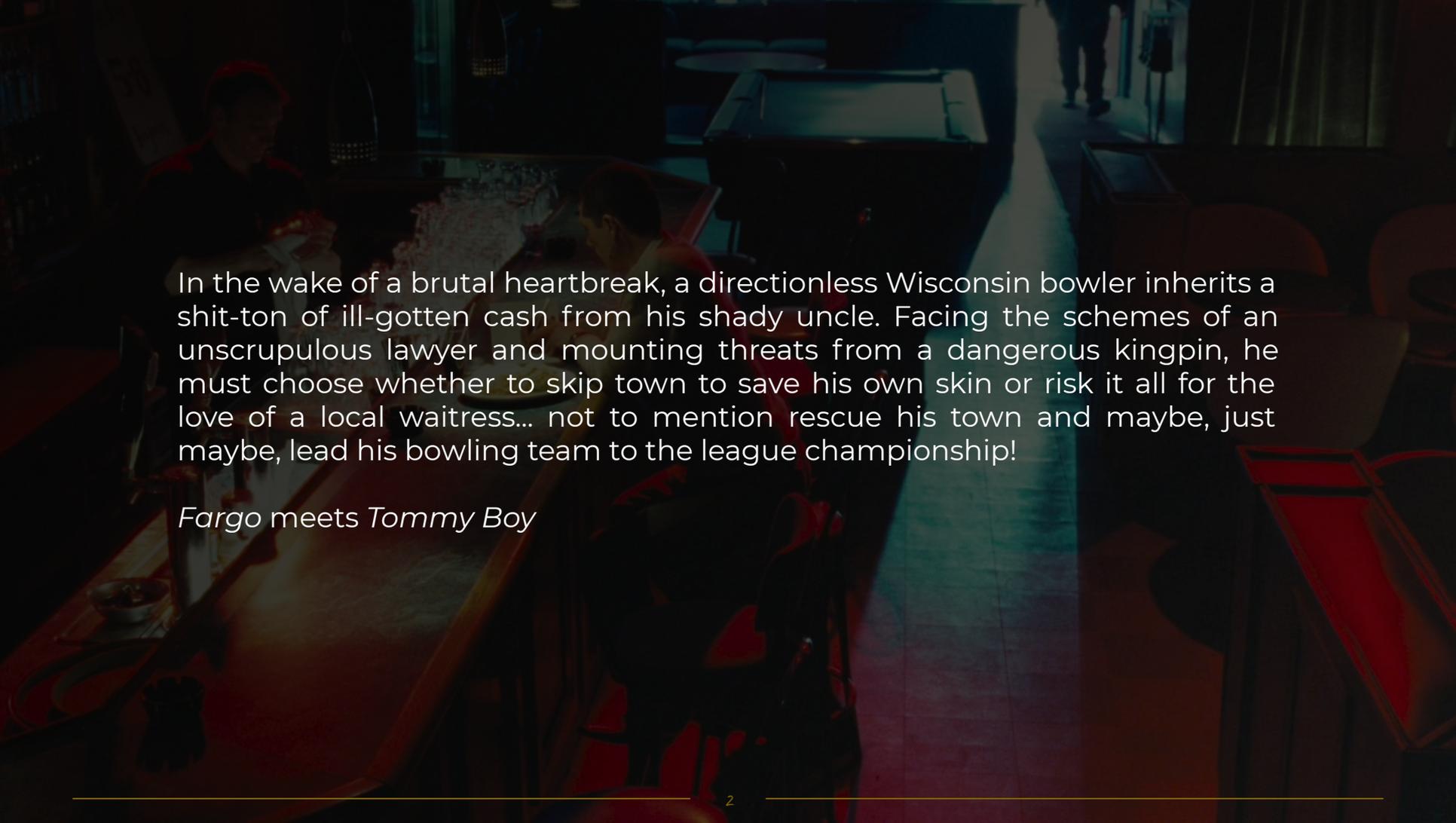




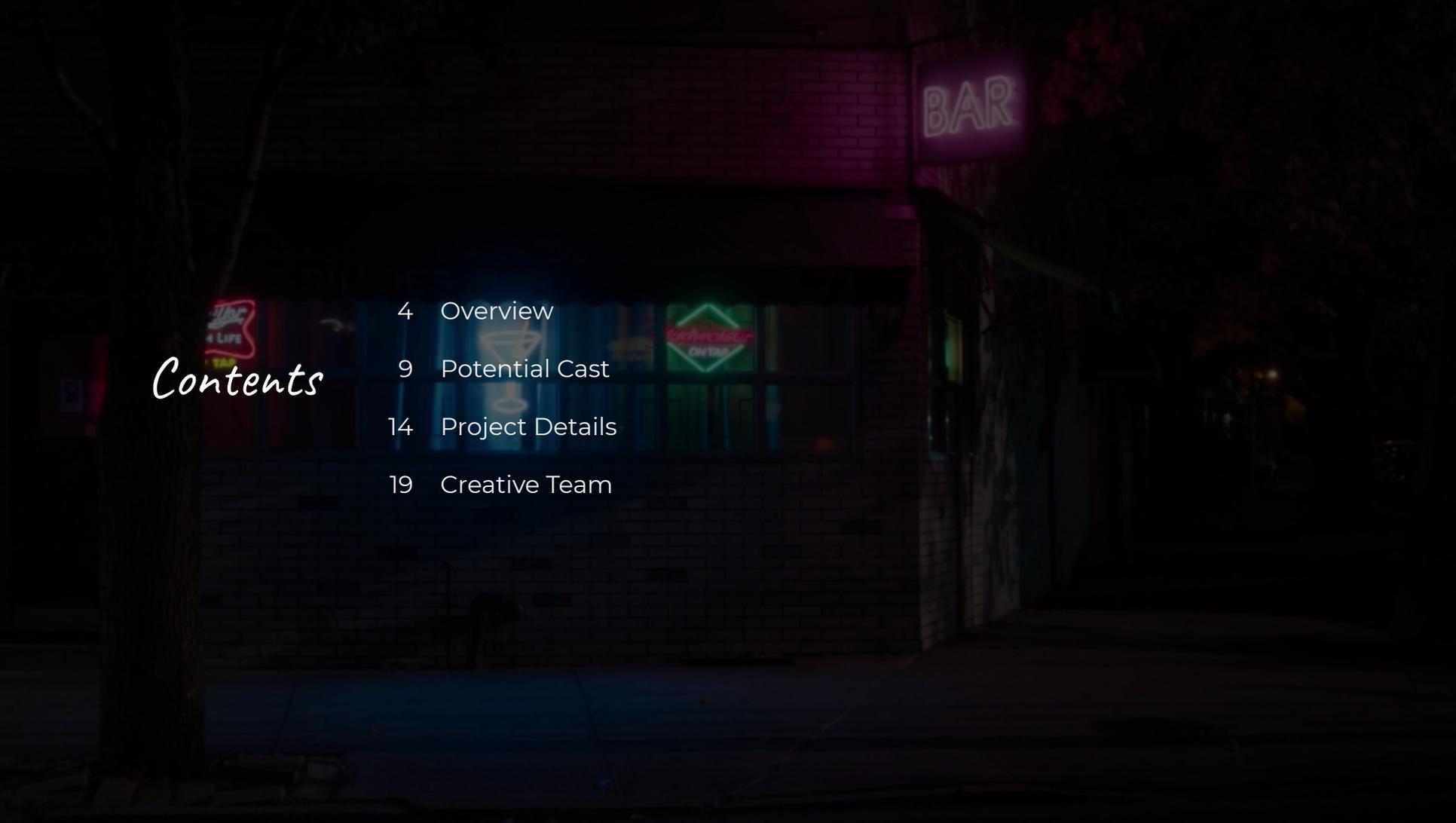
# Bowl Off!

By Dan Landes and Aaron Toronto



In the wake of a brutal heartbreak, a directionless Wisconsin bowler inherits a shit-ton of ill-gotten cash from his shady uncle. Facing the schemes of an unscrupulous lawyer and mounting threats from a dangerous kingpin, he must choose whether to skip town to save his own skin or risk it all for the love of a local waitress... not to mention rescue his town and maybe, just maybe, lead his bowling team to the league championship!

