PRIVATE ONE-ON-ONE SIX - WEEK FILM FINANCING

& DISTRIBUTION COURSE

FILM FINANCING AND DISTRIBUTION COURSE

- THIS COURSE TAKES PLACE OVER A SIX-WEEK PERIOD
- YOU WILL MEET PRIVATELY WITH EXECUTIVE PRODUCER FRANCO SAMA VIA ZOOM
- CLASS IS HELD ONCE PER WEEK FOR NINETY (90) MINUTES PER CLASS
- FLEXIBLE SCHEDULING HOURS
- UP TO THREE PARTICIPANTS NO EXTRA CHARGE



FRANCO SAMA

FRANCO SAMA BOASTS A REMARKABLE AND EXTENSIVE HISTORY IN PUBLIC SPEAKING PUBLIC RELATIONS AND OVER TWO DECADES OF INDEPENDENT FILM DEVELOPMENT, PRODUCTION, AND FINANCING EXPERIENCE.

SAMA, A PROUD PRODUCER'S GUILD OF AMERICA (PGA) MEMBER, ALSO SERVES AS CHAIR OF THE PGA'S MEMBER EVENTS COMMITTEE. HE HAS EXECUTIVE PRODUCED AND PRODUCED/CO-PRODUCED AN IMPRESSIVE ARRAY OF OVER TWENTY-FOUR (24) SUCCESSFUL INDEPENDENT FEATURE FILMS.

THESE FILMS MOST NOTABLY INCLUDE GUNS, GIRLS AND GAMBLING STARRING GARY OLDMAN, CHRISTIAN SLATER, AND DANE COOK, WHICH IS NOW A CULT FAVORITE: THIS FILM ACQUIRED A DISTRIBUTION DEAL FROM UNIVERSAL HOME ENTERTAINMENT.

IN 2023, SAMA RELEASED THREE FILMS INCLUDING THE ACTION THRILLER AUSTRALIAN TELEVISION MOVIE, SUKA, AS WELL AS TAKE THE NIGHT, AN ACTION-PACKED THRILLER THAT ENJOYED A LIMITED THEATRICAL RELEASE IN THE UNITED STATES; AND SERVED AS A CONSULTING PRODUCER ON THE SHIFT. A HUGELY SUCCESSFUL FAITH-BASED DRAMA STARRING NEAL MCDONOUGH AND SEAN AUSTIN, WHICH WAS RELEASED ON DECEMBER 1, 2023, AND HAS ENJOYED A WORLDWIDE THEATRICAL RELEASE.

SAMA IS ALSO THE EXECUTIVE PRODUCER OF THE HIGHLY ANTICIPATED ELEVATED MUSICAL THRILLER, 'ALEXIS COLETTE.' THE FILM WILL BE SHOT AND DIRECTED BY ITS WRITER AND CREATOR, ANTHONY W. JOHNSON IN NEW YORK IN 2025.

SAMA IS ALSO A FOUNDING MEMBER OF GREENLIGHT ENTERTAINMENT GROUP (G.E.G.) AN AUSTRALIAN BASED COMPANY THAT DEVELOPS, FINANCES, AND PRODUCES INDEPENDENT FEATURE FILMS WORLDWIDE.



FILMOGRAPHY

OVER THIRTY FILMS PRODUCED



FRANCO SAMA

- MEMBER FIVE-YEARS
- FORMER CHAIR OF THE MEMBERS EVENTS

 COMMITTEE



PRODUCER'S NOTE

IT IS WITH GREAT HONOR AND GRATITUDE THAT I REFLECT ON THE INVALUABLE LESSONS IMPARTED TO ME BY SOME OF THE MOST EXTRAORDINARY PROFESSIONALS IN THE FILM INDUSTRY.

