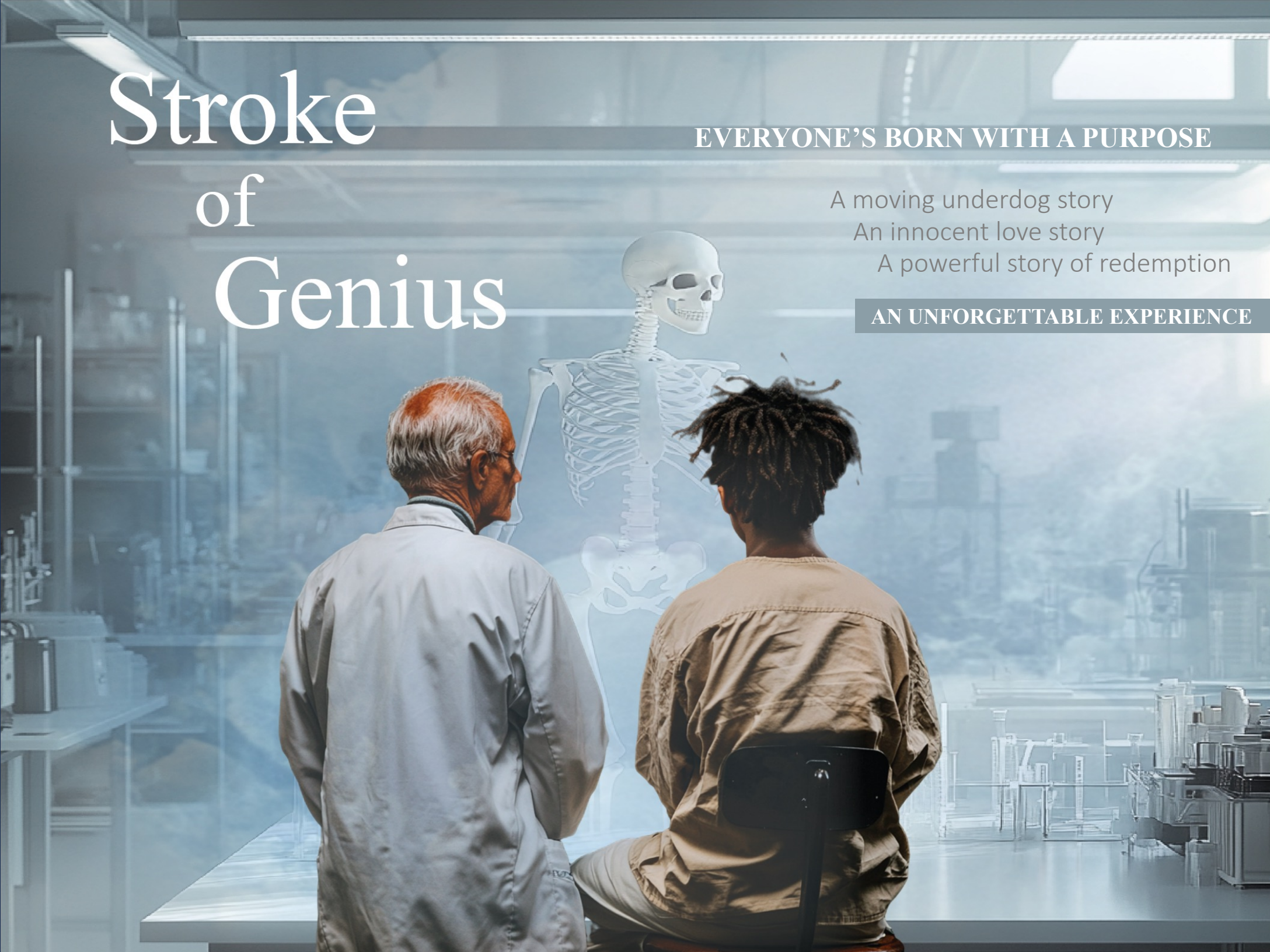


# Stroke of Genius

EVERYONE'S BORN WITH A PURPOSE

A moving underdog story  
An innocent love story  
A powerful story of redemption

AN UNFORGETTABLE EXPERIENCE





## AN EMOTIONAL & INSPIRING JOURNEY

A young man is mysteriously healed of chronic disabilities from childhood abuse after eighteen years as the subject of a cognitive restoration study. When it's discovered that the phenomenon also left him with a genius IQ, he insists on giving GOD the credit. But the head of the study, driven by power and greed, stands in his way, threatening his newfound freedom.