*Fargo meets Tommy Boy*



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A close-up, low-angle shot of a bowling ball rack filled with colorful balls. The balls are arranged in a line, receding into the background. The colors include yellow, red, orange, and green. The background is a dimly lit bowling alley with lanes and a bar area visible. The word "Overview" is written in a white, cursive font across the middle of the image.

Overview

# Synopsis

In Greenvale, Wisconsin, the tenpin capital of the world, AJ Bowers and his three bumbling best friends work for a bowling equipment manufacturer, the lifeblood of the town. AJ and his posse spend most nights at the bowling alley but knock back more beers than pins.

Convinced that AJ has no future, his girlfriend, Claudia, dumps him for a married lawyer, Gil, who is negotiating the sale and relocation of the bowling manufacturer to Texas. To add insult to injury, AJ loses his job the next day.

While AJ tries to scrap his way back into Claudia's heart - against the advice of pals - his estranged uncle dies, bequeathing him a decrepit house full of junk, which AJ must sell to pay his iron-fisted landlord.

After a vaguely threatening visit from his uncle's creepy ex-girlfriend, Tina, and her doltish new boyfriend, Tiny, AJ decides it's time to look for greener pastures - if only he could scrape together the funds to make his move. Desperate for money, AJ begs a job washing dishes at a diner where he meets Zooley, an insecure waitress with a troubled past.

Just as AJ begins falling in love with Zooley and her ten-year-old son, he stumbles upon two garbage bags in his uncle's crap filled with millions in cash.

Now with the means to make his escape and a growing suspicion that Tina is after the money, AJ reaches an agonizing impasse - stay put and pursue a relationship with Zooley or get the hell outta dodge. Disgusted with Gil's amoral greed, Claudia drunkenly attempts to win AJ back, which Zooley happens upon. Misinterpreting the situation, she rushes off in despair.

Before AJ can patch things up with Zooley, Tina reveals her true identity as a violent drug lord. She kidnaps AJ, buries him in a shallow grave up to his neck and threatens to kill him if he doesn't disclose the whereabouts of the money. With a little midwestern ingenuity and some unexpected help from his landlord, AJ escapes with just a bullet in the ass... no big deal.

His priorities firmly in place, AJ uses the money to wrest control of the bowling company from Gil, save his beloved, bowling-obsessed town from extinction, and, with a little help from his friends, win Zooley back - the true woman of his dreams!

# Mood Board



## *From the Directors*

Adulting is difficult. At its heart, *Bowl Off!* tells the story of a group of young, midwestern bowlers who discover through painfully hilarious trial and error their own satisfying way of doing it.

We were first drawn to *Bowl Off!* because we love to bowl. But we fell in love with *Bowl Off!* because the characters remind us of ourselves... midwesterners who've rolled our figurative bowling balls down a multitude of ill-advised bowling lanes! We threw a whole lot of gutters balls before we truly understood what is most important in our "adult" lives.

Stylistically, we'll feature handheld shots throughout the first act, mirroring the instability of our characters as their lives are turned upside down and inside out. As they start to find their way, we'll subtly introduce locked down or smoothly dollied shots underscoring their transition into stability. Certainly, however, we'll weave in surprises as we capture the back and forth nature of the transformational process. Using warm oranges, rusts and wood colors - bowling alley colors - we'll capture a distinctive nostalgia that draws on our first-hand experience with the peculiarities of small-town life in the upper-midwest. In blending these elements together, we'll paint a vivid portrait of each character's unique journey.

*Bowl Off!* audiences will feast on a heartfelt and hilarious bowling-themed fable about overcoming the trials of adulting in our modern world. Hey, if you don't get a strike, always go for the spare!



## Mission Statement

As a follow up to our profitable licensing to Netflix (*Face 2 Face*), it is our mission to successfully create, produce, distribute, and license our next commercially viable feature film (*Bowl Off!*), market it globally and present an intelligent funding opportunity.



