

A SONG FOR HOPE

The Ryan Anthony Story

A Feature Documentary about the incredible story of a world renowned trumpeter whose music gives hope, inspires millions and proves art is essential for survival.

ORANGE  ROBOT



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THE STORY

Ryan Anthony, regarded as one of the greatest trumpet virtuosos ever, was just 42 years old when diagnosed with terminal cancer and given just months to live. For many, this would be a crushing blow, but for Ryan, it motivated him to start a charity that raised millions for cancer research, climb Mount Fuji (and play at the summit), continue to perform and inspire and to show the world that music saves lives.

Our documentary will reveal the incredible story of his rise from homelessness to musical superstardom, from cancer clinics, chemotherapy and stem cell transplants to sell-out concerts in symphony halls across the country. You will see how, despite overwhelming odds, repeatedly being reminded of his fragility and time ticking away, his positivity, his determination to attend his daughter's graduation and his passion to perform continually drove him to the concert stage.

This is a story about hope, about living life to the fullest, about the unwavering strength and support of family and friends, and about one man's refusal to allow his affliction to affect his love of his art. Prepare to inspired.

WHY MAKE THIS FILM?

A Song For Hope is about the power of the arts. We have tangibly seen the positive impact that art has on people and have witnessed it first hand through Ryan Anthony and his music. When he was given the heartbreaking news that he had terminal cancer, he chose to not only keep playing, performing and doing what he loved, but he also started a foundation so the world could witness hope and positivity through music.

Ryan always told people to “use their voice.” His was his trumpet and, through his playing, he was able to communicate with and help countless people through all manner of hardships. We have witnessed the many messages of thanks that have poured in for him from all corners of the world. By telling his inspirational story of his passion for art, of his incredible foundation and his unwavering positivity we are using our voice to give hope to the world as he did to every audience member of every concert he played.

We are supporting the arts, the fight against cancer and proving that Music=Hope, all in telling this story.



CREATIVE APPROACH

A man in a dark suit is shown in profile, playing a trumpet. He is looking down at his instrument. In the background, another person is visible, also playing a trumpet. The scene is dimly lit, with a warm, brownish tone.

This is a film about music and the immense power that it has over all of us even if we don't realize it. Creatively it will breathe music.

From the very beginning, hearing the instruments warming up before taking to the stage to entertain, every single note, every sound in every setting will flow to create this incredible symphony; The Story of Ryan Anthony.

Currently, around the world, orchestras, ensembles, soloists and the theaters and concert halls that house them face an uncertain future. With this beautiful film about an artist, his love for music and how crucial it is to survival, audiences will leave inspired, motivated and under no illusions of how powerful art is to each and every one of us.

OPPORTUNITY

The Rise of the Documentary

According to the British Film Institute, the number of documentaries produced in the UK each year has risen from four in 2001, to 86 in 2015. This new wave of documentaries are more intriguing, more cinematic and more commercially viable than ever. 16% of the Cannes film market is now documentaries. The Chart to the right illustrates this as an exponential rise in the genre.

More Real, More Dramatic, More Cinematic

The days of talking head lectures over slow panning shots of b roll and stills are gone. The new wave of documentaries are not only picking engaging subjects, they're using cinematic techniques and storytelling structure to engage the viewer. They're presenting the world in a raw, real and yet poetic manner which has proven to be very popular with the public.

