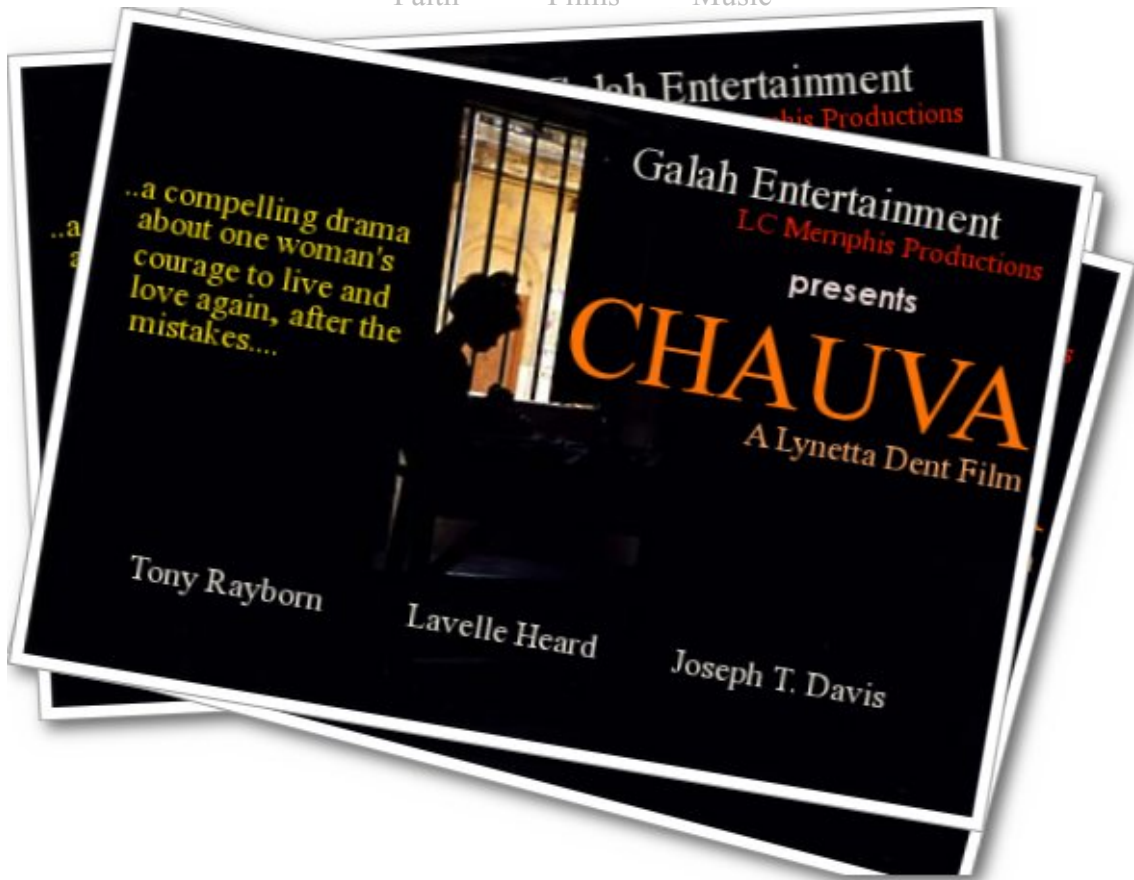


# GALAH Entertainment

Faith Films Music



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## CHAUVA Sponsor Package 2008