*Potential Cast*



*AJ Bowers*





*Claudia Gionni*



Zoey Bingham



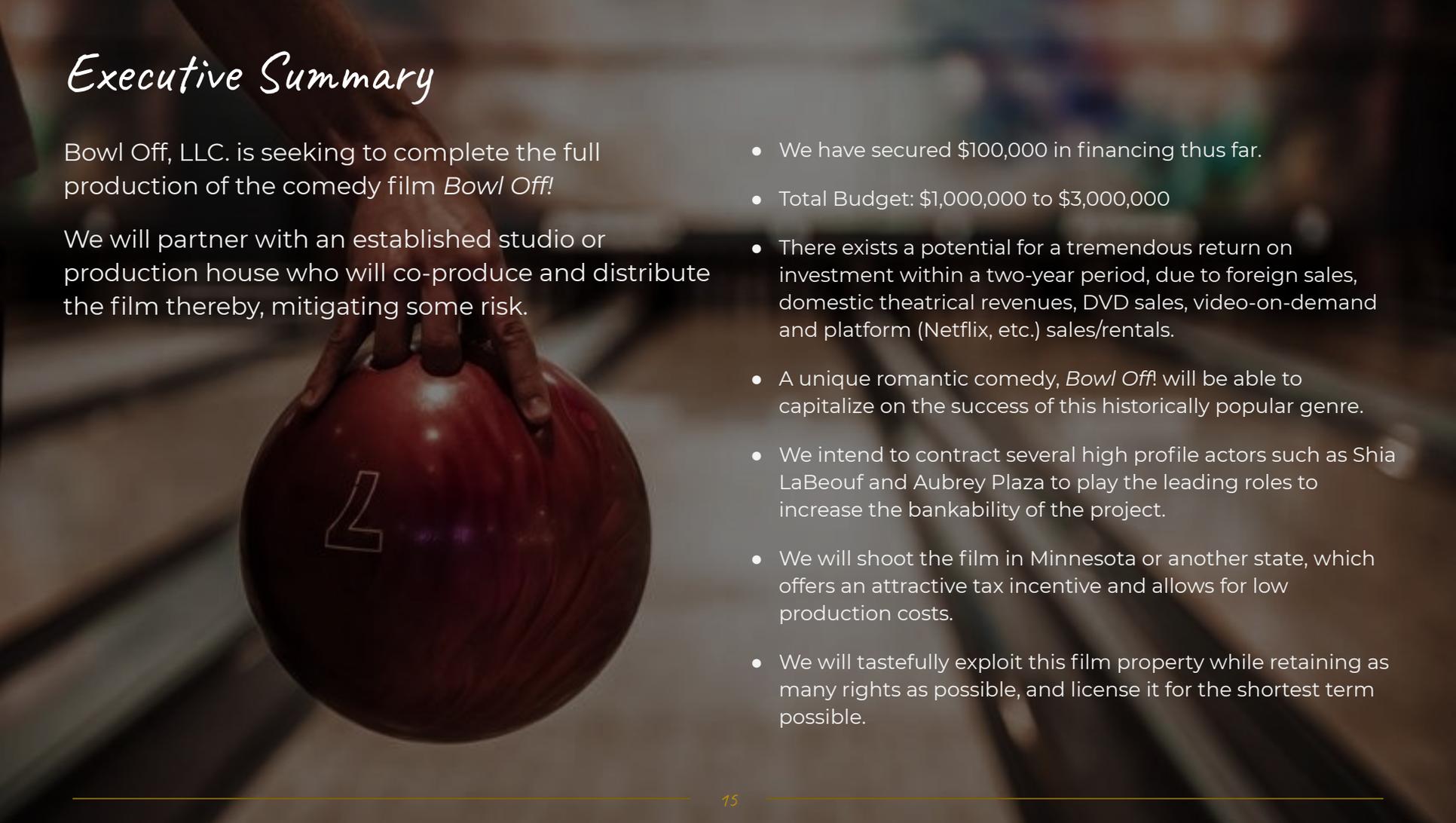


*Tina Suarez*

A person is seen from behind, standing in a dimly lit bar or restaurant. The scene is heavily overlaid with a red color. The person is wearing a dark, long-sleeved garment. In the background, there are shelves with bottles and some blurred lights. The text "Project Details" is written in a white, cursive font across the person's back.

