



# *Upon a Starry Night*

## Film Investor Packet

Presented by Sylvia Binsfeld



## DreamWeaver Films, LLC & the Conscious Media Movement

Creating films that uplift humanity & bring healing to the planet



Best Film Award



Audience Award



Telly Award

# Confidentiality

No disclosure. The Recipient will hold the Confidential Material in confidence and not disclose the Confidential Material, or any Confidential Information in regard to it, to any person or entity without the written consent of the Owner. Thank you

**Two small children go on a dreamland adventure to Christmas Town, bringing back unexpected, life-changing gifts.**



**Genres:** Family, children's, eclectically spiritual, fantasy

**Running Time:** Approx 22 min. (Half hour television special length)

**Synopsis:** *Upon a Starry Night*...from the award-winning director of *Dorme*

The dreamland adventure begins when, after falling asleep during the singing of their mother's lullaby, a little girl and her brother are invited to the magical Christmas Town she had been reading to them about. The children are filled with delight at the sights they see, and at meeting Santa and others, who could use a hand before Christmas. During their visit the children are asked to make a decision, once they make their choice, it creates an extraordinary shift of events. What they experience changes their hearts and consciousness forever, as they understand what it means to be part of the beautiful, diverse human race. An entertaining, eclectically spiritual, healing film for all ages.

# The Dream Team

Professional Crew on Board

## Sylvia Binsfeld: Writer, Producer, Director

Sylvia Binsfeld started her career as an actress, but frustrated with the scripts she was reading, quickly moved to the other side of the camera. She is the owner of the indie production company, DreamWeaver Films, where she has produced award-winning films and music videos. Her credits include the Telly Award-winning comedic spoof, *Fall'n Angels*, and the multiple award-winning *Dorme*, which premiered at the Tribeca Film Festival, and screened in over 36 film festivals around the world. Sylvia also wrote and illustrated the picture book *Dorme: A Magical Dreamland Visit*, which comes with the *Dorme* film DVD, and is the filmmaker behind the mixed-genre documentary, "*Who Framed Mary Magdalene?*"

Recently, Sylvia founded the Conscious Media Movement, encouraging filmmakers of all genres, to step up to the plate and produce films that elevate our consciousness and contribute to society.

## Debra Raike: Associate Producer

Debbie has been involved in over 10 Board of Director positions. Throughout her career she has always held positions in: Fundraising, Advertising, House Manager, Membership, Event Planning, Marketing. These positions have included strategic planning, financial responsibilities, networking.

## Randall Love: Director of Photography

Randall Love has shot over 300 hours of prime time dramatic and documentary television for ABC, NBC, CBS, PBS, Discovery, BBC, Discovery ID, Biography, TLC, as well as for many European productions. His work has been honored with over 125 International Awards, and he has shot the highest rated shows for both *National Geographic* and *Nova*.

Randall's first major documentary credit as D.P. was *The Making of Return of the Jedi* for Lucasfilm/NBC.

Feature films include: *Little City* (Miramax) starring Jon Bon Jovi, Annabella Sciorra and Penelope Anne Miller; and *August Rush*, 2nd unit (Warner Bros.), starring Robin Williams, Keri Russell and Jonathan Rhys Meyers. He also was the director of photography on the Netflix pilot, *Blackthorne*.

He has authored over half a dozen articles on current film and video techniques in the prestigious *American Cinematographer* and *International Photographer* magazines.

## Steve Wright: Master Composer & Digital Wizard

Steve Wright is a senior visual effects industry veteran with more than 20 years of production experience on over 70 feature films, including *Traffic* and *Spy Kids 3* (IMDb). Awards Steve has received include the Dentsu Award and the Regional Emmy Award. Steve has authored two books on VFX compositing and regularly teaches Visual Effects at major VFX studios around the world such as Pixar, Disney Feature Animation, Prime Focus, and many more. [www.swdfx.com](http://www.swdfx.com)