# WRITER'S STATEMENT

As a follower of Christ, one of my most fervent prayers has been that the ALMIGHTY and HIS Son become more real to me than anything I can see or touch. I believe that the condition of today's world bears witness to its need and failure to see beyond the physical.

This point is never more valid than when it pertains to those who suffer in silence, many who are believers. They are our neighbors, co-workers, and Church members who struggle with mental health issues, who are scared by childhood trauma and abuse, and who wrestle with accepting their self-worth. They are those in desperate need of a compelling reminder of GOD's power to heal and make whole. Stroke of Genius is a visual way to deliver that message.

Our story also highlights the extraordinary inner power of those most consider disabled. It should serve as a source of inspiration and strength for the many single parents caring for children with special needs.

It is the hope of this writer to leave viewers with a new appreciation and understanding that GOD has not changed. HIS power has not diminished regardless of the condition of this world, its culture, or our lives.

Stroke of Genius is a racially diverse film based on an award-winning screenplay.

It is a unique underdog story and a powerful account of forgiveness and redemption. The script alone has touched hearts and brought tears to the eyes of its readers; imagine the effect the visual version will have.



# THE TRUST OF A CHILD IS BETRAYED

Ty Jackson, a healthy, beautiful five-year-old boy, is robbed of his innate potential and subjected to a life with severe physical and intellectual disabilities. His mother's hopes and dreams for her son are shattered by a heinous act perpetrated by the child's father.







## MIRACLE OR SCIENCE?

Ty grows up under the care and support of a local school and institute for people living with disabilities. As a subject for the institute's Restore Study, he partakes in a daily regimen of medication, exercises, and supplements formulated to help re-establish abilities lost due to his childhood trauma. Eighteen years later, Ty wakes up in a hospital after suffering a strange cerebral accident. His doctors are dumbfounded. Ty shows no signs of disability. Further tests reveal that he's perfectly healthy, and his IQ is that of a genius. Ty and his mother believe it to be a miracle from GOD.



## THE TRUST OF A YOUNG MAN IS BETRAYED

Convinced that the institute's study is responsible for Ty's restoration, the head director fears that the relentless faith demonstrated by Ty's mother will cost the institute billions for its research. He devises a desperate and risky plan that could result in Ty's death or a fate worse than what he suffered at the hands of his father.

# POTENTIAL MAIN CAST MEMBERS\*

\*Unless under the "Attached" section, the actors represent examples of talent and are not yet attached to the project.

DOCTOR JOHNSON - SUPPORTING  
ATTACHED



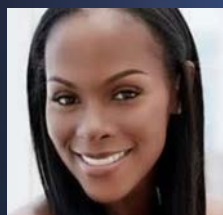
Karen Abercrombie

CLAIRE JACKSON - SUPPORTING



Kimberly Elise

Ty's strong, educated, and committed mother.



Tika Sumpter

AUDREY COOPER - SUPPORTING



Briana Middleton

The object of Ty's affection. Conflicted regarding her role in his life.



Desiree Ross

JAMES - SUPPORTING  
ATTACHED



Cameron Arnett

TY JACKSON - LEAD



Kataem O'Connor

Kind-hearted, gentle soul with a deep connection to his Creator.



Justin Cornwell

DR. HILLSSEN - LEAD



Mark Harmon

Authoritative yet hides the frustrations of a desperate man.



Corbin Bernsen





## CO-DIRECTOR & CINEMATOGRAPHER



## THE TEAM

**Joanne Hock** - One of the film industry's best-kept secrets. Joanne has served as director and cinematographer for several beautiful family and faith-based films, including *When We Last Spoke*, starring Corben Bernson, Cloris Leachman, and Melissa Gilbert.

