
FINANCE PLAN | INDUSTRY OVERVIEW

Genre: Drama
Subgenre: Family Drama, Rural Texas Thriller, Crime, Southern Gothic
Runtime: 120 Min.
Year of Production: 2026
Year of Release: 2027
Language: English
Country of Origin: USA
Format: 4K | Color | 24fps
Filming Locations: Cedar Creek, Tx | Wimberley, Tx | Smithville, Tx | Fort Worth, Tx |

CONTACT
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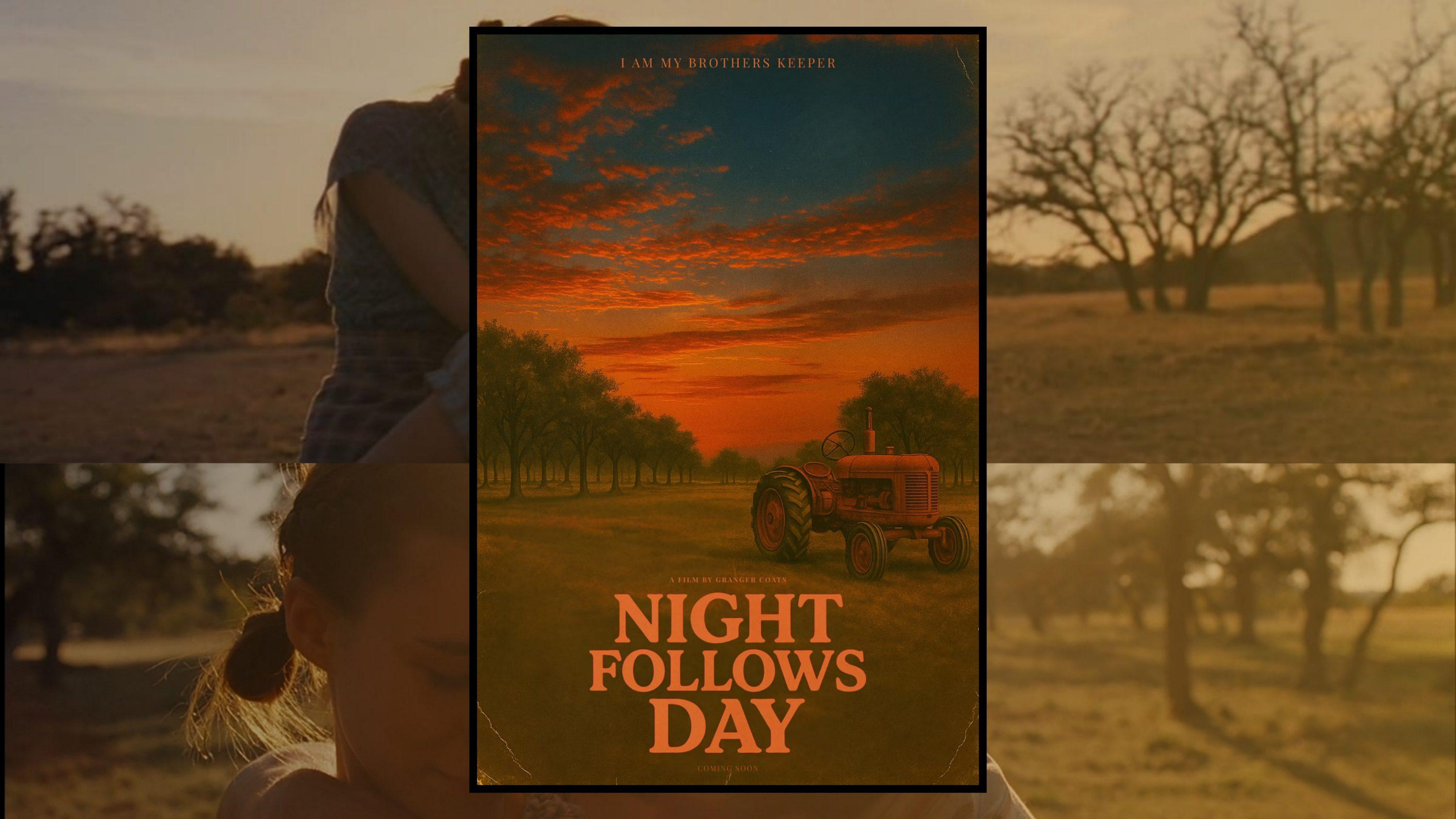