The Appeal of Something Real

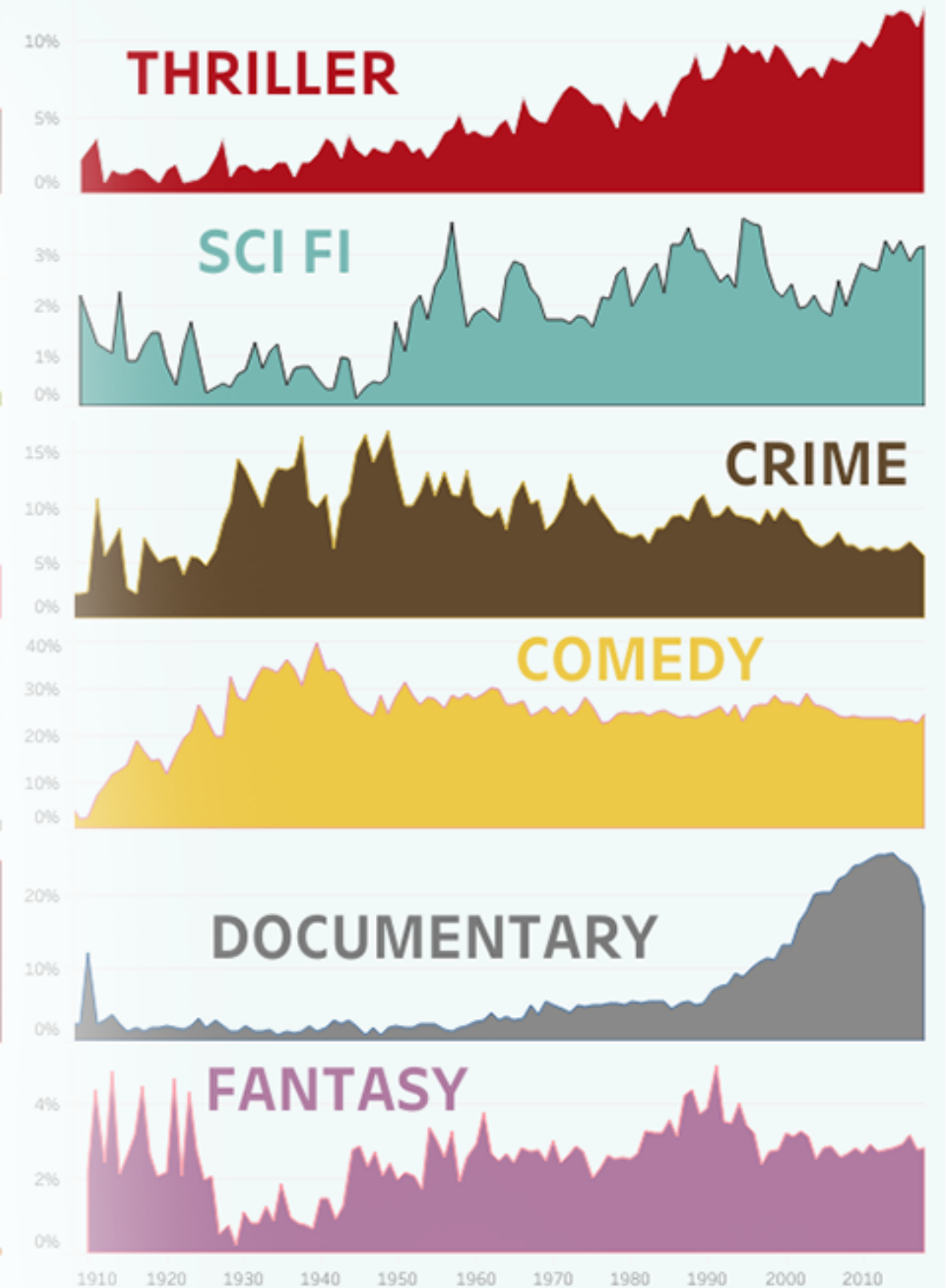
At a time when the press is under constant attack and many of our government leaders operate under a fluid definition of truth, audiences are looking to connect with stories they can truly believe in. With all of the negativity on the news and in discussions people need to hear about something good going on. We have that with Ryan and his charity Cancer Blows.