She is an Emmy Award winner, Nichol's Fellowship screenwriting Finalist, and Americans for the Arts workshop recipient. We are delighted and blessed to have her as both co-director and director of photography for *Stroke of Genius*.





## EXECUTIVE PRODUCER



**Brian Baugh** - As a filmmaker, Brian's credits include over 25 projects, including his upcoming series, County Rescue, and I'm Not Ashamed, nominated for a GMA Dove Award for Most Inspirational Film. His business relations with industry contacts such as Netflix, Road Side, Pure Flix, Sony Affirm, and Universal make Brain invaluable to the project's distribution plan.



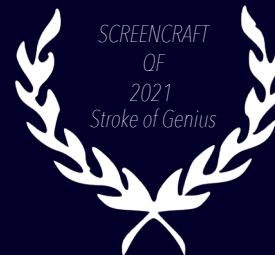
## PRODUCER, WRITER & CO-DIRECTOR



**MoriEl Randolph** - Director, Author, and award-winning Screenwriter. MoriEl writes family and faith-based content that's more dramatic than didactic. Her approach and style of writing add a fresh voice to both genres.

Over the past 25 years, she's produced over 30 productions on stage and camera, including the documentary Young Choices and the short faith-based drama Impressions.

She holds a B.S. in Cinematography, graduating as Valedictorian from Full Sail University, and a Master's Degree in Creative Writing.



# ADVISORS



## **SARA ELIZABETH TIMMINS** – Industry Consultant

Sara Elizabeth established **Life Out Loud Films** to create quality, inspiring impact films that champion women. Her films have been seen in theaters and on **HBO, Sundance, Hallmark, Amazon, Starz/Showtime** and internationally. She has worked with **Oscar & Emmy** winning talent like **Jane Seymour, Ellen Burstyn, Chris Cooper, Josh Lucas**, and **NYTimes Best Selling Author David Baldacci**. She field produced the Emmy nominated **HBO** docuseries **McMillions** for **Mark Wahlberg's** company which premiered at Sundance 2020. From concept through distribution, Sara provides consultations in all aspects of film production.



## **JEFF DEVERETT**– Film Producer/Industry Consultant/Distribution Specialist

Jeff Deverett is a producer, director, writer, and actor known for *The Samuel Project* (2018), *Kiss & Cry* (2017), *Full Out* (2015), *King of the Camp* (2008) and *My Brother's Keeper* (2004). Jeff's successful film and TV career began with distribution with New World Entertainment, Astral Communications, Anchor Bay Entertainment and his own company, Deverett Media Group.



## **KENNINGTON GROFF** – Entertainment Attorney

Kennington brings a wealth of experience in the entertainment industry and she previously worked with top entertainment executives at HBO, NBCUniversal, and Lionsgate in their business and legal affairs offices in Los Angeles and New York City. In addition to her legal work, Kennington's diverse background includes experience as a Clips Producer on Season 4 of *Weather Gone Viral* for The Weather Channel, where she was responsible for selecting, clearing and licensing viral weather footage for the show.



# ADVISORS



## **ANGELA FLOYD** – Tax Strategist and Project Accounting Advisor

When it comes to excellence within the world of financial accountability, they don't get much better than Angela Floyd. Angela's expertise and commitment to knowledgeable efficiency are evident through the services and guidance she provides the businesses she serves as CEO of Intelligent Tax Services. Mrs. Floyd frequently appears as a tax expert and TV guest in regional television, radio markets and national podcasts.



## **BRAIN BAUGH**– Director/Screenwriter/Cinematographer/Executive Producer

Brian's role as Executive Producer will be exercised primarily as the film's advisor, especially during the distribution stage of the process. His accomplishments and contacts within the faith-based and family film genre are invaluable assets to the success of Stroke of Genius.

# COMMUNITY ENGAGEMENT

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## Advocates for Those Living With Disabilities and Their Families.

Through partnerships with nonprofit organizations such as Mellwood Disability Services and Joni and Friends, members of this community can volunteer to be a part of the production.

We also seek to form community partnerships with Christ-centered organizations that support mental health and those suffering from childhood abuse.