AFTER NEARLY THIRTY YEARS IMMERSED IN THE WORLD OF INDEPENDENT FILM. MY RELENTLESS PURSUIT OF KNOWLEDGE HAS UNVEILED NOT ONLY THE PROFOUND JOY OF MAKING MOVIES BUT ALSO THE TRANSFORMATIVE POWER OF SHARING THAT KNOWLEDGE WITH OTHERS. THROUGHOUT THESE YEARS, MANY PRODUCTION ENTITIES HAVE PRESENTED ME WITH NUMEROUS OPPORTUNITIES TO DISTILL MY EXPERIENCES INTO RECORDED LESSONS AND OFFER THEM FOR SALE ONLINE.

WHILE I COULD EASILY GENERATE SIGNIFICANT INCOME THROUGH THIS ROUTE. SUCH INFORMATION QUICKLY BECOMES OBSOLETE DUE TO THE RAPID EVOLUTION OF THE FILM AND TELEVISION LANDSCAPES. THIS REALIZATION HAS LED ME TO RESIST THIS PATH FOR TWO CRITICAL REASONS. FIRST, I FIRMLY BELIEVE THAT THE VALUE OF ENGAGING IN FACE-TO-FACE LIVE CONVERSATIONS VIA ZOOM WITH EMERGING FILMMAKERS CANNOT BE OVERSTATED. THESE PERSONAL INTERACTIONS FOSTER GENUINE CONNECTIONS AND CREATE A SPACE WHERE WE CAN TRULY UNDERSTAND ONE ANOTHER.

AS WELL AS THE PROJECTS THAT IGNITE OUR PASSIONS. SECOND. THIS ONGOING EXPERIENCE ALLOWS ME TO SHARE RELEVANT INSIGHTS AND REAL-LIFE LESSONS IN REAL TIME AS I NAVIGATE NEW CREATIVE ENDEAVORS. I WILL OPENLY SHARE THE KNOWLEDGE I HAVE ACCUMULATED THROUGHOUT MY EXTENSIVE CAREER.

OUR SESSIONS WILL BE HELD IN A PRIVATE, SUPPORTIVE ENVIRONMENT THAT ENCOURAGES DIALOGUE AND QUESTIONS.

IN THE FOLLOWING PAGES, I HAVE OUTLINED ESSENTIAL SUBJECTS WE WILL DELVE INTO DEEPLY DURING EACH SESSION, ENSURING A COMPREHENSIVE LEARNING EXPERIENCE.

THANK YOU FOR JOINING ME ON THIS JOURNEY

FRANCO SAMA

"GETTING THE MONEY, ISN'T THE HARD PART. GETTING THE MONEY BACK, IS THE HARD PART"

FRANCO SAMA EXECUTIVE PRODUCER

THAT WILL YOU LEARN OVER THE NEXT SIX WEEKS?

CURRICULUM HIGHLIGHTS

FILM FINANCING

- VARIOUS "TYPES" OF FILM FUNDING
- INDUSTRY JARGON AND TERMINOLOGY
- HARD MONEY VS. SOFT MONEY
- EQUITY FUNDING
- DEBT FUNDING
- GAP FUNDING
- MEZZANINE FUNDING
- WHAT IS A WATERFALL
- HOW DOES IT ALL WORK?