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## **"CHAUVA"**

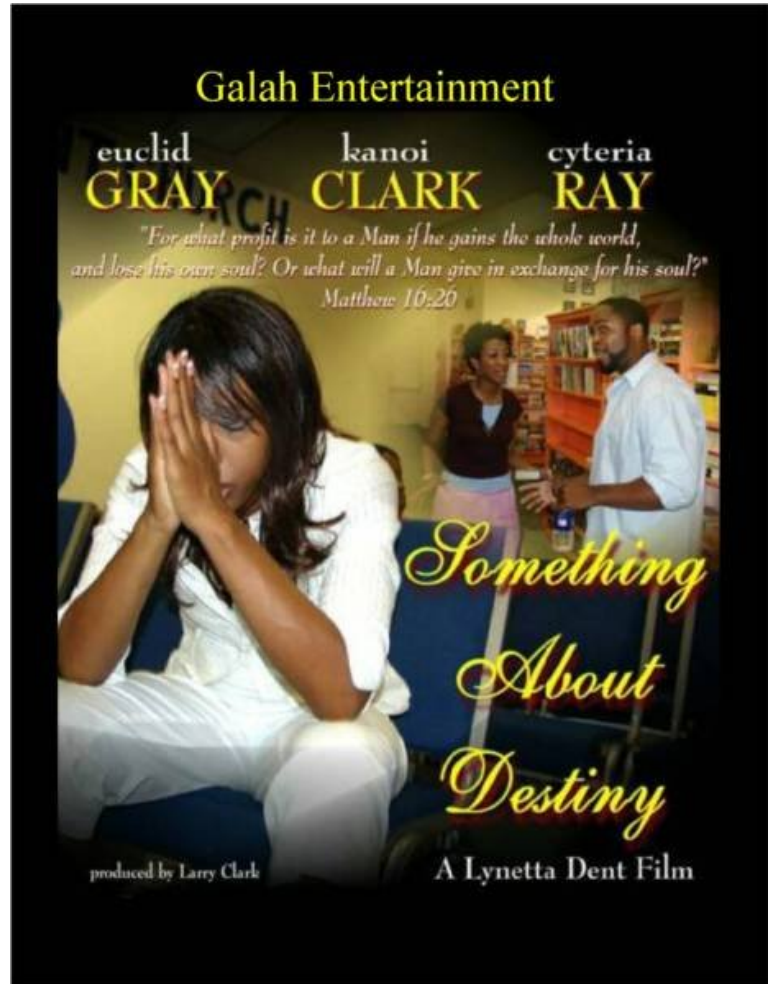
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In view of his dreams and prestige, a lavish six-figure income, along with an attractive woman by his side, Jaron's life seems quite impressive on the outside looking in. In spite of all of his accomplishments, Jaron, played by Euclid Gray, from the hit play, Meet the Browns, comes face to face with reality. He finds himself struggling with what he has become, longing for a deeper sense of purpose. Jaron journeys out on the assurance in his heart that may ultimately cost him his career, girlfriend, and all that he has worked for. Encouraged to give God a try, in the last place Jaron would look, he finds the truth, faces his struggle, and picks up the missing pieces of his life. Finally, in full circle, all that was is not missed when he finds Something About Destiny.

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**Written, Directed, & Produced By:** Lynetta "lea" Dent

**Executive Producers:** Lincoln Dent, Larry Clark

**Cinematographer:** Larry Clark, On Tha Grind Productions

**Genre:** Christian Romantic Comedy

**Estimated Runtime:** USA 75 Minutes/**Available for Sale**

**Status:** Available for sale 2007

[www.galahentertainment.com](http://www.galahentertainment.com)

**The Company** Galah Entertainment, is an independent film and music production company. The company seeks to provide services and produce quality films and music that set standards above the norm by restoring positive morals and values.

**The Management Team** Galah Entertainment's management team is a motivated unified force comprised of individuals with over 30 years of combined entertainment, marketing, sales, and financial experience. They have worked with such companies as Polygram and Atlantic Records. In 2005 they produced their first full length Christian romantic comedy, "Something About Destiny" starring stellar nominee, Euclid Gray. They are currently in production of their second film, an urban drama entitled, CHUAVA

President	Lynetta Dent
Executive Vice President	Lincoln Dent
Secretary	Lakesha Blair
Financial Operator	Letitia Armour
Cinematographer	Larry Clark/ LC Memphis Productions
Sales and Marketing	Ilia BETHEA

**The Market** Times are changing and Christian films are gaining more awareness among the public. *Omega Code* grossed \$12.6 million, *Left Behind* sold 2.5 million copies on video, followed by \$4.2 million at the box office, and *Diary of A Mad Black Woman* grossed \$50 million. With over 100 hundred million Christian viewers seeking diversion in their entertainment, movie makers are realizing that this is a wide open market. They are realizing that this audience wants to laugh, they want to cry, they want sentimental stories that they can engage in. They don't want movies that are filled with vice-laced themes nor do they want films that push too hard to preach. They want good movies.