I AM MY BROTHERS KEEPER
A FILM BY GRANGER COATS
NIGHT FOLLOWS DAY
COMING SOON

PRODUCTION:	Night Follows Day	Key Rate	$400						
TOTAL SHOOTING DATES:	35	2nd Rate	$300						
LOCATION:	Texas	3rd Rate	$200						
ATL		**UNIT**	**RATE**	**PREP DAYS**	**SHOOT DAYS**	**WRAP DAYS**	**TOTAL**	**TOTAL COST**	**SPECIFICS**
Director								$20,000.00	
Producer								$20,000.00	
UPM								$20,000.00	
Script/Rights			In Kind					$0.00	
Office supplies		1	Flat					$200.00	
Legal/Accounting		1	Flat					$10,000.00	
Pre-Light/Camera Test		1	Flat					$2,000.00	5 crew members 1 day (not including Dr.) $400x5
Table read								$9,720.00	12 actors 1 day $810x12
Stunt Coordinator		1	$1,246		15		15	$18,690.00	SAG RATE
Stunt Players		1	$810.00		6		6	$4,860.00	SAG Daily
Stunt SAG PHW							0	$4,945.50	**$110,415.50**
			Total Pre-Production						
BTL		**UNIT**	**RATE**	**Prep**	**Shoot**	**Wrap**	**Total**	**TOTAL COST**	**SPECIFICS**
CAMERA CREW									$0.00
Director of Photography		1	$400	5	35	0	40		$16,000.00
AC		1	$300	1	35	1	37		$11,100.00
Operator		1	$400	1	35	0	36		$14,400.00
Key Grip		1	$400	4	35	1	40		$16,000.00
Grip#1		1	$300	1	35	1	37		$11,100.00
Grip Mandays		10	$300	0	10	0	10		$3,000.00
Gaffer		1	$400	4	35	1	40		$16,000.00
Electric#1		1	$300	1	35	1	37		$11,100.00
Electric Mandays		10	$300	0	35	0	35		$10,500.00
ACCOUNTING		1	$400	4	35	10	49		$19,600.00
ART DEPARTMENT							0		$0.00
Production Designer		1	$400	15	35	1	51		$20,400.00
Set dresser		1	$300	10	35	5	50		$15,000.00
SOUND Sound recordist/mixer							0		$0.00
Sound assistant		1	$400	1	35		36		$14,400.00
Hair/Makeup Hair/makeup lead		1	$300		15		15		$4,500.00
Hair makeup assistant							0		$0.00
		1	$400	2	35		37		$14,800.00
		1	$300		12		12		$3,600.00
							0		$0.00
							40		$16,000.00
1st AD		1	$400	5	35		40		$12,000.00
2nd AD		1	$300	5	35		40		$16,000.00
Picture Cars		1	$400	5	35		50		$20,000.00
Locations		1	$400	15	35		26		$10,400.00
Construction		1	$400	5	21		15	$18,690.00	SAG RATE
Stunt Coordinator		1	$1,246		15				
Stunt Coordinator PHW								$3,924.90	
Production Assistants							0	$0.00	
Set PA#1		1	100	1	35		36	$3,600.00	
Set PA#2		1	100	0	35		35	$3,500.00	
Art/construction PA		1	100	15	35		50	$5,000.00	
			Total Crew Production					**$310,615**	
TALENT									**Wages based off SAG-AFTRA Low budget Agreement**
River Clayton		1	$810.00	1	10	1	12	$9,720.00	Note: This is based off Schedule A Daily rates which are only include 8 hours
Jeff Clayton		1	$810.00	1	20	1	22	$16,200.00	
Riley Williams		1	$810.00	1	11	1	13	$8,910.00	