FILM GENRE POPULARITY 1910-2018

CLICK TO
STANDARDIZE
AXIS RANGE

BO MCCREADY @BOKNOWSDATA

This chart shows the percentage of all films released that year with the specified genre tagged on IMDB. Each genre has a different axis

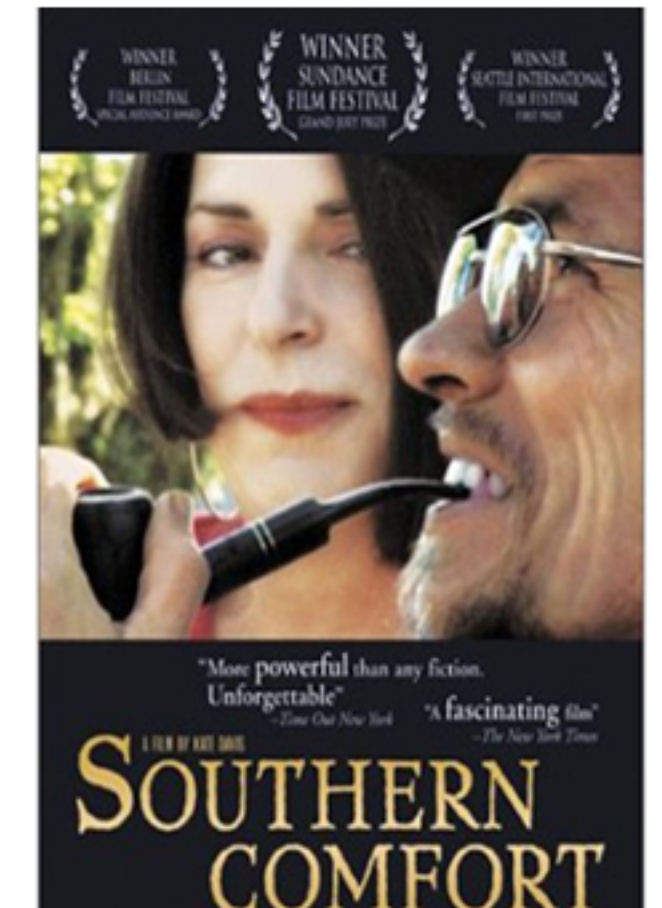
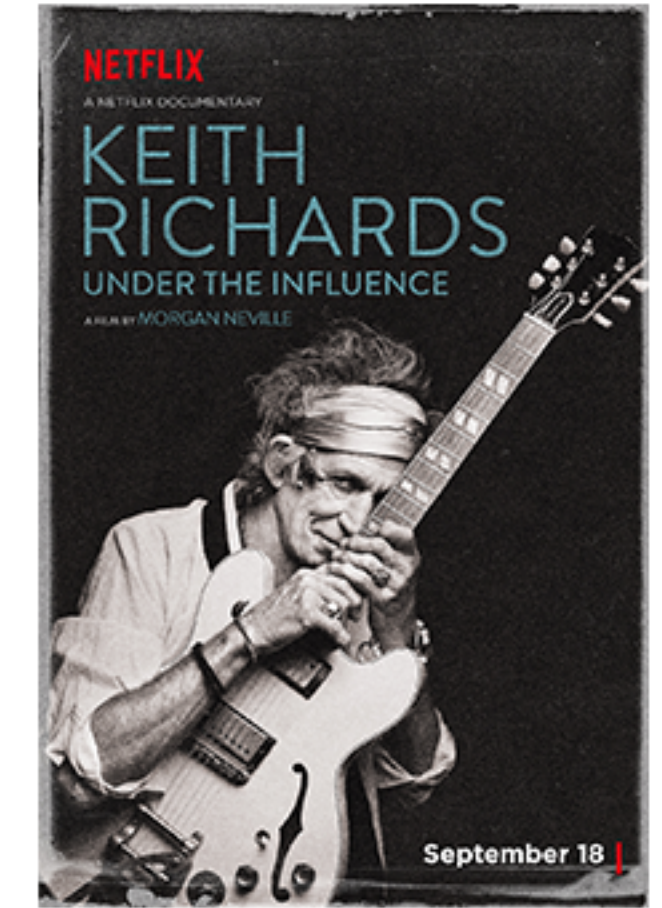


COMPETITIVE ANALYSIS

To call this a feature documentary about one man's battle with terminal cancer would be a disservice. Ryan Anthony's story is one of hope and positivity, of friendships, of one man's dedication to his art and a family's immense dedication to each other and to helping people.