*Project Details*

# Executive Summary



Bowl Off, LLC. is seeking to complete the full production of the comedy film *Bowl Off!*

We will partner with an established studio or production house who will co-produce and distribute the film thereby, mitigating some risk.

- We have secured \$100,000 in financing thus far.
- Total Budget: \$1,000,000 to \$3,000,000
- There exists a potential for a tremendous return on investment within a two-year period, due to foreign sales, domestic theatrical revenues, DVD sales, video-on-demand and platform (Netflix, etc.) sales/rentals.
- A unique romantic comedy, *Bowl Off!* will be able to capitalize on the success of this historically popular genre.
- We intend to contract several high profile actors such as Shia LaBeouf and Aubrey Plaza to play the leading roles to increase the bankability of the project.
- We will shoot the film in Minnesota or another state, which offers an attractive tax incentive and allows for low production costs.
- We will tastefully exploit this film property while retaining as many rights as possible, and license it for the shortest term possible.

# Project Synopsis

Because the film is limited to a few locations we intend to keep production costs relatively low. A large portion of the budget will be spent on talent. The comedic components of the story require well-timed and first-rate performances; we will attach one to three top names in order to raise the box-office appeal of the picture. A moderate budget, strong cast and great story create the potential for tremendous financial and creative success.

- **Directors:** Aaron & Matt Toronto
- **Writers:** Daniel Landes and Aaron Toronto
- **Producers:** Aaron & Matt Toronto and Dan Landes
- **Genre:** Comedy
- **Bottom Line:** Moderate budget allows for tremendous upside

# Return on Investment

The producers' goals are to partner with an established studio or production house, which will co-produce and distribute, as well as seek to maximize profits at each stage of release, both in theatrical and ancillary markets. We will give special attention to the VOD & platform markets, which have revolutionized film distribution in recent years and present significant revenue opportunities. We will also aggressively pursue distribution through new technologies, independent screening platforms and audience preferences that might develop throughout the course of production. We will also seek to monetize its soundtrack.

- First payout goes to investors until 120% of the investment is recouped.
- After 120% recoupment, the net profit is split 50/50 between the investors and the production companies. The 50% production company split consists of percentages given to the director, producers, actors, writers, etc.
- On the investment side, your individual investment reflects the percentage of the film you own.
- **Revenue Sources:**
  - Domestic and Foreign Theatrical Exhibition
  - DVD and Video on Demand
  - Television: Network, Platform, Cable and Syndication

# Distribution & Marketing

Once the film is completed, we would like to secure a theatrical release followed by DVD and other outlets of distribution such as VOD and Television. It is our goal to maximize the theatrical potential of this film. We believe one of the best ways to do this is to apply to the most prestigious film festivals to obtain exposure, press and get additional partners interested in the film.

In addition to the exposure gained by festival screenings we plan to implement a creative marketing campaign that will build organic anticipation for the release through social media and online marketing. For example, we will use YouTube, Vimeo, Facebook and Instagram for releasing pictures and video clips from the movie that can be easily shared throughout the web. Also, since the film has a strong bowling motif we will obviously target bowlers.

**Distribution Goal:** *Bowl Off!* is sold and profitable within 14 months of funding.

FESTIVAL	DATE	NOTORIETY
Sundance	JAN	One of the largest film festivals in the United States. It is the premiere showcase for independent films. A high number of films are acquired by distributors at this event every year.
Cannes	MAY	Perhaps the most widely acclaimed festival in the world, Cannes attracts buyers from American and international markets. Success here can bring wide media exposure and lucrative distribution deals.
Telluride FF	SEP	A small but elite festival that really packs a punch. Many films get sold at this festival.
Toronto FF	SEP	Slumdog Millionaire premiered here and went on to win eight Oscars
Tribeca FF	OCT	This festival now draws an estimated three million people, including every buyer in the marketplace.
BFI London FF	OCT	A top festival screening more than 300 features, documentaries and shorts from almost 50 countries

A photograph of a bowling alley. In the foreground, a rack of colorful bowling balls is visible, including red, purple, brown, green, blue, and red balls. The background shows a bowling lane with a gutter and a ball return machine, all slightly out of focus. The text "Creative Team" is overlaid in the center of the image.