**Marketing And Promotion** We anticipate a major marketing campaign to elicit interest in the Christian market as well as the world at large. We will use unconventional marketing strategies to gain maximum results from minimal resources. This approach has proven to be very successful for hip-hop rap labels.

The film industry is a \$200 billion business and needs what Galah Entertainment has to offer. Our strategy is to build a DVD library that will meet the demands of this niche market. Currently Galah has over one hundred movie scripts. Action,

romance, tragedy, comedy and drama, whatever is needed Galah can meet the demands of this niche market.

**Competition** Currently the competition in this niche market is growing. However, Galah's competitive edge is that their global network is large. They are connected to large church communities with memberships ranging from 250-12,000. Galah's creative and production power is all under one umbrella thus enabling the company to release full length films faster and enabling them to meet the demands of this audience.

**Distribution Strategies** Opening a film theatrically is an expensive business, with films often losing money at the box office. The theatrical release is seen as an essential part of the distribution strategy because it generates awareness for a film, which hopefully translates into DVD sales further down the road.

But in a "standard distribution deal" once theatre-owners have taken their slice, say, 50% of box office gross, the distributor has taken his fee, typically 35% of gross, and the distributor has recouped the cost of prints and advertising (P&A), the filmmaker can easily be in debt. It can take some time for ancillary revenues, in particular, from the big revenue-maker DVD sales, to get the filmmaker into the black.

Here at Galah Entertainment we have chosen to take a more proactive approach to distribution. Rather than aim for a conventional distribution deal from the start we are focusing on distribution strategies that maximize our opportunities to earn more revenue from our films. This is one reason we are hanging on to as many rights as possible, therefore positioning ourselves to negotiate from a more favorable position.

The other great thing is that our film is slated as low budget. This means we will not have to sell a lot of DVDs to break even and move into profits. Example, if we sell ten thousand copies of Chauva @ \$12.00/unit we gross \$120,000. Our profit is \$70,000.

### **Four-Walling**

Galah entertainment will also use a strategy known as four-walling, where we take on the risk of a film doing well at the box office by renting a theatre and showing our film ourselves. We will secure theatres that screen films for critics, and for the general public. We will target theatres that already have a mailing list

or some way of reaching their audience, and has some sort of prestige. The general public will have to purchase their tickets.

## **Churches**

Churches are another distribution avenue that Galah will use to generate sales. Our global network is large and we are connected to large church communities with memberships ranging from 250- 12,000.

We have also registered with Sermon Spice. Sermon Spice offers inspirational videos for pastors, ministers, and motivational speakers to use alongside their messages.

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## **Internet**

Galah Entertainment will use the internet both as an effective grass roots marketing tool and for making direct distribution a possibility through websites, directories, e-mails, etc.

## **House Parties**

Like theatrical releases, house parties are about creating word-of-mouth. We will sponsor several house parties around the country with the help of pastors, women's groups, men's groups, committees, churches, family members, and friends.

The expectation is that we will capitalize on DVD sales of the film as word-of-mouth spreads among our core audience and people buy the film as gifts for friends or for other purposes.

## **New Technology/Digital Downloads**

New technology continues to offer unprecedented distribution opportunities. Much-improved DVD projection, giant plasma screens, and surround-sound home entertainment systems are allowing filmmakers to bring the cinematic experience into other public and private places. You don't need a cinema to show your film to a crowd. You just need a large, quiet space, with protection from the elements, and an electricity supply.

We must also remember that DVDs won't be around for ever. Digital downloads are becoming more common. The first nine minutes of the feature film *Serenity* went online for free for a limited period. The film was full-screen and played within a minute of clicking the play button.

### **Christian Media Outlets**

Christian bookstores, catalog distributors, Christian television will also be main sources for distribution.

We will also network with independent record companies, who for a small fee will allow us to place our information in their tray cards; website information, the cover of our film, and contact information.

### **Filmmaking Seminars**

We will host seminars in hotels, schools and community centers and offer the general public and students free information on filmmaking and entrepreneurship. We will generate sales and publicity for our film through this avenue.

