

A C&I STUDIOS FILM SERIES

BECOMING IMMORTAL



Executive Summary

Money is Power. Legacy is Immortal.

Becoming Immortal is the first television series of its kind. It is themed around the most successful Financial Wealth Advisors in North America—those who have helped industry tycoons earn billions of dollars over the course of their careers. Becoming Immortal is not solely about their money, their success, nor their many enterprises. It is about the legacy these men and women will leave behind—how they are dedicated to Becoming Immortal through family, wealth, and power.

This original series reveals the mental and financial fortitude required to build a legacy that will outlive money. It is not an investment show. It is about the personalities of the super wealthy; the behind-the-scenes Financial Wealth Advisors; the men and women who dominate their industries and don't apologize to anyone. And it shows them meeting under lavish circumstances: a weeklong trip to America's most vibrant and luxurious city centers to eat, drink, and share in the advantages of being untouchable.

Becoming Immortal invites viewers around the world to experience the lifestyle of the men and women shaping society and writing our history. Many of the Financial Wealth Advisors on the first season of Becoming Immortal will be meeting for the first time. They have clashing viewpoints, different political beliefs, strong personalities, and rival business interests. But they all share one common goal: to build the greatest financial legacy of our time.

C&I Studios Inc.

Becoming Immortal is a C&I Studios original series. C&I Studios is a multimedia film and television series production company that conceptualizes and writes original concepts. C&I Studios sources literary property, assembles teams and finances to produce, finalize, and distribute original productions, and packages multimedia projects for mass market. C&I Studios houses a team of creative visionaries determined to bring new concepts to life. We only use the highest quality RED Digital Cinema Cameras on the market and house a collection of advanced editing software, rendering programs, motion animation software, and audio technologies to ensure each project exceeds its potential. Together, we imagine and produce emotive narratives that change perspectives and form new audience niches within the area of multimedia consumption.

Potential Season 1 Schedule

Arrive in miami at 10am

Thursday - EP 101 - Miami - 7pm - 10pm

Arrive in Atlanta at 10am

Friday - EP 101 - Atlanta - 7pm - 10pm

Arrive in New York at 10am

Saturday - EP 102 - New York - 7pm - 10pm

Arrive in Chicago at 10am

Sunday - EP 102 - Chicago - 7pm - 10pm

Arrive in Los Angeles at 10am

Monday - EP 102 - Los Angeles - 7pm - 10pm

Project Timeline



Project Budget

PROJECT BUDGET			
Budget is based on a 5 day shoot and 60 day post production schedule			
PRE-PRODUCTION & PERSONELLE	ESTIMATED BUDGET	PURPOSE	ROYALTY
Producer	\$12,500.00	Oversees Schedule, Crew, Locations & Logistics	
Production Assistant	\$2,500.00	Assist the Producer in all aspects of the productions	
Director	\$25,000.00	Oversees all aspects from Pre-Production - Distribution	
Talent	\$10,000.00	Host	Host will receive 10% of all profits from the project
Location Scout	\$3,250.00	Scouts & books 5 Restaurants for the Project	
Studio Backing	N/A - (would traditionally be \$350,000 USD)	Insurance (Liability, Media, Errors & Omissions, General, Workers Comp), Intellectual property, Website, Social Media, Writing (Scripting/Outlines, Graphic Design, Art work, Copywriting, Film Equipment, Studio Location)	Backing Studio will receive 65% of all profits from the project

TRAVEL & ACCOMODATIONS			
Flights (x24)	\$35,000.00	Flights for 24 people, for 5 days	
Hotels (x15)	\$32,000.00	Hotel Rooms for 15 people, for 5 days	
Transportation	\$5,000.00	15 Passenger Van, 1 Suburban EXT with drivers for 5 days	
Hotel Expenses	\$2,500.00	Room Service, Accidental Damage	
Equipment Travel Fees	\$4,500.00	Oversized & Overweight Travel Fees	
Food & Beverage	\$17,250.00	Food & Beverage for the Cast & Crew	