## Faith-based Community

Our fiscal sponsor, Community Flicks' outreach efforts help to build faith-family connections directly with local churches and other Christ-centered organizations. Our producer, MoriEl Randolph, experienced firsthand the power of this outreach when a Community Flicks' premiere filled a Regal theater auditorium in Old Town Alexandria thanks to its connection with one Washington, DC-based church and youth program.

# IMPACT

We live in an age and culture where the mental and spiritual health of many who believe is riddled with overwhelming challenges. The prevalence and oppression of unseen forces on younger generations are ruining their lives and charting an alarming course for America's future.

We need compelling and lasting reminders of GOD's power, faithfulness, and the hope HE offers through HIS Son. Visual media is one of the most effective ways to present that type of reminder, and Stroke of Genius will fill that need in a memorable and significant way.

The film addresses issues such as mental health, child abuse, living with disabilities, and the effects of low self-worth. FreshView Productions is also dedicated to supporting Christ-centered nonprofits that serve those living with the above challenges through a fund furnished by 10% of the producer's prospective proceeds from the film.

Most important is the project's Kingdom impact.

In addition to the mental and emotional effect the project will have on viewers, Stroke of Genius is also a story of redemption. It serves as a captivating reminder of GOD's power and mercy. Our story manifests the heart of GOD in a deep and extraordinary way. We've witnessed this impact on script readers, including an agnostic who was brought to tears by what he read. If words on a page could have that effect on an unbeliever, imagine the visual impact on those who believe.





# MARKET

Stroke of Genius is an award-winning screenplay. It's earned laurels from six of seven major faith-based screenwriting contests. Moreover, it earned accolades from reputable secular competitions without compromising moral integrity, thus demonstrating the film's audience cross-over potential.

Most films are not financially successful because there's far too much supply and insufficient demand.

Well-made family and faith-based films are the exception, so much so that they are considered outliers within the industry.

Faith-based communities worldwide are hungry for quality, wholesome, and inspirational entertainment. Stroke of Genius will appeal to those communities. However, we believe there is a niche that will view the film multiple times and want to share it with others. This niche can be found within the niche referred to as the "religious market."

They're among the 22.8% of Americans who suffer from mental health issues.

They're among the 63.9% of adults who live with emotional scars left by childhood trauma and those who represent 89% of child abuse cases where the perpetrator was a biological parent.

Also, those among the 24.5% of single parents who care for children with special needs should find the film's story a compelling and emotional experience.

Stroke of Genius will appeal to many within those demographics. For more information regarding the returns and market for successful inspirational and family content, visit <https://bit.ly/48YON9Nor> (click here).



# DISTRIBUTION



It begins with a quality product, proof of concept, and a large consumer base. If you have those three elements, those who can profit from your product will want to do business with you. That's what we plan to offer the film industry.

Our distribution plan consists of four steps.

- 1) Maintain theatrical rights using a resource such as Fathom Events to market and distribute in theaters nationwide. According to our advisors, Fathom's platform allows content creators to keep all film rights, including theatrical. Unlike conventional distributors, Fathom plays a big part in P&A and marketing. Therefore, their fees would cost less than a grassroots self-distribution strategy.
- 2) Bypass the typical year-long festival and film market tours by using our secret weapon - executive producer Brian Baugh. His extensive contacts and relationships with major distributors and streaming platforms will give us a direct path to doors that can lead to several prospective distribution deals for the sale of streaming and ancillary rights. A successful theatrical run could spark a bidding war.
- 3) Seek to build 7.5M followers. We plan to achieve our goal by forming incentive-driven partnerships with faith-based online influencers who have large followings, church assemblies, Christ-centered nonprofits, and other media outlets, including social media, blogs, podcasts, radio, and interviews. We've chosen ten states nationwide with high faith-based populations to for our initial campaign. The campaign will be launched during development, beginning in October 2024.
- 4) Convert at least 10% of the 7.5M followers into ticket sales, resulting in theatrical proceeds that are five times the project's budget.