### **Out The Trunk**

"Out the trunk" is a phrase used by many hip hop rap labels and has proven to be very successful. Master P sold thousands of records right out of the trunk of his car. This stirred up a major buzz with big time record executives that resulted in a major distribution deal.

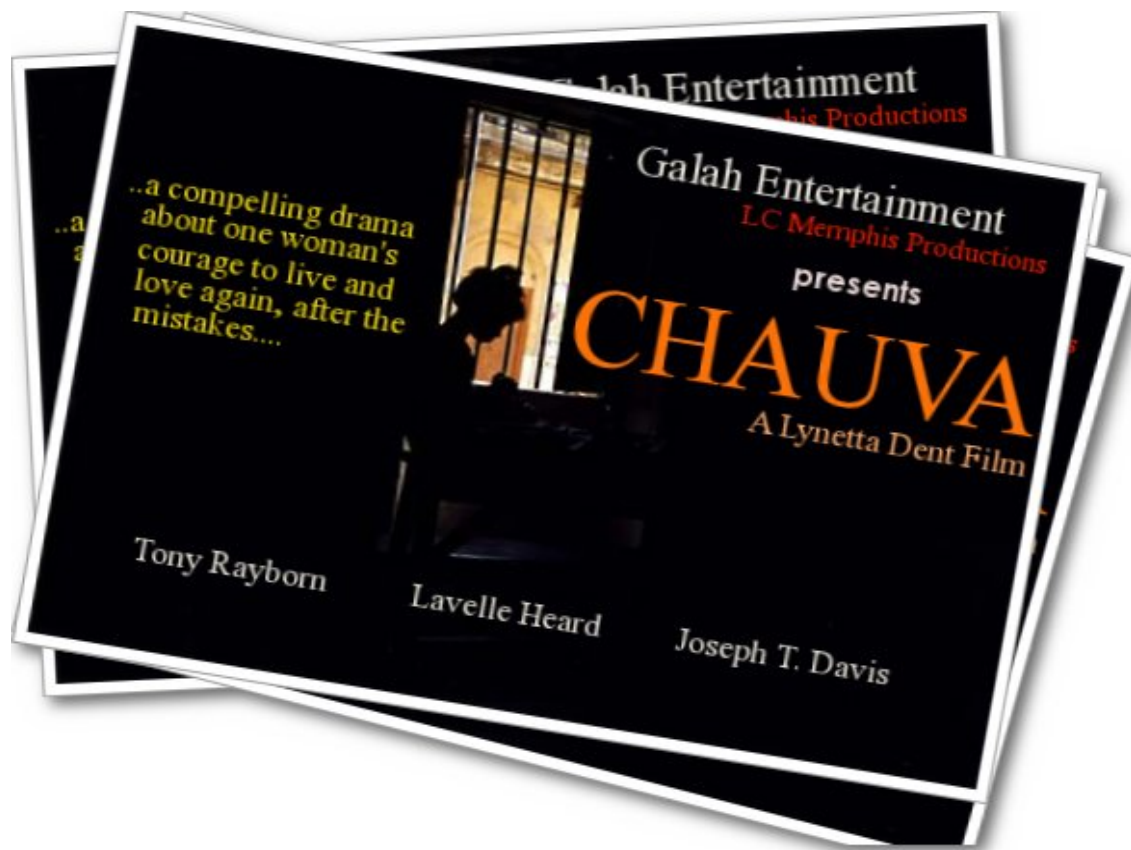
### **Service Deals**

Service deals are an effective distribution strategy. In a service deal, the filmmaker fronts the bill for prints and advertising costs (P&A) and hires a company to provide distribution services, from promoting the film to collecting revenues from exhibitors. The filmmaker is in effect renting the distribution system for theatrical releases, but pays less for the distribution fee (around 10%-25% of gross, rather than the classic 35% of gross). The producer is risking his or her own money, but retains control over the film and continues to have final say in the promotion and costs.