Project Budget

PRODUCTION			
1st AD	\$6,250.00	Assist the Director during the production process	
Director of Photography	\$12,500.00	Oversee the Camera Crew & Look of the Project	
Camera Operator	\$7,500.00	Reports to the DP and runs Cameras B & C	
Camera Operator (BTS)	\$5,500.00	Obtains behind the scenes video for the project & social media	
1st AC	\$3,250.00	First Camera Assistant, Focus Puller	
2nd AC	\$2,250.00	Second Camera Assistant, Slate, Lens Changes	
Sound Mixer	\$5,000.00	Handles Audio Files and Live Recording	
Boom Operator	\$5,000.00	Operates the boom for live recording	
Key Grip	\$2,750.00	Manger of grips and handles loading seutp, loadout	
Grip	\$3,000.00	Load in, setup, load out of all gear	
Gaffer	\$5,000.00	Handles load in, setup, load out of all lighting	
Still Photographer	\$5,000.00	Obtains behind the scenes images for promotion and social media	
Hair & Makeup (x2)	\$6,500.00	Hair & Makeup for Talent	
Stylist	\$2,500.00	Stylist for Talent	
Misc.	\$5,000.00	Accidental damage and unforeseen issues	

Project Budget

POST PRODUCTION (22min episode)			
Assistant Editor (2 months)	\$5,000.00	Assist the Editor to log, sync, and tag files	
Editor	\$12,000.00	Edits 5 episodes	
Colorist	\$7,000.00	Colors, 5 episodsed	
Audio Mixer/Master	\$5,000.00	Mixes and Masters all 5 episodes	

DISTRIBUTION			
12-Month PR Campaign	\$60,000.00	Tradition and Digital PR campaign	
12-Month SEO & SEM Campaign	\$72,000.00	SEO, SEM Ad Campaign	
12-Month Social Media Ads Campaign	\$40,000.00	Social Media Ad Campaign	
Festival Submission	\$5,000.00	Submisison and management to 100 festival	
Acquisition Meetings/Pitches	\$7,500.00	Travel and Accommodations to meet with Heads of Acquisition	
TOTAL	\$440,000.00		

Marketing & Distribution Plan

Becoming Immortal will air on Amazon. The entire first season will be available at launch. Our goal is for *Becoming Immortal* to be adopted by other popular video and television streaming services, such as Hulu and Netflix, whose audiences prioritize this genre. To achieve this, a professional PR agency based in Los Angeles will promote *Becoming Immortal* a month prior to its debut on Amazon Prime Video. Their mission is to infiltrate targeted demographics in key U.S. cities. This PR initiative will last 12 months to guarantee consistent viewership and to provide an avenue for enlisting other video streaming providers and audience segments. In conjunction with *Becoming Immortal's* PR strategy, will be two marketing strategies — one for the west coast and the other focused on the east coast. C&I Studios will lead east coast marketing efforts, tapping into three major markets: Miami, New York City and Washington, D.C. These landscapes allow for grassroots efforts and local showings to build audience loyalty and will, therefore, be pivotal in extending our reach. The west coast marketing will focus predominantly on Los Angeles and greater California. We will ride the nationwide success of the first season to introduce the upcoming seasons for *Becoming Immortal*. All of this will help in maintaining top levels of engagement and interest in the time leading up to season two.

Return On Investments

Estimated Year One Gross Revenue - \$480k

Estimated Year Two Gross Revenue - \$1.5m

Estimated Year Three Gross Revenue - \$2.1m

Sponsorship Opportunities

Becoming Immortal has additional sponsorship opportunities during production. C&I Studios will be reaching out for sponsorships from the different restaurants that we will be conducting filming. Since the show promotes a heavy element of upscale travel, hotels and commercial and private airlines will be contacted. Finally we will look to a wardrobe sponsor for tailored suits and dresses.

[Investor Inquiries](#)

Thank You