

# I AM A WOMAN

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WHEN A WOMAN  
RISES, WE ALL RISE.



# NOT JUST A STORY. A CAUSE.

Riley Gaines personifies hope to the average American reeling from the assault of transgenderism on their children and loved ones. Her story is one of heroism, like David facing off against Goliath. Riley shows us a way forward in the face of an evil that has come too close to home.

The *I Am A Woman* series is a watershed project, a film that **MUST** be made. For women. For children. For families. For us all.

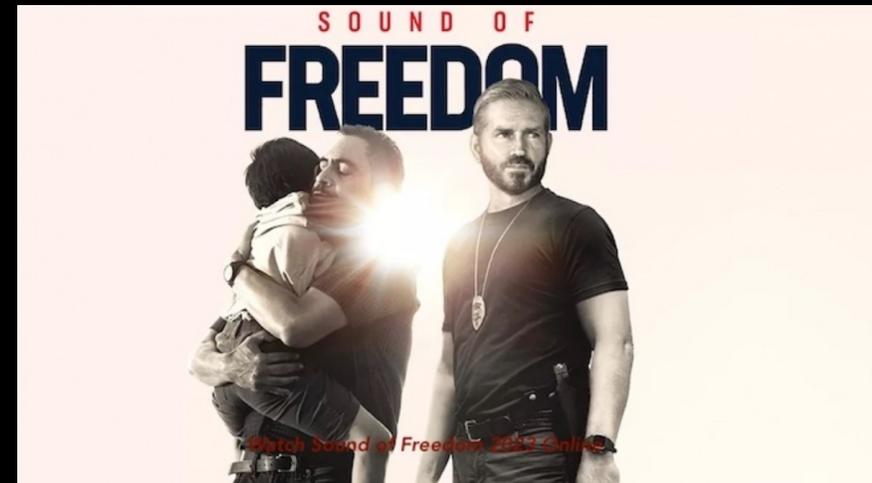


# COMPARABLE CAUSE-BASED FILMS

PROOF OF CONCEPT: A HUNGRY MARKET & NON-TRADITIONAL DISTRIBUTION



- One of the most successful documentaries of all time
- 177 million views in its first week on Twitter, one year after its release at Daily Wire
- 97% Rotten Tomatoes, 2,500 reviews



- Turned down by multiple major studios when asked about distribution
- Distributed by Angel Studios through crowd-funding
- Grossed over \$210 million
- No. 1 movie in 19 countries

# MARKETING AND RELEASE STRATEGY

## IDEAL PARTNER

Angel Studios has proven themselves as excellent marketers and distributors with *Sound of Freedom*. They prefer distributing already produced films. Our company, Deeply Rooted, is currently working with them on another project.

## RELEASE ON X FIRST, THEN STREAMING

X (formerly Twitter) is an innovative new model being pioneered by influencers. The aim of X is to remove the middleman, see creators rewarded and support free speech. Viewers can spread the word virally and we can leverage Riley's followers.



# THE VIRAL POWER OF X

Choosing to go with X has some risk because it is new, but pioneers like Tucker Carlson and The Daily Wire are seeing great success. We believe releasing *I Am a Woman* on X has the potential for exponential ROI.

## Benefits:

- Largest distribution platform for hot-button issues
- Freedom to speak truth to power; un-cancelable
- De-centralized and controlled by users, personal networks allow for viral sharing
- No middleman, which mean higher ROI for investors
- Opportunity for extra content for greater impact and return such as extra interviews, feature clips, etc.

## POTENTIAL REACH IS STAGGERING

On Fox Tucker Carlson averaged 3 million views on average. But on X...

- 27M: views per episode
- 67M: interview with President Trump
- 265M: interview with Argentinian President

## THIS ISN'T POLITICAL!

This is not a conservative issue. Jordan Peterson, Catlin Jenner, Matt Walsh, J.K. Rowling, Ben Shapiro, Ricky Gervais, Dave Chappell, and Bill Marr all agree with Riley. We plan to approach those on this list and more.

# CONTENT DRIVES ROI

## TWICE THE ROI: FINANCIAL AND IMPACT

- Engagement with content is monetized. More content means more return!
- On X we are not confined to only six episodes. We plan on releasing 30+ extra pieces over three months
- More content also means greater impact on culture

X has not released ROI data for content creators, Elon Musk says, "coming soon."

Upon the commissioning of this series, we will reach out to X to discuss incentives, advertising, marketing, and payment structure.