The latter, a \$5 million, ethnic comedy with no big-name stars, grossed over \$241 million at the U.S. box office. The advertising budget was around \$1million and the distributors, IFC Films, were paid a flat fee of \$300,000. Even the reported 7-figure sum they negotiated as bonus payments with the film's producers after it became a tearaway success would be dwarfed if they had entered into a conventional distribution deal. This is the benefit of service deals. Most service deals range from \$35,000 upward. We will secure service deals as a part of our future distribution plans.

### **Launch Party**

Galah Entertainment will launch the movie Chauva with a launch party, press releases, interviews with the press, showings of the film at a press preview, churches and film festivals.



Rugged, cold, and dangerous contours Chauva’s outer layer of personality. Her heart is broken and bruised from issues in her present and past. Where is the ounce of hope when everyone in her path is scandalous? Chauva’s heart is calloused as she assumes jail time for a man she thought she loved, accused for a crime she didn’t commit. Chauva’s life looks like a broken pot of clay waiting to be molded. Her destiny appears fixed with gloom and doom. The forces of life and death pursue Chauva resulting in a cataclysmic impact that baffles even her enemies.

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**Written, Directed, & Produced By:** Lynetta “lea” Dent

**Executive Producers:** Lincoln Dent, Larry Clark

**Cinematographer:** Larry Clark, LC Memphis Productions

**Genre:** Urban Christian Drama

**Estimated Runtime:** USA 75 Minutes

**Status:** In Production

**Scheduled Release Date:** Novemeber 30, 2008

**Tagline:** Life or Death... The Choice Is Yours

**Language:** English

**Color:** Color

**Filming Locations:** Memphis, Tn

**Music Score By:** Timothy Donald

**Soundtrack :**Gospel Recording Artist- Dwayne Strong, Gospel Recording Artist- Lea, Gospel Hip Hop Rapper- Anthony Blackmon

## **Help Us Change Lives Through Films.... Sponsor The New Film, CHAUVA**

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I'll never forget when God first laid upon my heart to do a Christian movie. I found it rather strange that this desire was stirring inside of me. Yes, I had recorded a couple of albums, written a few plays but that was about it. It just didn't make sense. Naturally speaking, I didn't have a clue about the film business and I sure didn't have \$50,000 to do an independent film. Well, that was three years ago and now I can truly say that with God nothing is impossible!

Over the years my husband and I have finally come to the place that we realize that, "our branches go over the wall"! We haven't been called to live in the land of ordinary. God has called us to "blaze the trail" of extraordinary using nothing but pure FAITH! He has literally placed unprecedented favour and grace upon us to breakthrough and finish!

In 2005 we broke through and moved out in faith to accomplish what seemed to be impossible. We were convinced that we had heard from God and acted upon what we believed. And in 2006, that's right, we finished our first feature length Christian Romantic Comedy, "Something About Destiny", starring Euclid Gray from Tyler Perry's hit play "Meet The Browns".

Now don't get me wrong, our faith was truly tested and tried many times during the making of, Something About Destiny. But we didn't quit, we finished what God told us to do.

### **We Haven't Been Called To Live In The Land Of Ordinary. God Has Called Us To "Blaze The Trail" Of Extraordinary.**

Notice that I said WE & US. When we announced that we were about to do a Christian movie, people from everywhere began to rally around the vision. My producer Larry Clark/On Tha Grind Productions came on board and helped get the ball rolling. Our ministry team, local businesses, local & out of town pastors and churches, friends, family, people we didn't even know also rallied around this vision sacrificing their time, talents, and finances. Why are people getting behind this film? Listed below are four reasons why:

1. CHAUVA means life. This film is going to bring life to thousands of hurting people.
2. CHAUVA is a film that will show people that have been bound by their past how to break free.
3. CHAUVA is a film that shows God's power uprooting and removing unforgiveness, bitterness, anger, jealousy, family division and replacing it with His divine Love.
4. CHAUVA is a film that is providing a platform for several Christian actors & singers to use their giftings and talents to promote salvation, healing, and deliverance