*Creative Team*

# Aaron Toronto

## Director / Co-writer / Producer

Aaron Toronto has many credits as a director, writer, producer, actor and musician. He founded Toronto Brothers Studios after performing with Jeff Daniels' Purple Rose Theatre and acting in numerous films. He appeared in Jeff Daniels' indie comedy *Super Sucker*, in which he played one of his oddest roles, an agent of the Americans Against the Sexual Abuse of Home Appliances.

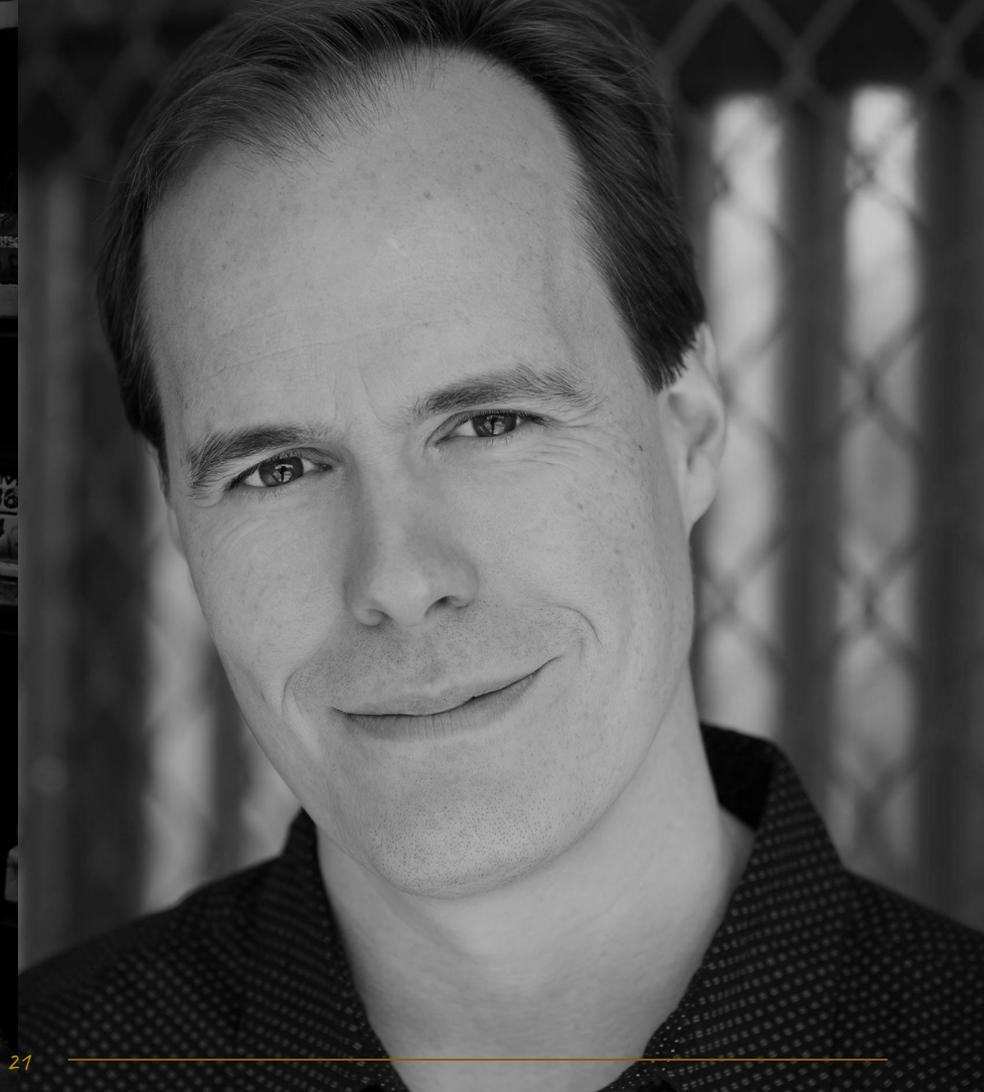
Toronto Brother's Studios produced a script he co-wrote with his brother, Matt, entitled *The Pact*. He played the lead role, Ancel Fox, and composed much of the music for the movie. *The Pact* appeared in twenty festivals internationally, and won several Best Feature awards and Audience Favorite Awards. At the Wet-Your-Pants Comedy Film Festival in Indianapolis, *The Pact* won the Best Feature and the Audience Choice awards. The Toronto Brother's second feature, *Face 2 Face*, starring Daniela Bobadilla from *Anger Management* on FX, is now available on Netflix. He is producing and directing two upcoming films, *Bowl Off!*, a comedy, and *Harper Finch*, a psychological thriller. Aaron is also developing several other film and TV projects including *Gimme Some Sugar*, *Pizza Dude*, *Face 2 Face* (the series), and *Rezball*. He and his wife, Emily Toronto, an opera singer, have two sons, Joseph and Isaac.