Lukas Williams	1	$810.00	1	14	1	16	$11,340.00	
Marissa Lovely	1	$810.00	1	8	1	10	$6,480.00	
Casey Thomas	1	$810.00	1	8	1	10	$6,480.00	
Sam Batie	1	$810.00	1	6	1	8	$4,860.00	
Lazaro Cisneros	1	$810.00	1	11	1	13	$8,910.00	
Tom Clayton	1	$810.00	1	3	1	5	$2,430.00	
Chet Williams	1	$810.00	1	4	1	6	$3,240.00	
Wayne Moore	1	$810.00	1	6	1	8	$4,860.00	
Earl	1	$810.00	1	2	1	4	$1,620.00	
Cast OT (After 8 hour)							$85,050.00	Straight time subtotal
							$8,505.00	10% OT
Jim	1	Flat		1			$100,000.00	1 A list actor - For a 1st time director, hard to obtain. May be used better for production
		Subtotal					*$278,605.00*	
	21%	SAG PHW					$58,507.05	
		Total Main Cast					**$337,112.05**	
Day Players/Background Talent	19	$100/day X19		1-2 days			$3,800.00	19 background actors with one line or less (support cast) *cannot speak to be BG. Reduced rate from $400 to $100
		Total Talent					**$340,912.05**	
GEAR								
Camera Package							$60,000.00	Includes lenses and accesories
Lighting							$30,000.00	Increasing due to night shoots
Art Dept.							$30,000.00	Props/wardrobe/supplies/const. material
		Total Gear					**$120,000.00**	
Caterer	1	$400/day		37 days			$14,800.00	35 days shooting plus 1 day prep, 1 day wrap
Catered Meals		$25	Bfast & Lunc	35 Days			$35,000.00	Assume 40 cast and crew average
Meals/Craft service		Flat					$25,000.00	Assume 10 Prep, 35 Shoot, 5 Wrap x $20 per day x 40 cast crew
Travel		Allowance					$15,000.00	
Housing							$20,000.00	Nearby Stipends/Safety Hotels
Location fees/permits							$30,000.00	
Production Insurance							$10,000.00	
Other							$5,000.00	
Contingency							**$100,174.25**	10% of production cost
		Total Production Cost					**$1,001,742.45**	
		Total Production Cost With Contingency					**$1,101,916.70**	
C. Post Production								
Editorial	1	Flat					$30,000.00	
Sound Design	1	Flat					$10,000.00	
Score	1	Flat					$10,000.00	
Sound Editing/Mixing/Stereo 5.1	1	Flat					$25,000.00	
Coloring	1	Flat					$7,500.00	
Post Supervisor	1	Flat					$7,500.00	
Graphics/Titles	1	Flat					$5,000.00	
Director Supervisor	1	Flat					$30,000.00	
Contingency for post and sound	1	Flat					$5,000.00	
		Total Post Production Cost					**$130,000.00**	
D. Marketing/Delivery/Distro	**UNIT**	**RATE**		**DAY/WKS**			**TOTAL COST**	**SPECIFICS**
Delivery	1	Flat					$10,000.00	
Poster and Key Art	1	Flat					$3,500.00	
Trailer	1	Flat					$7,500.00	
Festival	1	Flat					$2,000.00	
Marketing/Social media/Promo/Website	1	Flat					$15,000.00	

PR Company		1	Flat				$13,000.00				
			Total Distribution Cost				**$51,000.00**				
			Total Project Cost				**$1,282,916.70**				

WHY DRAMA?

THE FAMILY DRAMA | NEO-NOIR SOUTHERN GOTHIC

Primary Genres: **Drama, Crime, Thriller**
Sub-Genres and Style: **Neo- Noir, Southern Gothic**

A time tested genre that audiences are interested in. A genre that allows us to not only have commercial appeal but is critically well received with an important message.