Estimated Budget for Chauva

Writer/director/producer	5,000
Cast	8,000
<b>Above the Line Expenses</b>	<b>13,000</b>
Assistant director	1,500
Production/art designer	1,000
Script supervisor	1,000
Cinematographer	7,500
Assistant camera operators (1)	1500
Producer Fee	2,000
Grips (2)	500
Sound mixer & boom operator	1500
Makeup & hair	500
Photographer & production assistants	1000
Craft services & food	800
Props & sets	1,500
Wardrobe & makeup	500
Misc. Expenses, Tape & Duplication For production (source tapes, etc)	500
Tape stock	200
Trucks & gas	1,000
Location fees	1,000
Insurance	0
Office supplies	500
<b>Total Production Costs</b>	<b>24,000</b>
Editor	2,000.
Composer	1,000
ADR	1,000
Sound edit	2,000
<b>Total Postproduction Expenses</b>	<b>6,000</b>
<b>Total Distribution &amp; Marketing</b> duplication/replication, film festivals, posters, photos, misc promotional materials, press kits, postage, photo cards	6,000

Total by category		
	Above The line	\$13,000.00
	Production	\$24,000.00
	PostProduction	\$6,000.00
	D & M	\$6,000.00
	Misc	\$1,000.00
Total		\$50,000.00

## **Sponsor Benefits**

Maybe you share this same vision and would like to help. Then become a sponsor today. Galah Entertainment has a unique opportunity that will not only enable us to continue changing lives through films but will help promote your church, business, or personal interest.

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### **LEVEL FOUR \$1,000.00**

**Your name, your church's name, or your business name will be:**

1. Listed on the movie credits of the new film, Chauva as an official sponsor. These films are viewed by thousands of viewers nationwide and online
2. Listed on Galah Entertainment's website as an official sponsor of the film
3. Announced and posted at all major movie screenings and release parties nationwide
4. Engraved on a beautiful Official Sponsor Plaque
5. Your Company or Church **LOGO** will be placed on the dvd cover of Chauva
6. As a sponsor you will be helping establish a platform for independent actors, singers, and musicians · Your help will enable Galah Entertainment to continue changing lives through films

### **LEVEL THREE \$500.00**

**Your name, your church's name, or your business name will be:**

1. Listed on the movie credits of the new film, Chauva as an official sponsor. These films are viewed by thousands of viewers nationwide and online
2. Listed on Galah Entertainment's website as an official sponsor of the film
3. Announced and posted at all major movie screenings and release parties nationwide
4. Engraved on a beautiful Official Sponsor Plaque
5. As a sponsor you will be helping establish a platform for independent actors, singers, and musicians · Your help will enable Galah Entertainment to continue changing lives through films

### **LEVEL TWO \$300.00**

**Your name, your church's name, or your business name will be:**

1. Listed on the movie credits of the new film, Chauva as an official sponsor. These films are viewed by thousands of viewers nationwide and online
2. Listed on Galah Entertainment's website as an official sponsor of the film
3. Announced and posted at all major movie screenings and release parties nationwide
4. As a sponsor you will be helping establish a platform for independent actors, singers, and musicians · Your help will enable Galah Entertainment to continue changing lives through films

### **LEVEL ONE \$100.00**

**Your name, your church's name, or your business name will be:**

1. Announced at Chauva's Official Release Party in November 2008
2. Listed in the "Thank You" section of the Movie Release Program

## CHAUVA Sponsor Information

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Name (as you would like it to appear on film credits and other advertisement)

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Address

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Phone # \_\_\_\_\_

Email \_\_\_\_\_

Sponsorship Level:

One \_\_\_\_\_ Two \_\_\_\_\_ Three \_\_\_\_\_ Four \_\_\_\_\_

Will you be attending Chauva's release party in November?

\_\_\_\_\_

How many invitations will you need? \_\_\_\_\_

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Thank you for becoming an Official Sponsor of the Movie, CHAUA.

**All checks or money orders should be made payable to:**

**GALAH ENTERTAINMENT**

Po Box 342945 Memphis, TN 38184

(901)827-7777 [info@galahentertainment.com](mailto:info@galahentertainment.com)

**If you would like to donate using your credit card please do so online:**

[www.thesiloamconnection.org/galahfilms.html](http://www.thesiloamconnection.org/galahfilms.html)

**CONTACT US:**  
**GALAH ENTERTAINMENT**

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Company Website- [www.galahentertainment.com](http://www.galahentertainment.com)