Having witnessed the impact that his playing, his charity and his videos on social media have had on people; having experienced the coming together of musicians from Uganda to Vietnam, playing for him in his time of need; having encountered the Cancer Blows movement take off in his wake, we are under no doubt of the colossal impact that his story, our film, will have on people of all ages, countries and cultures for generations to come.

At a time when funding for music and the arts is not just being cut, but being completely eradicated by governments and politicians around the world, Ryan Anthony's story is a shining example of the enduring power of music.



MISS SHARON JONES!

Logline

Filmmaker Barbara Kopple follows rhythm and blues singer Sharon Jones as she tries to hold her band together while battling pancreatic cancer.

Festival Successes

The film was screened at many festivals worldwide including these:

SXSW Festival - nominated for “Gamechanger Award”

Toronto International Festival

International Documentary Festival Amsterdam (IDFA) - nominated for an Audience Award

Miss Sharon Jones! has been nominated for an Emmy Award for an “Outstanding Arts & Culture Documentary”

Box Office

\$120,880 after a limited theatrical release (theatrical revenue only, the revenue from distribution deal with Netflix and other sources has not been disclosed)

Following its festival success and critical acclaim the film *Miss Sharon Jones!* has been picked up and distributed by Netflix.



KEITH RICHARDS: UNDER THE INFLUENCE

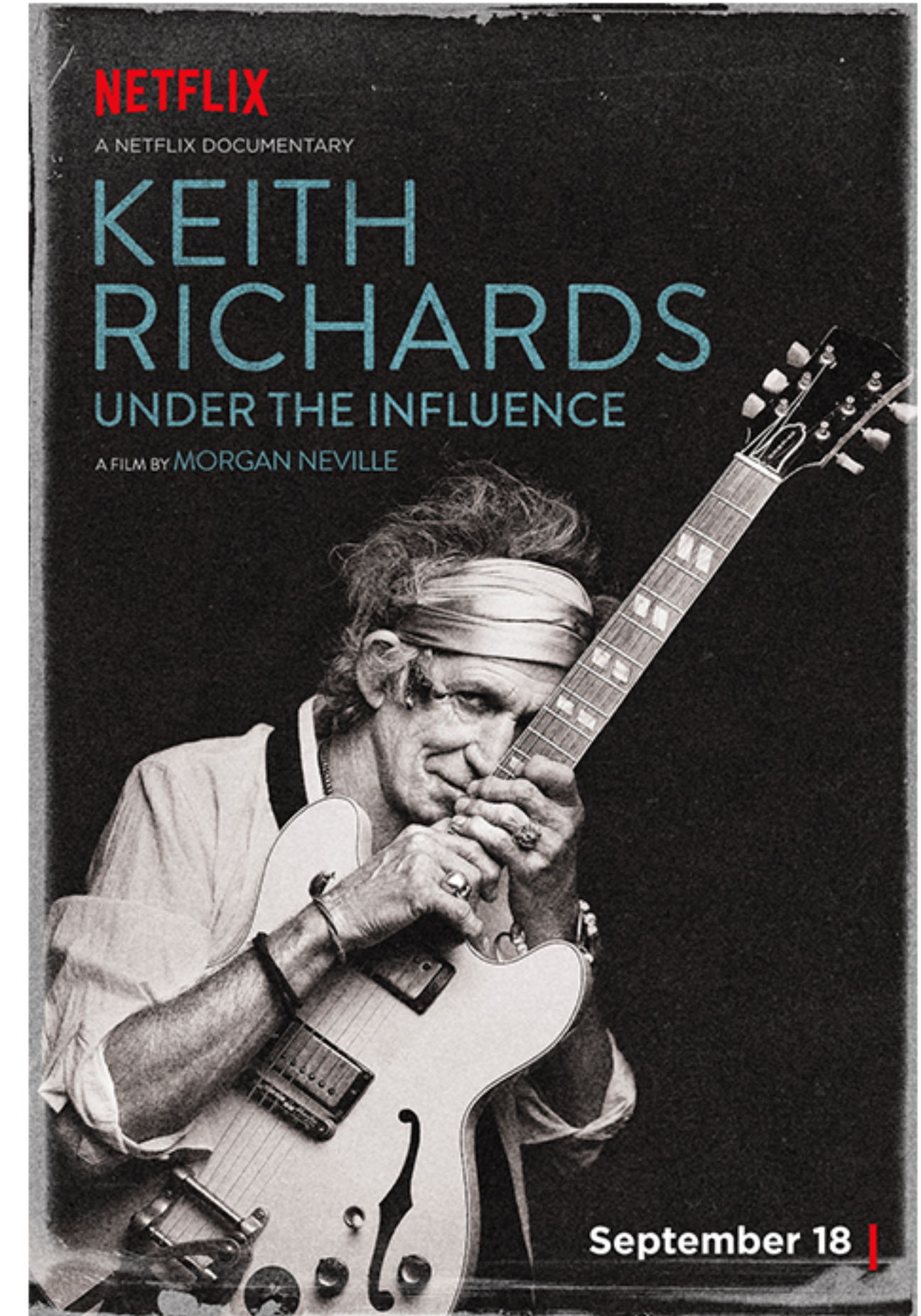
Logline

Iconic. Legendary. Guitar god. A rare, intimate journey with the man behind all the myths.

Festival Successes

Premiered at Toronto International Film Festival

The film was picked up for distribution by Netflix before it's release and didn't follow a traditional festival circuit.



TIG

Logline

After comic Tig Notaro is diagnosed with stage II breast cancer, she creates a poignant stand-up set that becomes legendary overnight.

Festival Successes

Sundance Festival

HotDocs Festival

Seattle International Film festival

LA Outfest

International Documentary Festival Amsterdam (IDFA)

Thanks to the film's festival successes and critical acclaim it has been picked up and distributed by Netflix.



SOUTHERN COMFORT

Logline

Southern Comfort is a 2001 documentary film about the final year in the life of Robert Eads, a transgender man. Eads, diagnosed with ovarian cancer, was turned down for treatment by a dozen doctors out of fear that treating such a patient would hurt their reputations. By the time Eads received treatment, the cancer was too advanced to save his life.