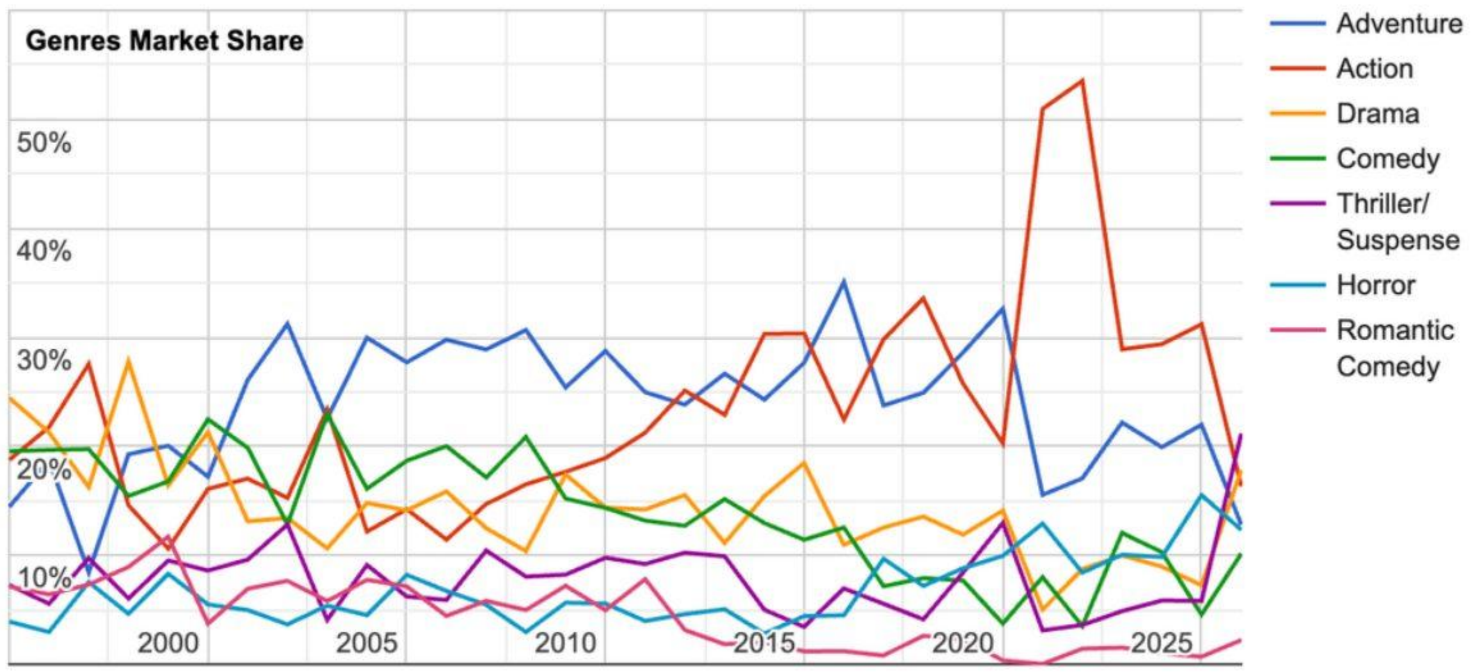
2023 DOMESTIC THEATRICAL MARKET

TOTAL BOX OFFICE GROSS	**$8.9 Billion**
TOTAL BOX OFFICE GROSS FOR INDIES	$1.47 Billion

*Domestic Market is defined as the North American movie territory (United States,Canada, Puerto Rico, Guam.)
source: Deadline, Comscore, The Numbers

Drama is the 3rd highest grossing genre, only behind Action and Adventure. In a time when big blockbuster films are struggling, independent cinema has seen a steady rise in gross revenue. 2023 marked the highest grossing point for indies in over a decade. “I think there is a huge resurgence of indie film” this year said Comscore senior media analyst Paul Degarabedian.

COMPARABLES | DEMOGRAPHICS



Note: Figures for 2026 are at an annualized rate.

From the graph we can see that drama has been a consistent genre at the box office.
The 2010s showed drama at a high point around 20 percent of the market share and we can see after a dip in the 2020s that drama is back on track to reach the 2010 levels in 2026. This is important to note because our film is similar in vein to many 2010 era dramas that came out with minimal budgets and went on to commercial and critical success.