## David Hugh-Jones: 3-D Artist

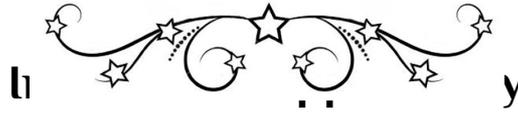
David Hugh-Jones has worked for more than 25 years in various capacities relating content creation. He started his career filming, editing, producing and directing music videos in London, England. He was famously the Head of Digital Effects at Elstree Film Studios for the controversial British sci-fi epic film *Legionnaires*. At AudioMotion Studios in Oxford he was head of 3D for many animated tv series production, series pilots and series promos, specializing in children's TV shows such as *Captain Scarlet*, *Manic Moonsters* and *Alpha Beez*. In his executive capacity, David regularly negotiated and represented the sales of 3D TV series' at MIPCOM and MIPTV festivals in Cannes, France. In 2001 David moved to the USA. David has worked on more than 50 tv/film productions wearing many hats in the last decade. He is the busiest uncredited person he knows in the realm of 3D.

## Sharon Franklin: Editor

Sharon has been editing professionally since 1996. She has enjoyed an eclectic career as an editor, with credits ranging from television specials to feature films to documentaries. The films she has edited have done well in festivals internationally, garnering festival awards and complimentary reviews in the *New York Times* and *Daily Variety*. Sharon was also the editor on our award-winning short, *Dorme*

## Mark Adler: Composer

Mark Adler (Music) is an Emmy-winning composer. He has scored numerous feature films, TV movies and Oscar-nominated feature documentaries, among them *Food, Inc.* A regular at the Sundance Film Festival, he scored the Audience Award-winning Miramax film *Picture Bride*. Other feature credits include Phil Kaufman's *Henry and June*, Paramount Classics' *Focus*, starring William H. Macy and Laura Dern; Wayne Wang's *Eat a Bowl of Tea*; Marilyn Hotchkiss' *Ballroom Dancing and Charm School*, with Robert Carlyle and Marisa Tomei; *Bottle Shock*, featuring Alan Rickman, and *Looking Glass*, starring Nicolas Cage. Adler won an Emmy for HBO's *The Rat Pack* and received a nomination for Hallmark Entertainment's *Forbidden Territory: Stanley's Search for Livingston*.



## What You Get For Your Investment:

Investor's come first! Certain costs/production costs are paid (see agmt), then the investor is paid back + 10% return on the investment. After that the Net Profits are split 50% to investor and 50% to filmmaker(s). Whatever the investor's % is of the overall budget, the investor gets that % of the investor pool!!..or dedicate your profit to a charity, who will get continued funding over the years through this film.

The holiday children's/family genre has the longest shelf life of any genre, especially a film of our caliber. *It's a Wonderful Life* has been showing yearly since 1946. *Rudolph the Red-Nosed Reindeer* and *A Charlie Brown Christmas* have been bringing in money since the early 60's, in screenings and now in DVD sales, downloads, merchandising. You could very possibly receive an income for life!

Get involved in the the making of a studio quality film. Fun perks include being a guest at the premiere and other screenings, and so much more.

## Make a Difference:

Support a minority director (Women so far have only gotten about 4%-7% of the pie when it comes to directing).

Help with the healing of the planet, by making this conscious media film possible.

## Distribution

Academy Award Qualifying Film Festivals  
Arthouse Theaters, with Dorme  
Yearly on TV at the Holidays  
DVD Purchase  
For Rent  
Netflix  
Submit to Gaiam, Inc.

Short Film Distributor  
For Download  
Gift Sets  
In the back of a storybook  
International distribution  
Miscl venues., such as on flights

---

## Merchandising





## Why Does this Film Needs to be Made?

Major changes need to take place for humanity. There is tremendous power in story. People have become complacent regarding what they watch, because they see it as an escape from everything going on, not recognizing that it is part of what is creating the problems they are trying to escape from. We are oblivious to the fact that what we watch every day affects our thinking, our being, as much as what we eat every day affects our body. We realize that if we ate sugar and junk food all day long, it would affect our physical health, but we don't want to recognize that watching junk entertainment every day will affect our mental, emotional and spiritual health.

