



PROPOSAL AND MARKETING PLAN

Tipsy

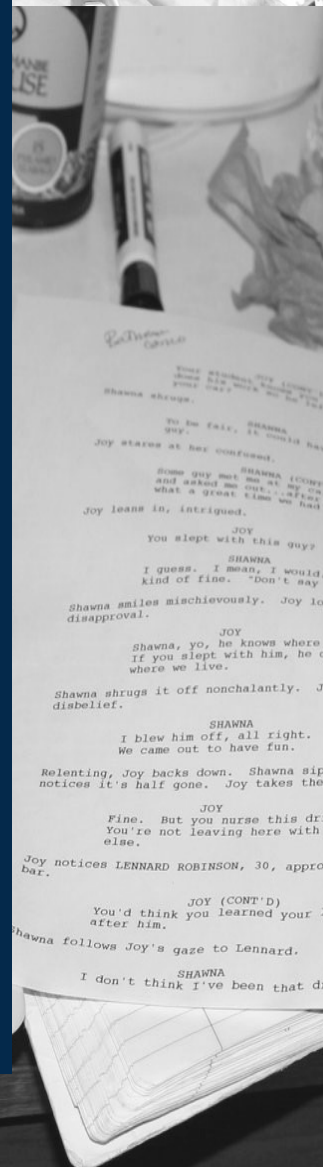
Rainy April Day Productions

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SYNOPSIS



Tipsy is a horror-suspense thriller about Shawna Eldridge, a high school teacher by day and party girl by night. After inadvertently spurning a former lover, she begins receiving threatening notes and phone calls. She initially dismisses the threats as a prank by one of her students until her problems escalate. With only alcohol-induced hazy memories of a myriad of lovers, the clock is ticking for Shawna to figure out who this guy is before he attacks those closest to her. Will she discover her stalker's identity before it's too late?

Tipsy explores the many facets of our current #MeToo movement. Scary and thought-provoking, *Tipsy* critiques modern sexism, feminism, and sexual independence while taking viewers on an entertaining horror-suspense thrill ride.

Part of the genius of this storytelling is that the storytellers are women of color. Both the screenwriter and director bring to the production their individual experiences with gender inequality, double standards, bigotry, and the difficulty of trudging out a path for oneself in a world dominated by men.

LOGLINE:

A young woman's dispassionate attitude towards romance maddens an obsessed former lover.

Another nuance is the male perspective. Some men have admitted confusion to their role. How is a man meant to behave around a woman? How can a man express interest in a woman without facing a lawsuit later? What is the male role in preventing the abuse and exploitation of women?

FILMMAKER BIOS



APRIL DAY
Producer/Screenwriter

April Day is a screenwriter and producer born and raised in Baltimore, MD. April studied filmmaking at the University of Central Florida, graduating in 2004. Since then, she has been writing scripts spanning many genres.

The film, *Tipsy*, is a product of a collaboration with fellow UCF alum, Shola Ajayi and cinematographer/editor, Jai Rice. In 2019, April launched a small, independent film and television production company, Rainy April Day Productions, to provide a venue for minorities to tell their stories and create opportunities both in front of and behind the camera.



SHOLA AJAYI
Director/Editor

Olubusola M. Ajayi, “Shola”, is a part-time faculty member at The New School. She teaches Digital Video and Photography courses for Parsons School of Design and film courses for The School of Public Engagement. Shola studied Photography and Screenwriting at the University of Central Florida and went on to pursue an MFA in Film Production at Boston University.

While working at Parsons as a Parsons Scholars Program Coordinator and part-time faculty member she went on to collect a Masters in Media Studies focusing her attention on education, new media platforms, and digital exchanges.

Shola's primary focus has been to create films and new media projects that explore social issues

amongst people of color while also developing stories and images that present Africa and Africans, specifically Nigerians, in new and innovative ways. *Hair: A Conversation*, *The American Dream: An African Tale*, *Black Girl Yoga*, *The Sankofa Project*, *Exodus: Project 2028* (in progress), *Being Big Uncle* and *Champion* are some projects that Shola has developed in collaboration with various individuals to present fresh narratives about African people and people from the Diaspora.

Her work has been featured on *What's Up Africa*, *African Independent Television*, *Africa is a Country*, *Indie Wire*, *The Sarasota Film Festival* and more. Shola splits her time between New York and Nigeria and continues her work as an educator and filmmaker; co-running pan-African spaces *UR4Africa* and *Public Art Africa* in Lagos, Nigeria.

FILMMAKER BIOS CONT.



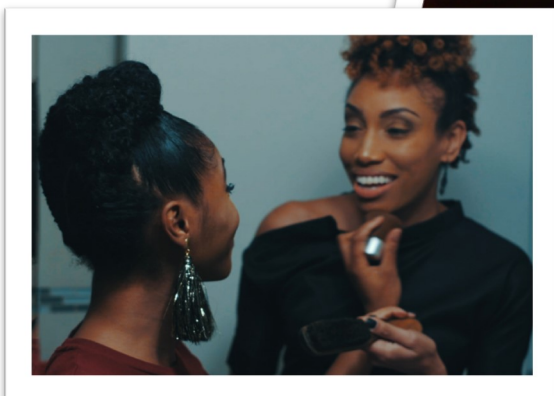
JAI RICE

Video Producer/Editor/Photographer

Jai Rice is an award-winning video producer/editor whose work has been recognized by the Webby Awards and the Tellys. He has over ten years of experience producing media for digital marketing, social media, and both national and local broadcast television.