Market Share for Each Genre 1995-2026

Rank	Genre	Total Box Office	Tickets	Share
1	Adventure	$67,884,324,316	9,264,850,991	24.78%
2	Action	$63,606,746,767	8,285,639,495	23.22%
3	Drama	$38,438,680,838	5,637,104,190	14.03%
4	Comedy	$38,296,943,979	5,698,965,079	13.98%
5	Thriller/Suspense	$20,258,939,458	2,883,996,961	7.40%
6	Horror	$17,499,974,141	2,294,271,875	6.39%
7	Romantic Comedy	$11,743,497,953	1,860,312,521	4.29%
8	Musical	$7,904,493,252	915,464,845	2.89%
9	Black Comedy	$3,012,768,804	428,431,814	1.10%
10	Documentary	$2,414,129,679	351,435,086	0.88%
11	Western	$1,748,653,856	252,679,635	0.64%
12	Concert/Performance	$687,627,970	80,699,096	0.25%
13	Reality	$202,548,219	28,511,247	0.07%
14	Multiple Genres	$70,845,822	8,773,095	0.03%
15	Educational	$749,338	66,260	0.00%

Our Theatrical Market pages are based on the Domestic Theatrical Market performance only. The Domestic Market is defined as the North American movie territory (consisting of the United States, Canada, Puerto Rico and Guam).

The yearly amounts on our Theatrical Market pages are based on box office years. Each box office year starts on the first Monday of the year, so the previous year ends on the Sunday before the first Monday. For example, the "2017 box office year" started on January 2, 2017 so the "2016 box office year" ended on Sunday, January 1, 2017.

COMPARABLES | DEMOGRAPHICS

Winter's Bone (2010)

An unflinching Ozark Mountain girl hacks through dangerous social terrain as she hunts down her drug-dealing father while trying to keep her family intact.

IMDbPro
- Cast information
- Crew information
- Company information
- News
- Box office
- Genre keyword rankings

Title Summary | All Releases

All Releases

DOMESTIC (47.3%)
$6,531,503
INTERNATIONAL (52.7%)
$7,265,331
WORLDWIDE
$13,796,834

Domestic Distributor	Roadside Attractions See full company information
Domestic Opening	$84,797
Budget	$2,000,000
Earliest Release Date	June 11, 2010 (Domestic)
MPAA	R
Running Time	1 hr 40 min
Genres	Crime Drama Mystery Thriller
IMDbPro	See more details at IMDbPro

Comparative Film Performance: Winter's Bone

- **Production Budget**: ~$2M
- **Worldwide Gross**: ~$13.7M (~6× budget)
- **Critical / Awards Impact**: Oscar nominations, Sundance prize
- **Ancillary Revenue**: Strong home video & streaming sales typical for prestige indie films — often significant beyond box office

Investor Insight (hypothetical):

If investors had financed Winter's Bone fully at $2M and taken a similar recoupment structure:

• The film grossed ~6× its budget — before marketing cost and distributor cuts.

• After rentals & distribution fees, net revenue to the production entity would likely have been **multiple times budget** enabling full investor recoupment + profit share.

• With ancillary & catalog revenue over time (streaming licenses, video sales), returns would continue well beyond theatrical.

This suggests that $1M indie films with strong story-driven content and festival exposure can earn multiples of budget, especially in long tail revenue streams — but market positioning and awards recognition help significantly.

COMPARABLES | DEMOGRAPHICS

Investor Slide – Comparable Film Performance & Expected ROI

Project: NFD Feature Film
Budget: $1.2 Million

Comparable Independent Film Performance

Film	Budget	Worldwide Gross	Gross Multiple
Winter's Bone	~$2M	~$13.7M	~6×
Mud	~$10M	~$32.6M	~3.3×

What This Means:
Strong indie films often earn 3×–6× their production budgets before long-term streaming and catalog revenue.

Expected Financial Scenarios for NFD

Conservative Scenario

Gross: $2M
Net to production entity (after fees): ~$800K–$1M

Investor Result
- Near recoupment
- Upside from streaming catalog sales

Moderate Scenario (Comparable to Mud scale adjusted)

Gross: $3M-$4M
Net to entity: ~$1.3M-$1.5M
Investor result:
- Full recoupment + 20% ROI
- Profit participation begins

If we had 4 investors at $250k each→$312,500K (at $1.3M net) total return each + future income.

COMPARABLES | DEMOGRAPHICS

Expected Financial Scenarios for NFD Continued

Strong Scenario

Gross: $7M

Net to production entity (after fees): ~$2.625M

Investor Result

- Full recoupment + ROI
- Significant ongoing profits

Each $250K investor ⟶ $478,125 + total return

Plus catalog revenue for years.

Why do these comparables fit this film?