INVESTORS

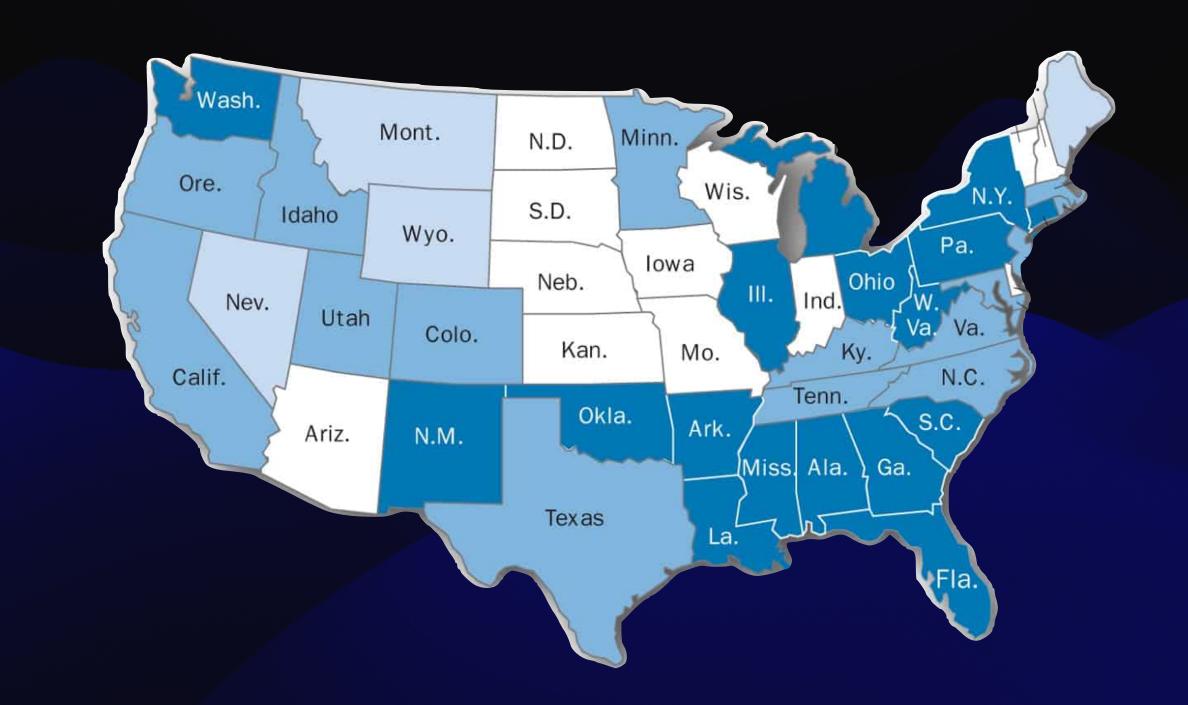
- ✓ TYPES OF INVESTORS
- ✓HOW TO APPROACH INVESTORS
- ✓WHERE TO FIND INVESTORS
- ✓HOW TO SPEAK "INVESTOR SPEAK
- √WHAT NOT TO SAY TO INVESTORS
- THOW DO INVESTORS GET PAID





- ✓ MANAGING EXPECTATIONS
- ✓ WHO YOU <u>SHOULD</u> CAST IN YOUR FILM
- ✓ SECURING "BANKABLE" TALENT
- √ WHAT IS THE (PARENTHESIS) TEST?
- ✓UNDERSTANDING WHO BRING VALUE IN THE WORLDWIDE MARKETPLACE
- √HOW AND WHEN DO YOU SHOULD MAKE "LEGITIMATE" OFFERS TO TALENT

TAX INCENTIVES



- ✓ UNDERSTANDING STATE & LOCAL TAX INCENTIVES
- ✓ MONETIZING TAX INCENTIVES UP FRONT
- ✓ COMBINING TAX CREDITS VIA CO-PRODUCTIONS
- √ TAX CREDIT VS. TAX REBATE
- ✓ USING TAX INCENTIVES AS A BARGAINING CHIP WITH INVESTORS
- ✓ INCENTIVE ADMINISTRATION

INTERNATIONAL SALES

WORLDWIDE PROJECTIONS



- ✓ UNDERSTANDING FOREIGN VS. DOMESTIC
- ✓ UNDERSTANDING THE DIFFERENCE BETWEEN A SALES AGENCY AND A DISTRIBUTOR
- ✓ INDUSTRY STANDARD FOR RATES AND COMMISSIONS
- ✓ G

 ©

 DEAL VS. BAD DEAL
- ✓ WORLD MARKETS AND FILM FESTIVALS
- ✓ ACQUIRE WORLDWIDE SALES PROJECTIONS FOR INVESTORS

PRODUCT INTEGRATION

- PRODUCT INTEGRATION VS. PRODUCT PLACEMENT
- √ WHO DOES PRODUCT INTEGRATION
- ✓ UNDERSTANDING HOW IT WORKS
- ✓ GENERATE AN ADDITIONAL \$50,000 \$1,000,000 FOR YOUR FILM
- √ FREE MONEY NO REPAYMENT REQUIRED



