

Jojapauli Productions

Producers: Joey Bappert, Josh Leppert, Ian Hall, Paul Roh

The Night Out

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### Distribution Plan

Our distribution plan for The Night Out will begin with applying to film festivals in order to try and generate attention and hype for our film, as well as to try to catch the attention of distributors. As our film covers mental health due to our main character's suicidal nature, we are applying to the NYC Mental Health Film Festival. This will hopefully attract people passionate about what our film is about, and who can help us bring the film to a larger and more profitable market. It has only a \$25 admission fee, so this is our safety festival that we think we can get attention and connections with. Our submission with a longer shot is The Sundance Film Festival. We believe in our script, and with our budding cast and crew we think we can make a splash and stand a chance to make it in, and if so we will have a large market of distributors to pitch our film to. We are looking into other film festivals to submit to, and will submit accordingly to what our crowd funding will allow us.

We are waiting until after we hear back from the film festivals before we try to or think to obtain a sales agent. This is for us to see what kind of movie we will be selling. If we can make it into an established film-festival such as Sundance, then that would influence the route we would want to take in terms of distribution (like having theatrical distribution). Until we know what film festivals (if any) we haven't gotten into, we don't know what we're selling. Based on our in

In the mean time, we will be utilizing social media and our own personal website for the film. We will have a Twitter, Facebook and Instagram page for the movie that we can use to promote the film with trailers and posters, as well as promote crowdfunding and connect with potential consumers or distributors. We will also be using our Jojapauli website to promote the film, and to serve as a channel for possible distributors to find our contact information. Our producers themselves will also be using their own social media accounts and business related accounts (such as LinkedIn) to promote the film and connect with potential distributors or agents.

Our angle for distribution is to focus domestically and online non-exclusively, as well self-distribution. Short narratives aren't very lucrative in standard theatrical runs, and we feel like there would be a potentially larger market online, especially with streaming services. Services like Netflix and Hulu carry large libraries of media, which makes us feel confident they would be willing to strike a distribution deal, and the websites' popularity means a higher probability of the film being seen. While waiting for festivals and distribution deals, we believe it would be a great idea to try and sell the film on our own through DVDs and CreateSpace via Amazon. This can help us spread the word on our film and help increase the odds it will be seen by the right people at the right time.

Overall our distribution strategy is to play the film festival field while hustling behind the scenes and on the Internet. This will all hopefully land us a non-exclusive domestic deal to stream (and potentially have a theatrical run) for our film. We intend to capitalize on the niche film market in mental health, but will continue to test the waters in a wider market as we advertise the film on social media and self-distribute copies on the side.