- **Character driven rural drama tone**
- **Strong festival positioning potential**
- **Manageable $1M budget**
- **SAG- planned production schedule**
- **Actor with known talent attached (star power) for sales strategy**
- **Targeted distribution strategy**

Films with strong storytelling and festival attention historically outperform budget.

Investor return structure reminder

1. Investors recoup **$1.2M total** ($300k per investor)
2. After recoupment ⟶ profits split 50/50
3. Investors keep earning from streaming, tv, foreign, and catalog sales indefinitely.

Key Investor Takeaway

A $250K investment has potential outcomes like:

- Break-even
- 2x-3x return in moderate success
- 3x+ return in strong success
- Long- term passive income from film library
- History - Being able to have your name attached to something bigger than yourself. Something that will outlive you. Something that has your name on it next to a star like Matthew Mccaughney.

Even modest indie films can exceed budget multiples (Winter's Bone 6x) under the right conditions.

Star power and festival buzz materially improve box office performance (Mud 3x). Which is why he have incorporated both strategies into our film.

Revenue does not stop with theatrical - Streaming, TV, VOD, and catalog licensing often extend earnings years beyond release.

These comps drawn from real, successful indies make your films **$1M investment and 20% ROI recoup structure credible** while showing there is upside potential even beyond 1 stream of income or one point of sale.

FILM INVESTMENT FINANCE PLAN & ROI PROPOSAL

PROJECT OVERVIEW

We are seeking a $1,282,916.70 investment to finance the production, completion, and initial marketing of a feature film project ("Night Follows Day"). The Film will be produced through a dedicated production entity formed solely for this project.
This proposal outlines ownership structure, investor return, profit participation, and projected revenue strategy.

INVESTMENT STRUCTURE

Total Investment Requested: $1,282,916.70
Ownership of Production Entity:

- Investor – 50%
- Creator/Producer – 50%

The production entity will own all intellectual property rights to the Film, including distribution rights, streaming rights, and merchandising unless otherwise negotiated.

INVESTOR RETURN TERMS

Step 1 - Recoupment

Investor receives:

1. **100% return of initial investment**
   - $1,282,916.70

2. **Plus 20% return on investment**
   - $256,583.34

Total Priority Return to Investor

- **$1,539,500.04**

During this phase:

- Investor receives **100% of all revenue until** $1.5M is recouped.
- Creator receives **no profit participation** until all investors 20% ROI is fully paid.

Step 2 - Profit Participation After Recoupment

After investor receives $1.5M:

- Net Profits are split **50% Investor/ 50% Creator**
- This split continues **in perpetuity** across all revenue streams

Revenue streams include:

- Domestic and international distribution
- Theatrical release
- Streaming and licensing (SVOD,TVOD,AVOD)
- Tv licensing
- Merchandising

Why This Deal is Strong for an Investor

1. **Priority Return Protection**

Investor is first money out and receives guranteed premium before profits are shared.

2. **Equity ownership**

Investor owns 50% of the project entity permanently, meaning ongoing passive income from long term licensing.

3. **Multiple Revenue Windows**

Independent films earn over time through multiple revenue steams including but not limited to

- steaming deals
- foreign sales
- distribution
- theatrical release

A modest success can return multiples over 5-10 years.

4. **Creator Alingment**

The creator receives **no profit** until investor recoups ROI, ensuring aligned incentives and disciplined production.

FINANCIAL PROPOSAL

NIGHT FOLLOWS DAY FINANCING STRUCTURE

- $1,282,916.70 private equity offering
- Limited liability company structure
- Investors recoup principal in first position from 100% of Adjusted Gross Proceeds (as described below)
- Investors receive a 20% return on investment from 100% of Adjusted Gross Proceeds
- After Deferments, if any, investors receive there respective proportionate share of 50% of adjusted gross proceeds. The remaining 50% of the adjusted gross proceeds shall be distributed amongst all third party participants (including but not limited to producers, cast, crew, and director).

LLC STRUCTURE

A single purpose Limited Liability Company ("LLC") shall be formed for the sole purpose of developing, producing, and exploiting the Picture and shall have a 100% ownership interest in the Picture. The LLC is managed by the production team (key producers). For Night Follows Day investors will not participate in the management of the LLC. The sole business of the LLC will be production and sale of Night Follows Day the film.