# Matt Toronto

## Director / Producer

Matt Toronto's directorial debut was *The Pact*, which he co-wrote with his brother and frequent collaborator, Aaron Toronto. *The Pact* played in festivals around the world, garnering a variety of awards including "Best of Festival," South Dakota Film Festival; "Best Feature & Best Director," American International Film Festival; "Best Feature & Audience Choice," Wet Your Pants Comedy Film Festival; "People's Choice," Black Hills Film Festival; "Best Ensemble Cast," Best Actors (in a) Film Festival; and The Bronze Palm, Mexico International Film Festival. Matt recently wrote and directed *Face 2 Face* (now available on Netflix), starring Daniela Bobadilla from *Anger Management* on FX, and is slated to direct several upcoming films.

He studied directing at Penn State University, where he earned an MFA, and spent several years as an Assistant Professor in the School of Theatre teaching directing, acting, and musical theatre performance. He was also the associate artistic director of the Penn State Nu Musical Theatre Festival. Matt began his professional career as an actor, performing in national tours, Off-Broadway and in regional theatres across the country. This included five seasons in the Radio City Christmas Spectacular, dancing alongside the Rockettes.



# Dan Landes

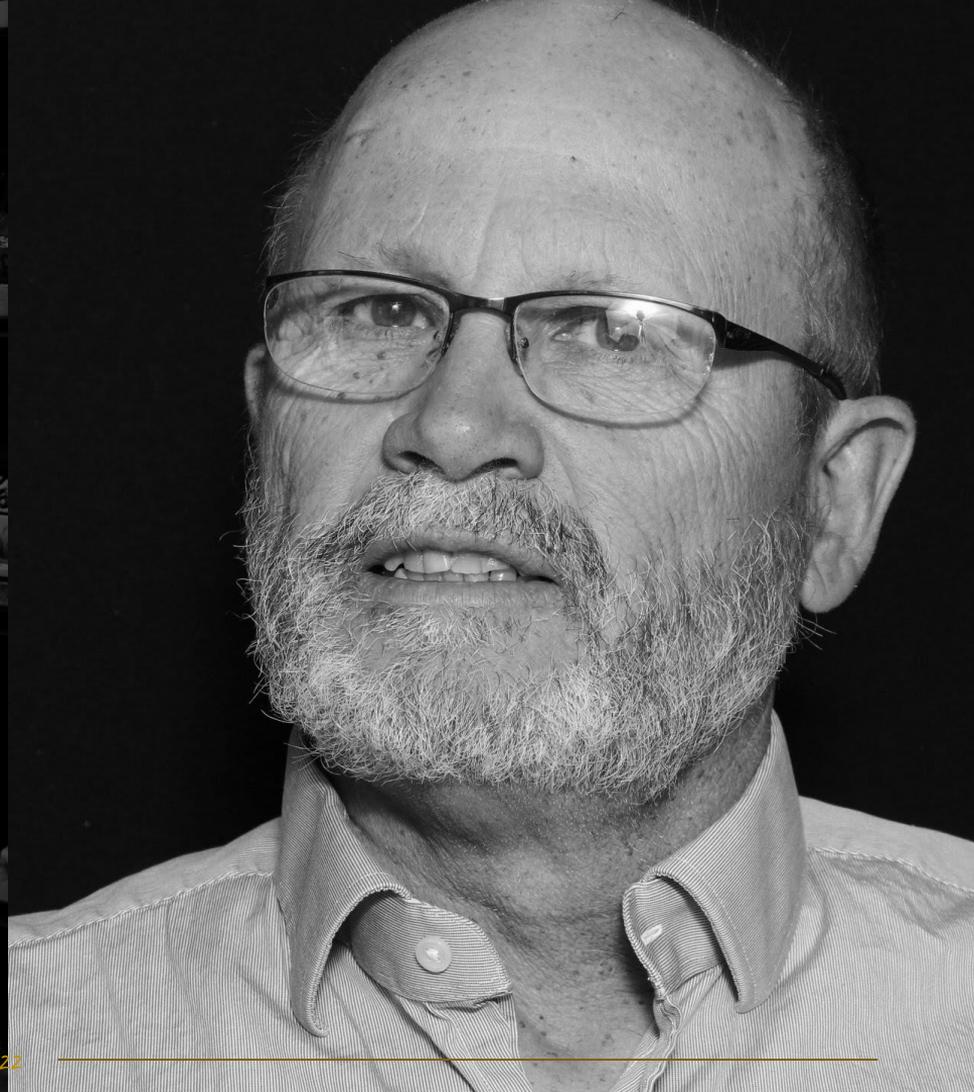
## Co-Writer / Producer

Daniel Landes recently retired from South Dakota State University, where he served as the Assistant Dean of Arts and Sciences and as a professor of English for eight years. Daniel has written, directed, and acted in numerous plays in both college and community theater productions.

Originally from Williston, North Dakota, Daniel earned a Ph.D. in English at the University of North Dakota. He and his wife Martha are now living in Rio Rancho, New Mexico where Dan continues to pursue his love of script writing, film production, bicycling and running. Daniel has a number of projects in development including a western entitled *Hang the Innocent*, a boxing script entitled *The Ticket* (based on a boxing match that took place in Las Vegas, New Mexico in 1912) and a romantic comedy entitled *Bowl Off*.

Earlier in Daniel's career, he served as the director of the theater program at the University of North Dakota-Williston where he produced a number of plays, including *One Flew Over a Cuckoo's Nest*, *Bus Stop*, *Crimes of the Heart*, *The Good Doctor*, and *Mornings at Seven*. He also wrote and produced the city of Williston's Centennial Celebration, an historic and musical celebration of the town's 100th birthday.