# SPONSORSHIP

\*Sponsor must provide FreshView Productions the opportunity to review and approve all marketing materials and publications

## Platinum Production Sponsor \$50K

- Official Production Sponsor of Stroke of Genius.
- Name branding at local Premiere.
- Special VIP set pass during shooting.
- A representative interviewed in the "Making of...PR feature."
- 3 pair of tickets to the local Premiere.
- Invitation to cast and crew wrap (end of film production) event.
- An "Official Production Sponsor" banner with your logo at all shooting locations.
- A DVD copy of the film.
- Original Movie Poster autographed by cast.
- Sponsor logo recognition on Community Flicks and Production Company's Website, Printed Promotional Material, Facebook, and other media.\*
- Sponsor's logo within film credits.

## PRODUCT PLACEMENT SPONSORS

- Advertising dollars paid for Product Placement are negotiated based on the number of scenes in which products or services are placed.
- Product placement sponsors also receive all Platinum benefits.

## Gold Production Sponsor \$25K

- Official Production Sponsor of Stroke of Genius.
- Name branding at local Premiere.
- 2 pair of tickets to the local Premiere.
- Invitation to cast and crew wrap (end of film production) event.
- An "Official Production Sponsor" banner with logo at all shooting locations.
- A DVD copy of the film.
- Original Movie Poster autographed by cast.
- Sponsor logo recognition on Community Flicks and Production Company's Website, Printed Promotional Material, Facebook, and other media.

## Silver Production Sponsor \$10K

- Official Production Sponsor of Stroke of Genius.
- Name branding at local Premiere
- 2 tickets to the local Premiere
- Invitation to cast and crew wrap (end of film production) event
- A DVD copy of the film
- Original Movie Poster autographed by cast
- Sponsor logo recognition on Community Flicks and Production Company's Website, and Facebook and other Social media platforms.
- Sponsor's logo within film credits.

## Bronze Production Sponsor \$5K

- Official Production Sponsor of Stroke of Genius.
- Name branding at local Premiere
- 2 tickets to the local Premiere
- Invitation to cast and crew wrap (end of film production) event
- A DVD copy of the film
- Original Movie Poster autographed by cast
- Sponsor logo recognition on Community Flicks and Production Company's Website, Facebook, and other media.
- Sponsor's logo within film credits.





# FILM PRODUCTION 101

## STAGE 1 | DEVELOPMENT:

We are Here

This is the stage when you determine what script you will produce, who you will produce it with, what partnerships to form, how much it will cost to produce, and how to pay for it. You've heard the phrase, "The Buck Stops Here." In film production, "The Buck Starts Here." This stage is where the film gets the "Green Light."

## STAGE 2 | PRE-PRODUCTION

This is when big decisions are made regarding casting, film locations, camera shots, shooting schedules, and everything else that must be determined and put in place before you begin production, aka shooting the film, aka principal photography.

## STAGE 3 | PRODUCTION

This is when the screenplay or script is shot or filmed. It's when the film crew, cast, and all other parts of the production team come together to bring the story to life.

## STAGE 4 | POST-PRODUCTION

This is one of the most unsung stages of film production. It's where the principal photography, i.e., what was shot, is artfully pieced together, with music, sound editing, color corrections, and special effects designed to turn the film into an actual piece of visual art.

## STAGE 5 | MARKETING & DISTRIBUTION

This final stage consists of getting the word out, which usually begins during production. Although many times, it starts during development or pre-production. It's when a distribution company, streaming platform, or aggregator comes into play to get the film in front of viewers unless it has a large enough following for self-distribute, which is essential because none of the above entities do much in the way of marketing.