Jai has produced a range of projects including an award-winning documentary on Philadelphia's Mazzoni Center and his work has been featured nationally on CBS, Oprah's Next Chapter and NOW with Alex Wagner. Aside from his film work, he is also a published fashion photographer.

A graduate of Drexel University, Jai received a bachelor of science in Film with a double minor in Photography and Fine Arts. Later, he obtained his Master's in Multi-Platform Digital Media: Animation and Motion Graphic Design at New York University.

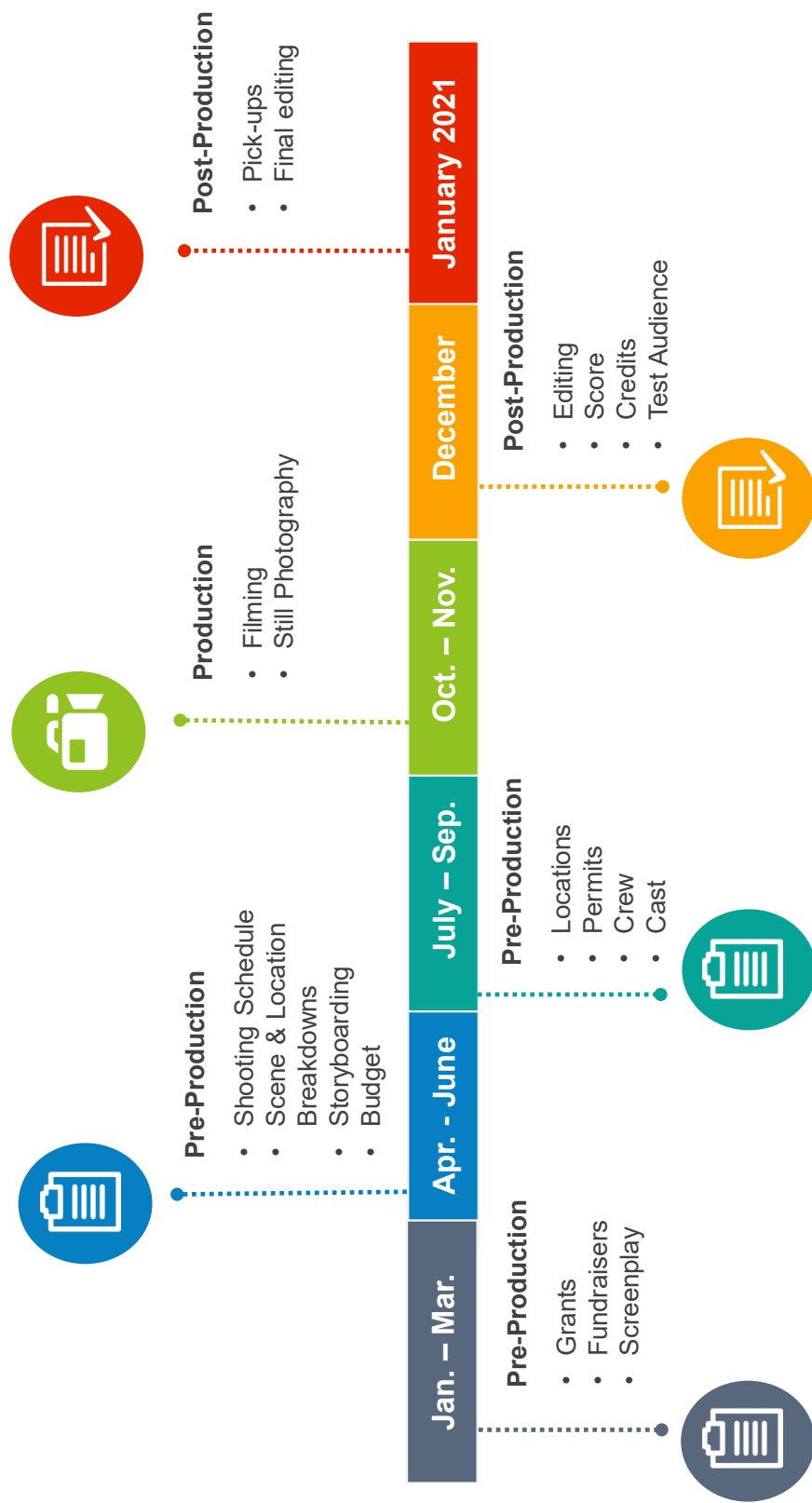


BUDGET TOP SHEET

Category Description	Total
Development	\$2,000.00
Talent	\$10,000.00
TOTAL ABOVE-THE-LINE	\$12,000.00
Camera Operations	\$2,000.00
Electric Operations	\$2,000.00
Grip Operations	\$2,000.00
Production Sound	\$9,000.00
Wardrobe Department	\$3,000.00
Makeup & Hair Department	\$2,500.00
Location Department	\$4,000.00
TOTAL PRODUCTION	\$24,500.00
Editing	\$3,500.00
Post-Production Sound	\$1,500.00
Music	\$3,500.00
TOTAL POST-PRODUCTION	\$8,500.00
Insurance	\$250.00
Publicity	\$750.00
Miscellaneous	\$4,000.00
TOTAL OTHER	\$5,000.00
Grand Total	\$50,000.00