FINANCIAL PROPOSAL

THE MANAGER'S RESPONSIBILITIES

The films producers are the managers of the LLC. The managers of the LLC have complete discretion over the production, editing, distribution, and exhibition of the film. The managers have complete control over all business decisions with respect to the film: including the sale or other disposition of the film, distribution and exhibition arrangements, and any other marketing arrangements. The managers will exploit the film to its full potential in any and all markets.

BUSINESS OF THE PRODUCTION COMPANY

Night Follows Day Productions (the "Production Company") shall be formed as a single purpose production entity for the sole purpose of developing, producing, and exploiting the Picture. It is anticipated that the cash Production Budget of the Picture shall be approximately U.S. one million two hundred and eighty two thousand and nine hundred and sixteen dollars and seventy cents. ($1,282,916.70). The Production Company will engage in the ownership, production and exploitation of the Picture and shall have a one hundred (100%) percent ownership interest in the Picture.

FINANCIAL PROPOSAL

BUSINESS OF THE PRODUCTION COMPANY CONT.

Investors shall receive their proportionate share of one hundred (100%) percent of the Adjusted Gross Proceeds (as defined below) from the exploitation of the Picture on a pari passu basis, until all investors have recouped one hundred and twenty (120%) percent of their respective investments attributable to the Picture. Following recoupment by all investors in the Picture plus the twenty (20%) percent premium stated above, any deferrals in connection with the Picture shall be paid. Investors shall thereafter receive their respective proportionate share of fifty (50%) percent of the Adjusted Gross Proceeds from the exploitation of the Picture on a pari passu basis with other investors in perpetuity. The remaining fifty (50%) percent of the Adjusted Gross Proceeds from the exploitation of the Picture, if any, shall be distributed within the sole discretion of the Production Company. It is understood and agreed that Producer shall be permitted, within its sole discretion, to accept investors on an "in kind" fair market value basis on the same terms as provided for cash investors in connection with the Picture.

"Adjusted Gross Proceeds" shall be defined as all revenues from the exploitation of the Picture to the extent: (i) earned and non-refundable;
(ii) actually received by the Company; and (iii) as determined after the deduction of expenses, and all reasonable and customary refunds, taxes, credits, discounts, allowances, adjustments, exclusions, and deductions (including interest and fees owed, residuals, union payments, and the like, sales agent fees, distribution fee(s), and actual expenses incurred in connection with the delivery materials, music license fees, advertising, promotion, exploitation and distribution of the Picture, if any, and the reasonable cost of conducting the Company's business) incurred by Producer in connection with the financing, production, and exploitation of the Picture.

Cash will not be available for distribution by the Production Company until the Picture has been acquired and/or otherwise distributed and all expenses of such production and distribution have been paid, including monies payable pursuant to the applicable union and or guild agreements. Thereafter, the amount of cash available for distribution to investors will be entirely dependent upon the acquisition price and/or the gross receipts generated by the Picture.

MANAGEMENT OF THE PRODUCTION COMPANY

The Production Company shall be managed by the Night Follows Day Production Team, who shall be responsible for the day to day affairs of the production company. Investors will not participate in the management or operation of the Production Company.

TIMELINE | PRODUCTION SCHEDULE

WHEN DO I SEE MY MONEY?

DEVELOPMENT
March-September 2026

- Pitch to investors
- Securing funding for film
- $1.1M by end of September from investors needed.

PRE PRODUCTION
October 2026

- Finalize all cast and crew
- table read w actors
- Locations
- Finalize all paper work and contracts with our attorney Bobby Blunt

PRODUCTION
November-December 2026

- 35 day film shoot

POST STARTS
January 2027

- Final $181K from investors needed to start post production.

POST
January- July 2027

- Need film completed by July for our big festival submissions

FESTIVAL DEADLINES
July- October 2027

- Austin Film Fest **Deadline July 2027**
- Sundance Film Fest **Deadline September 2027**
- SXSW **Deadline October 2027**

PROMO | FESTIVAL RUN
July 2027-December 2027

- Festival screenings
- Distributors meetings
- Selling the picture

INVESTORS START TO SEE MONEY COME IN
January 2028

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