### X INFLUENCER REACH

Riley Gaines: 775K

#### Possible Interviewees

Caitlyn Jenner: 3.3M

Bill Maher: 1M

Dave Chappelle: 500K

Jordan Petersen: 4.6M

Ben Shapiro: 6.3M

Matt Walsh: 2.5M

Candace Owens: 4.1M

Ricky Gervais: 15M

J.K. Rowling: 14M

# TRADITIONAL DISTRIBUTION

## HOW TRADITIONAL DISTRIBUTION WORKS

- Traditional distribution takes 12-18+ months to see ROI. Longevity is the name of the game.
- Platforms get the vast majority of the ROI. Everything is negotiable (ie: pay-per-play, incentives) but in the traditional model, “the house always wins.” Smaller percentage back to you at a much slower rate.
- Can decide to sell exclusive rights to a given platform for a fixed period of time. These rights would revert back to us after 2-3 years when we could shop it again.
- Possible permanent host. They pay a lot more initially and there is a share on the back-end.

## STREAMING PLATFORMS WHO WOULD BE INTERESTED



# RELEASE TIMELINE

## HIGH-LEVEL MARKETING STRATEGIES

March 2024 > Riley and other influencers release 15 and 30 second teasers on X and across all social media platforms.

April 2024 > Release the full 2+ minute trailer. Riley and others profiled in the series take interviews about the series. We want to use Tucker Carlson, Jordan Peterson, Joe Rogan, The Daily Wire, and others to help get the word out.

June-July 2023 > Release one episode each week for a total of five episodes

July 24 > Release final episode six, full circle back to men in women's sports at every level

July 26 > Summer Olympics begin



# PRE-PRODUCTION BREAK DOWN

BEGINS OCTOBER 1<sup>ST</sup>

- R&D: Background research, dive deep into the content and arc of every episode
- Identify core themes and set up expert interviews for each “side” in each episode
- Identify preliminary questions for each expert interview
- Identify talent/interviewer for the “pro-trans men in sports experts”
- Develop the narrative structure. Sports will be a recurring theme and throughline of the series. Ep 1 will open on Riley's story (the one we don't know), and Ep 6 sets up the Olympics.
- Identify primary subjects and storylines and their role in the narrative of each episode. This isn't the high-level interviews, but the “on the ground” stories.
- Scripting and basic Storyboarding arcs help create an outline/treatment that gives a sense of the flow and key moments
- Legal Considerations: E & O Insurance. Production Insurance, etc.

# PRE-PRODUCTION BREAK DOWN

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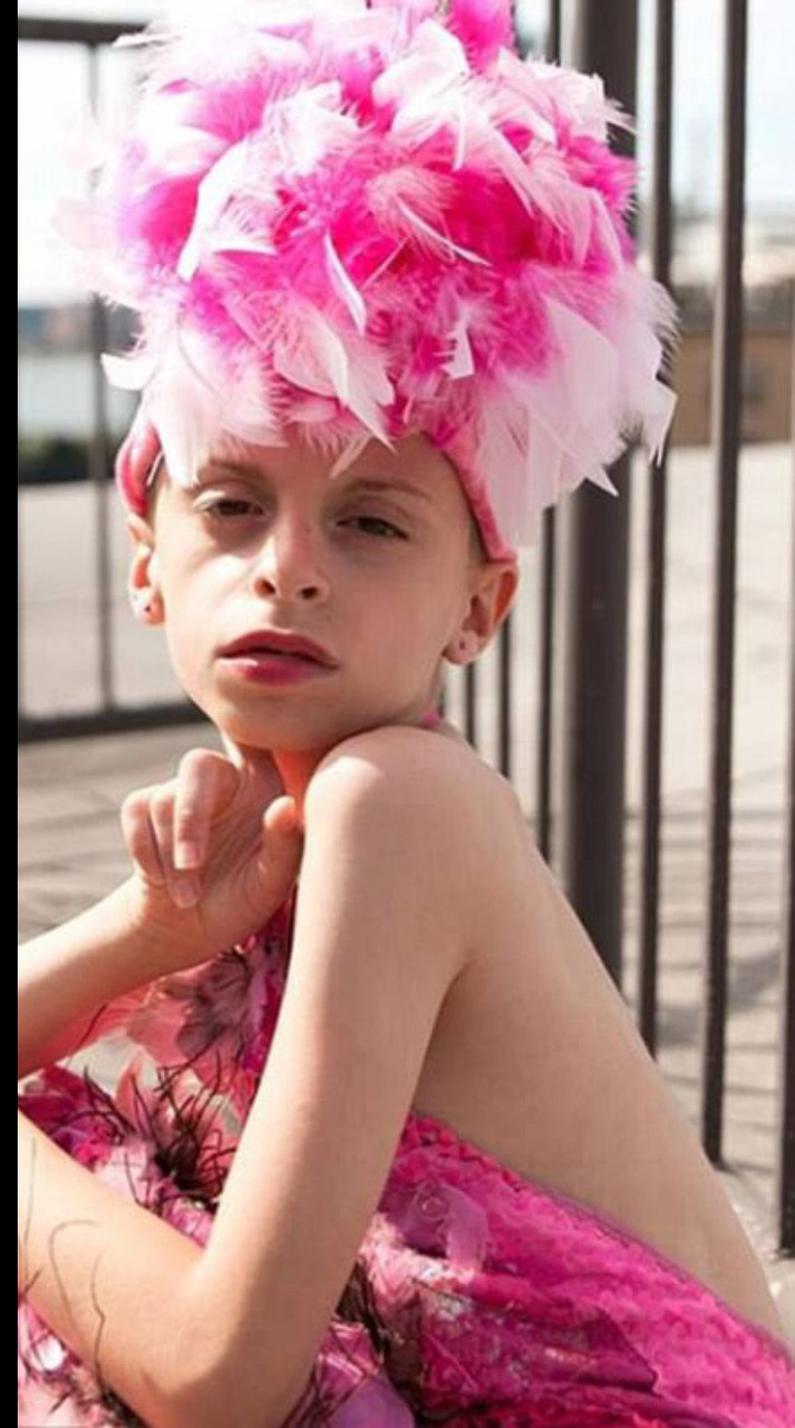
- Identification and aggregation of archival footage
- Licensing and Copyrights: Ensure we have rights to all archival footage, photographs, music, and other media
- Permits: Ensure we have required permissions to film in specific locations
- Scheduling and Logistics for travel, accommodation, and on-site needs
- In depth shooting schedule
- Contingency Planning