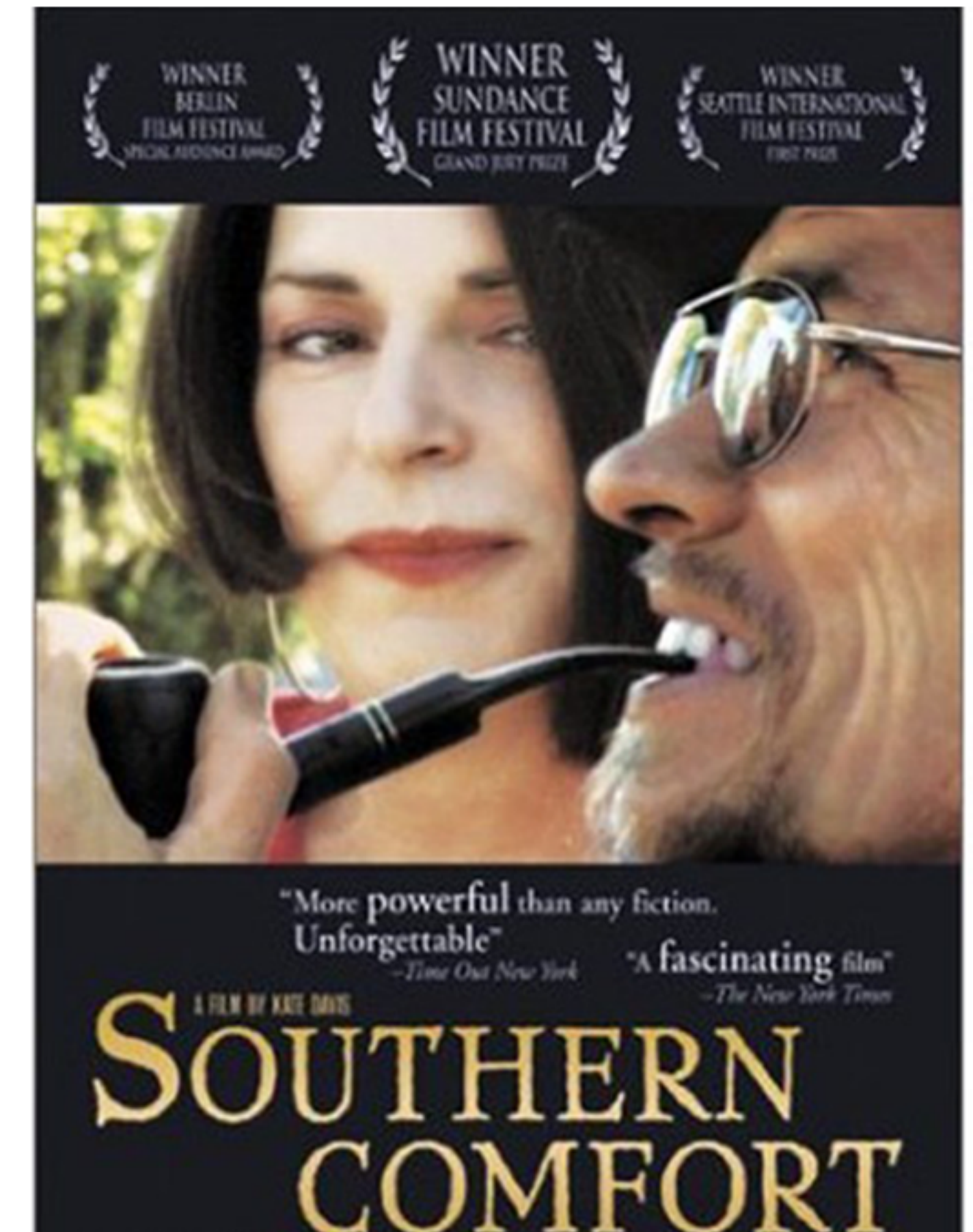
Festival Successes

Sundance Film Festival - Grand Jury Prize (Documentary)

Seattle International Film Festival - First Prize

Berlin Film Festival - Special Audience Award

The film has been picked up by HBO Documentary for distribution.