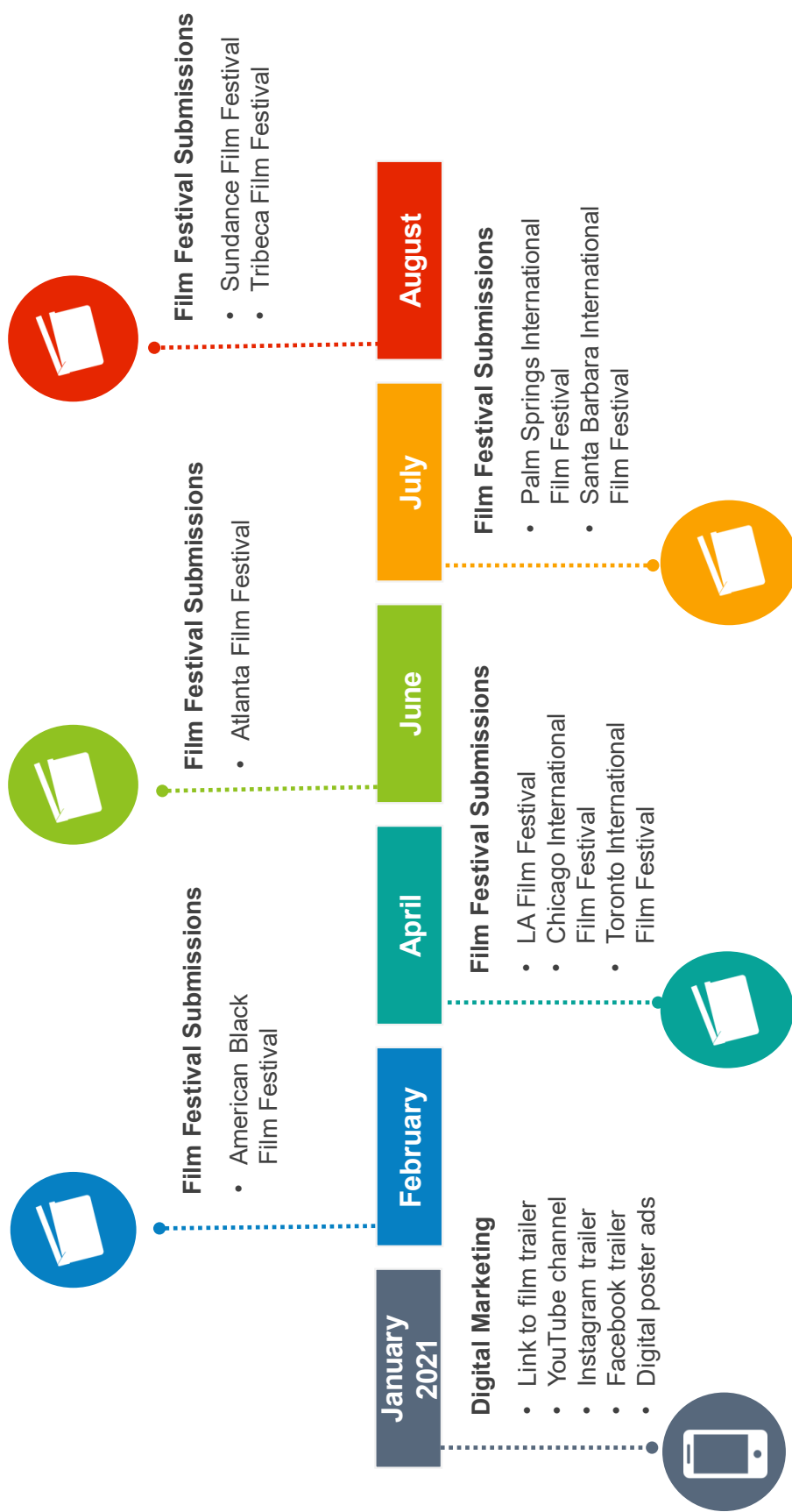
PRODUCTION PLAN

JANUARY 2020 – JANUARY 2021



MARKETING PLAN

JANUARY 2021 – AUGUST 2021





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THANK YOU

WE SINCERELY APPRECIATE THE TIME YOU SPENT REVIEWING OUR PROPOSAL AND GIVING US YOUR CONSIDERATION. PLEASE LET US KNOW IF WE CAN PROVIDE YOU WITH MORE INFORMATION.