.C. Media Group, LLC.
Daniel Danielson, 203-223-8076
pr@bpwpmovie.com



Statement of Risk

Financing feature films is a highly risky endeavor with no guarantees of recoupment or profit. However, no other industry offers the profit potential that this type of financing opportunity offers. All investors and producers adhere strictly to tax codes of the United States of America and to SEC regulations. All information, documents and contracts affiliated with this proposal are encouraged to be reviewed by external counsel and accounting professionals.