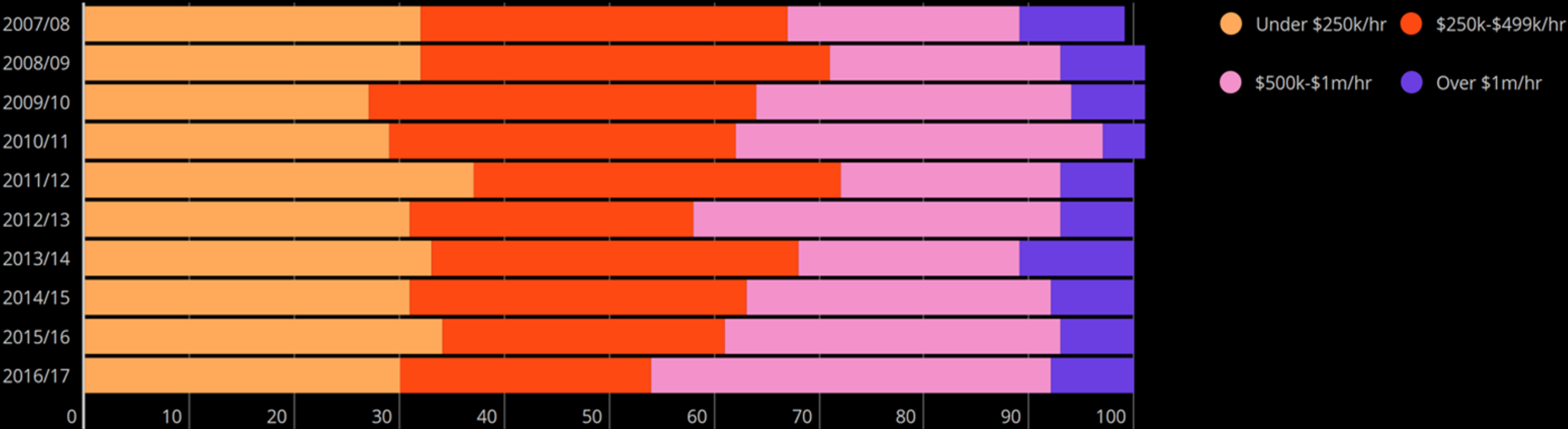
RETURN ON INVESTMENT

According to the Institute for International Financing the documentary genre leads all other genres of film in ROI. They show the average return of 377%. This is usually because the average budget of a feature documentary is \$2.6 million. When compared to \$95 million for an action film, the possibility of multiplying the investment is much higher. However due to the very diverse distribution strategies of documentaries it is hard to track the average revenues that documentaries bring. The standard box office model usually does not apply.

For us, the more interesting numbers are how much documentaries are acquired for during their festival run. The reported bids for rights at Sundance 2019 approached \$20,000,000. With the highest bid of \$10 million for the political documentary following Alexandra Ocasio-Cortez. Other bids ranging from \$1-3 million dollars were also made by Netflix, Hulu, NatGeo and others for documentaries on a variety of topics.

FINANCIALS

Over the last ten years, most single documentaries made by independent production companies were produced for less than \$500,000 per hour of screen time. Over the same period, the proportion of single documentaries made for between \$500,000 and \$1 million per hour has fluctuated between 21% and 38%, while the proportion of documentaries made for more than \$1 million per hour has been relatively static.



¹2018 Screen Australia, Documentary Production Budget Ranges

OUR BUDGET

As much as we are trying to keep the costs to the minimum and our team as small as possible, creating a feature documentary is no small undertaking. A portion of the profits will be donated to the Ryan Anthony Foundation.

Shooting Crew Labor	\$70,500
Location and Travel Expenses	\$37,000
Equipment Costs	\$30,000
Film Stock/Media Costs	\$24,000
Miscellaneous Costs	\$10,000
Big Multi-Camera Concert Shoot	\$20,000
Small Studio Shoot	\$15,000
Post Production Costs	\$70,000
Marketing & Distribution	\$70,000
Insurance (2%)	\$8,293
Contingency	\$30,000
Legal	\$30,000
TOTAL	\$414,793

INVESTOR OFFERING OVERVIEW

A Song for Hope, LLC is offering 50 units at \$12,000 per Unit

Minimum Offering Amount: \$420,000

Maximum Offering Amount: \$600,000

Minimum Subscription Amount: \$12,000

In the case a sum higher than the Minimum Offering amount is raised, the funds will be used to extend the filming period and marketing and distribution costs.

Member/Investor Recoupment

Payments will be made to Members out of the LLC Distributor Cash, as follows, until the investors receive recoupment:

- 75% to the Investors to be pro-rated between Investors based on each Investor's number of Units
- 25% to the Manager

Distribution of Funds to the Participants (Subsequent to Investor Recoupment and for the balance of the life of the LLC)

- to the Investors on the basis of 1% per Unit; and
- the Manager shall be entitled to the difference (i.e. 100% of the remaining Distributable Cash, minus the share payable to the Investors, it being understood that the share being payable to the Manager shall in no event be less than 50% of the Distributable Cash) ¹

¹For more details please see PPM

DISTRIBUTION STRATEGY

We're approaching distribution in three ways.

1. Upon initial release we will submit our film to the top festivals around the world. We believe in the power, the message, the look and feel of this film and will be submitting in order to gain accolades and attention. Once we have done this, we will begin negotiations on domestic and international sales and rights with different streaming platforms.
2. We also want this to have a theatrical release because not only is the story itself is so powerful, but the audience is such a huge part of it. How better than to witness the magic of the concert hall (which for some may be unknown) and the beauty of music than with an audience and a surround sound system and a huge cinema screen?
3. Our writer, as a former music teacher, has raised our understanding of the importance of the educational circuit of this film. We would hope that it is made accessible to schools and universities to aid in teaching and inspiring the next generation. This film will give Ryan Anthony the mouthpiece to show the world how important art is and to prove Music = Hope.