# VISION STATEMENT

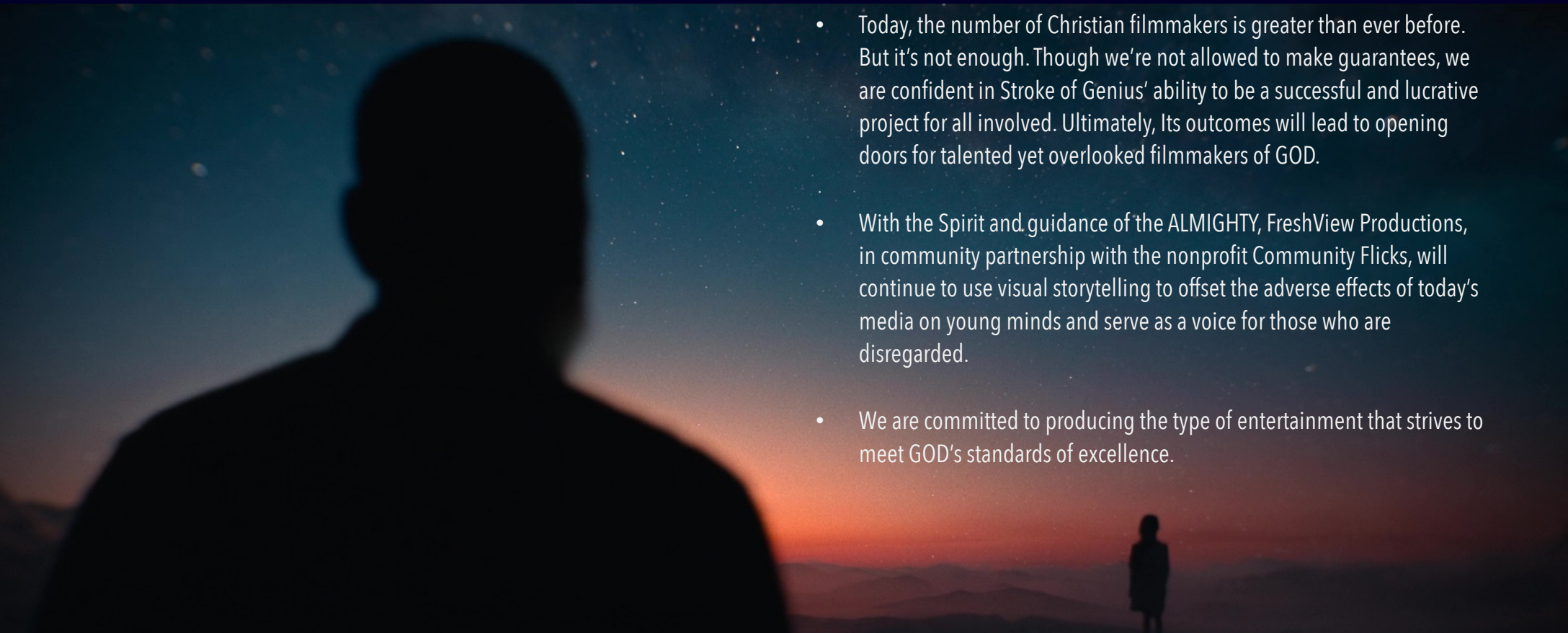
## The Ultimate Goal

The power of cinema is undeniable. This power has been dominated by secular content and an industry structured to maintain exclusivity. In the past decade, the ALMIGHTY has breached its walls, leaving a historical opening for independent filmmakers and screenwriters of faith.

Christ taught, "As long as it is day, we must do the works of him who sent me. Night is coming when no one can work."

We believe the night is upon us. There is a small window of time in which the impact of this powerful medium can be used for GOD's purpose, so we embark upon one of the most challenging of artistic journeys driven by the following:

- Today, the number of Christian filmmakers is greater than ever before. But it's not enough. Though we're not allowed to make guarantees, we are confident in Stroke of Genius' ability to be a successful and lucrative project for all involved. Ultimately, Its outcomes will lead to opening doors for talented yet overlooked filmmakers of GOD.
- With the Spirit and guidance of the ALMIGHTY, FreshView Productions, in community partnership with the nonprofit Community Flicks, will continue to use visual storytelling to offset the adverse effects of today's media on young minds and serve as a voice for those who are disregarded.
- We are committed to producing the type of entertainment that strives to meet GOD's standards of excellence.



# CONTACT INFORMATION

Production Company: **FreshView Productions**

Office: **240 302-0700**

Contact: **MoriEl Randolph, Producer**

For additional information or to set up a meeting, please contact our producer or send an email message to:

[producer@freshviewproductions.com](mailto:producer@freshviewproductions.com)

Production Office: 5627 Allentown Road, Camp Springs, MD 20746.