# PRIMARY PRODUCTION

NOVEMBER - JUNE

- International filming begins in early November and should finish before end of year. Most, if not all, of the international footage does not require Riley to be there.
- Primary production begins early January and will continue through mid-March. Riley will not be needed full-time. After we have planned will we have a clearer idea of how much time will be required.
- At least 30-40% will be archival footage as well as local and international “man on the street interviews,” transitions and graphics, etc. However, before we film a single frame, we need Riley’s expertise, leadership, and more importantly, her buy-in.
- Primary production will consist of two crews working simultaneously for three months



# POST-PRODUCTION

NOVEMBER - JULY

Editing will begin day one - editing as we go is typical in documentaries as interviews help guide the production. That said, we will have a rough draft of episode 1 in the can within the first 6 weeks of principle photography.

- Footage Organization
- Editing
- Creating a rough cut
- Color Grading and Correction
- Sound Design and Editing
- Sourcing original score and music
- Design on-screen text
- Visual Effects: enhancing or altering archival or filmed footage, if necessary
- Sound Mixing and Mastering
- Subtitles and Captions
- Export and Encoding
- Creating extra content, teasers, etc.
- Distribution Preparation



# BUDGET TIMELINE & OWNERSHIP

Total budget: 3.3 million (\$550,000 per episode)

- October 1<sup>st</sup>: 60% or \$1,980,000
- February 1<sup>st</sup>: 35% or \$1,155,000 upon receipt of:
  - Numerous teasers (5 minimum)
  - 2 Trailers
  - Rough cut of Ep 1 and 2
- Upon completion: Final 5% or \$165,000

Once we come to an agreement, we are happy to have our lawyers create the contract or you can use yours if you prefer.

Unite Us owns 50% of the series in perpetuity. Unite Us will receive 100% of the initial profit. Only after they have made 120% of their investment back will the profit split begin. From that moment on, Unite Us will take 50% of all profit in perpetuity.

- Riley Gaines owns %25 in perpetuity.
- AFS Films and Deeply Rooted Entertainment own 25%



# CONTENT DIRECTION FOR CONSIDERATION

## RILEY'S STORY

This is Riley's story, told through Riley's eyes. We all know Riley after the Lia Thomas race. But who is she really? Where did she come from? Where did she get her drive? What does she fear? Why does she fight? We want to know the one who fights for us.

## SPORTS THEMED

Sports is what sets us apart from *What Is A Woman?*. The introduction to each episode, and transitions, will be sports themed. At the same time we believe sports overlap with many other affected areas, such as the influence of children, social media and public figures, the rights of women and the breakdown of families. The throughline pulling it all together will be Riley and the arena of sports.

## ORIGINAL ANTHEMS

Music has the ability to spread quicker than any video clip. We plan to create 2-3 original anthems for the series. We will approach different artists TBD.