CURRENT STATUS

Over the past year, we have been a constant presence in Ryan and his family's life. During that time we have been capturing his incredible story from hospital beds to concert halls all over the country. Sadly, in late June 2020, Ryan passed away. We will not say he lost his battle with cancer as he won that battle by refusing to allow it to stop him from performing and helping people.

Ryan's influence over us as filmmakers has opened our eyes to the duty that we have to not only tell stories, but to use them to give hope and positivity as he did. His legacy will live on in this film, in his charity and in his music that people continue to share online. Therefore, as we now work feverishly in post-production piecing together the beautiful footage of our friend, we are driven by the immense honor and privilege of telling his story to the world. Please join us in our mission.



PRESS

Since we began our journey with Ryan, we have been featured in several leading music magazines around the world including The Brass Herald, The Bandsman and 4barsrest.com. All three publications have asked to do follow-up stories to cover the release of the Song For Hope World Band and the release of the film itself. Moreover, the project has been featured on radio stations in different countries around the world.

4barsrest



SONG OF HOPE - WORLD BAND

At the end of March 2020, when Ryan was undergoing his 5th Stem Cell Transplant followed by radiation treatment, we launched the World Band project alongside Ryan and composer Peter Meechan. Ryan's anthem "A Song of Hope" was arranged for every instrument and we put out an open invitation to musicians of all ages to record themselves playing along with Ryan's performance of the piece.



1,400 SUBMISSIONS

ONE MONTH LATER, SUBMISSIONS INCLUDED:

1400 MUSICIANS AGED 6 TO 93 YEARS OLD
MEMBERS OF CHICAGO, DAVE MATTHEWS BAND,
DUSTBOWL REVIVAL, CANADIAN BRASS, BOSTON BRASS
AND MULTIPLE TOP ORCHESTRAS WORLDWIDE
WITH REPRESENTATIVES OF 35 COUNTRIES.

The result has been a video of the virtual performance of Song Of Hope edited by our team and sound edited by Grammy Award Winning Producer Erica Brenner. We are immensely proud that Ryan was able to see the finished product, a small reflection of his incredible impact on musicians everywhere.

35 COUNTRIES

AUSTRALIA	MEXICO
AUSTRIA	NETHERLANDS
BRAZIL	NEW ZEALAND
CANADA	NORWAY
CHINA	POLAND
COSTA RICA	PORTUGAL
CZECH REPUBLIC	ROMANIA
FRANCE	SINGAPORE
GERMANY	SOUTH AFRICA
GREECE	SOUTH KOREA
HONDURAS	SPAIN
HONG KONG	SWITZERLAND
ICELAND	UGANDA
IRELAND	VENEZUELA
ITALY	VIETNAM
JAPAN	UNITED KINGDOM
LITHUANIA	UNITED STATES
MALTA	

THE TEAM



CHRIS HAIGH

EXECUTIVE PRODUCER

LA based British writer and former brass musician. Performed around the world with the renowned brass ensembles. He has won the British and European Brass Band Championship 3 times. Nominated for a BBC writing award in 2017 and shortlisted for a BAFTA Roccliffe award.



TARA WYATT

PRODUCER

A Midwestern girl in Los Angeles. As co-owner of Orange Robot, she has produced numerous narrative and commercial projects while also acting as a digital marketing consultant for several major motion picture studios including Universal Pictures, Twentieth Century Fox, DreamWorks, Paramount and Sony.



LUKE WYATT

DIRECTOR OF PHOTOGRAPHY

A Los Angeles based Director of Photography and co-owner of the production company, Orange Robot. Originally from Indiana and a graduate of Ball State University, Luke's work has been seen by millions. His unique eye to capture subjects in their most natural state fuels his documentary work today.



JENS LINDEMANN

EXECUTIVE PRODUCER

Trumpet Professor with Distinction and Head of Brass Studies at UCLA. He is the first classical brass soloist to be awarded the Order of Canada, the country's highest civilian honour. Hailed as one of the most celebrated soloists in his instruments history.