While serving as the head of the English and Languages department at East Central University in Ada, Oklahoma, he received an Oklahoma Arts Council grant to produce a play he wrote entitled *Governor, Governor*. As of late, his creative writing interests have moved in the direction of writing screenplays. In 2011, with a grant funded by the South Dakota Humanities Council and the SDSU English department, he wrote and co-produced a short film directed by Aaron Toronto entitled *Danny's New Teeth*.



# Risk Statement

Investment in the film industry is highly speculative and inherently risky. There can be no assurance of the economic success of any project since the revenues derived from their production and distribution depends primarily upon their acceptance by the public, which cannot be predicted. Commercial success also depends upon the quality and acceptance of other competing projects in the marketplace at or near the same time. General economic factors both tangible and intangible can also impact success.

The entertainment industry regularly undergoes significant changes, primarily due to technological advances and developments. Although these have routinely resulted in the availability of competing forms of leisure-time entertainment, such technological developments have also resulted in the creation of additional revenue sources. Many of these developments have also led to the reduction of distribution costs, which can increase profit significantly. In addition, the theatrical success of a motion picture remains a crucial factor in generating revenues in ancillary media such as DVD and television and platforms such as Netflix. Due to the rapid

growth of technology, shifting consumer tastes, and the popularity and availability of other forms of entertainment, it is impossible to predict the overall effect these factors will have on the potential revenue.

The success of *Bowl Off!* will depend partly upon the ability of management to produce a project of exceptional quality at a low cost, which can compete in appeal with higher-budgeted projects. To maximize success, management plans to participate as much as possible throughout the process and will aim to mitigate financial risks where possible. Bowl Off, LLC will mitigate risk by attracting well-known actors, co-produce with an established production house, take advantage of Minnesota's film tax incentive and by working in a historically successful genre - comedy.



*Thank you*

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