DISTRIBUTION DELIVERABLES

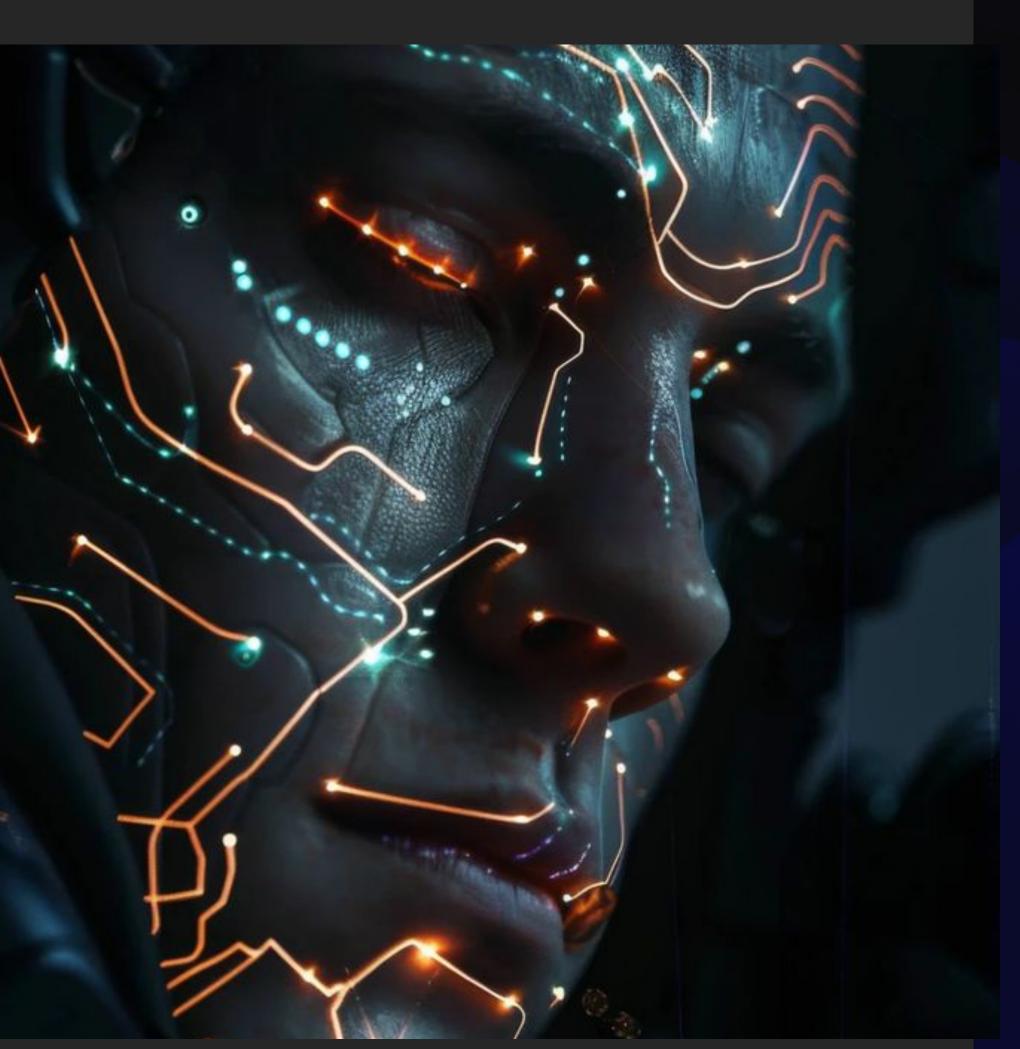
- ✓ UNDERSTANDING WHAT DELIVERABLES ARE
- ✓ KNOWING SPECIFICALLY WHICH DELIVERABLES ARE MANDATORY FOR DISTRIBUTORS
- ✓ KNOW THE DIFFERENCE BETWEEN DOMESTIC VERSUS INTERNATIONAL DELIVERABLES
- ✓ ALLOCATING ENOUGH FUNDING IN YOUR BUDGET TO OFFSET COST OF DELIVERABLES
- ✓ AVOID SEEKING "FINISHING FUNDS" DUE TO A LACK OF PROPER PLANNING AND BUDGETING

LEGAL REQUIREMENTS

- ✓ PROTECT YOUR INTELLECTUAL PROPERTY AS WELL AS YOURSELF
- ✓ WHEN, WHERE AND HOW TO SETUP YOUR LIMITED LIABILITY COMPANY (LLC)
- ✓ ESTABLISHING AN OPERATING AGREEMENT FOR YOUR NEW LIMITED LIABILITY COMPANY
- ✓ UNDERSTANDING & ABIDING BY THE "SECURITIES AND EXCHANGE COMMISSION" REGULATIONS
- ✓ INITIALIZING YOUR DEAL WITH A MEMORANDUM OF UNDERSTANDING (M.O.U)
- ✓ CREATING A PRIVATE PLACEMENT MEMORANDUM (PPM) FOR INVESTORS
- ✓ CREATING & PROVIDING SUBSCRIPTION AGREEMENTS FOR INVESTORS
- ✓ HOW AND WHEN TO OPEN YOUR PRODUCTION COMPANY BANK ACCOUNT
- ✓ LEARN THE DIFFERENCE BETWEEN A "DEAL MAKER" AND A "DEAL BREAKER"



THE COURSE



- MEETS ONCE A WEEK VIA ZOOM.
- EACH SESSION LASTS NINETY (90) MINUTES.
- OPEN/INTERACTIVE COMMUNICATION
- ALL SESSIONS MAY BE RECORDED FOR YOUR ARCHIVES.
- YOU RECEIVE ALL MATERIALS, DOCUMENTS, AND THE POWERPOINT PRESENTATION

WEBSITE COST

\$3500.00

AFM

DISCOUNT

\$1000.00

FINAL COST

TO YOU

\$2500.00

<u>Note</u>

You may invite one or two additional people (up to a maximum of three total) to register together and share the costs.

Conclusion

THROUGHOUT MY JOURNEY, I HAVE HELD STEADFAST BELIEF THAT EDUCATION IS THE ESSENTIAL CORNERSTONE OF SUCCESS, IRRESPECTIVE OF YOUR CHOSEN PATH. A DEEP AND NUANCED UNDERSTANDING OF HOW FUNDING IS ACQUIRED AND MANAGED IS CRUCIAL FOR THOSE ASPIRING TO CARVE OUT A SUCCESSFUL CAREER AS A SCREENWRITER, PRODUCER, DIRECTOR, ACTOR, OR ANY OTHER PROFESSIONAL WITHIN THE VIBRANT ENTERTAINMENT WORLD.

MY UNIQUE EXPERTISE AND KNOWLEDGE WILL CLARIFY THE COMPLEXITIES OF FILM FINANCING, PROVIDING YOU WITH THE INSIGHTS NECESSARY TO AVOID MISSTEPS THAT COULD ULTIMATELY HINDER YOUR GOALS.

TO THAT END, I HAVE METICULOUSLY DESIGNED THIS COURSE, AS A COMPREHENSIVE GUIDE TO EMPOWER YOU TO TAKE THE REINS OF YOUR CAREER WITH CONFIDENCE AND CLARITY.

I OFFER A COMPLIMENTARY 30-MINUTE PROJECT REVIEW CONSULTATION, WHERE WE CAN EXPLORE YOUR ASPIRATIONS AND BEGIN CHARTING A PATH TOWARD YOUR SUCCESS.

LET'S TURN YOUR DREAMS INTO REALITY!

Contact Information

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"Film school will teach you how to 'make a movie" Samaco films will teach you how to "get your movie made"!