Just recently, watching the children's/family film *Peter Rabbit*, I became aware of just how bad what we "feed" our kids' growing minds via entertainment, has gotten. Filmmakers unintentionally, without enough thought, create destructive content, within otherwise deceptively fun, entertaining films.

In this new film, the protagonist, Peter Rabbit, the sweet bunny kids relate to and love in the story, after trashing his neighbor's house decides to murder him, because he is getting in the way of his ransacking fun. Peter overhears that the man has a deadly blackberry allergy. What does the audience's sweet fuzzy friend do next? He plans to kill this man by putting him into anaphylactic shock! He pulls out a slingshot and aims for the mouth, finally getting a blackberry in. The poor man collapses, but pulls out his EpiPen, ramming it into his thigh on his way down, before losing consciousness, and barely saves himself.

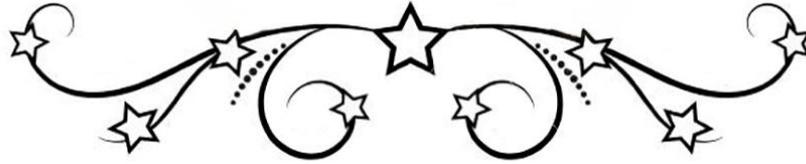
In light of the school shootings, and everything else going on in the world, what child needs to be taught "kill thy neighbor"?...If allergic Tommy has been irritating you at school, throw a little peanut into his sandwich, that'll take care of it. The horrific stories of kids gasping and dying in their parent's arms from these allergies had me in disbelief of what I just saw on the screen.

So, here's the crux, in order to write and produce films that will truly start elevating our awareness, the filmmakers need to have already raised their own, and it's a long process. We need people with higher consciousness producing our media.

# Mood Board

For Upon a Starry Night





## **Target Audience**

A film for all ages

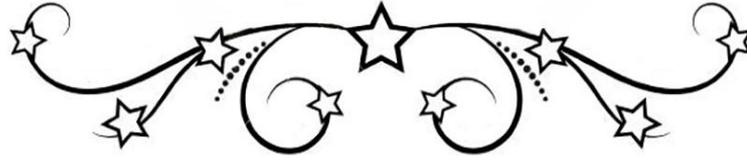
Children

Families

With the Christmas theme the film has a Christian foundation, yet it is meant to also attract the broader Spiritual Community. People seeking more consciousness (very inclusive)

People who enjoy the holiday spirit

International Audience



## Production

**Pre-production:** Pre-production has slowly started, and will increase in speed as the money comes in. We have our crew, locations, have built our sleigh and Santa's throne chair, have some of the costumes started.

**Next** we will start working on storyboards, start casting, and getting the countless props needed, costumes, set dressing, wings and many fantasy elements, shot breakdowns, catering, general production planning.

**Production:** Production will take place at 7 different locations, including Germany. We have a top-notch professional cast & crew on board who have worked on the big features coming through town. 15-16 days of filming.

**Post Production:** The VFX & 3D animation is in the hands of 2 movie veterans, I will be working with them to create an organic feeling, to all of the VFX.

**Premiere!**

# The Industry

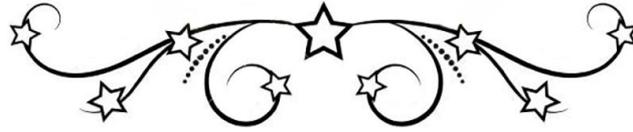
- Children's/Family films were among the top grossing movies in 2016, 2014, 2011, 2010. Parents are always looking for quality media for kids.
- The family holiday genre has the longest shelf life of all genres

**Market Share for Each Creative Type 1995-2018**

Rank	Creative Type	Movies	Total Box Office	Tickets	Share
1	<b>Contemporary Fiction</b>	6,349	\$88,301,846,095	13,932,648,904	40.95%
2	<b>Kids Fiction</b>	479	\$27,481,473,361	3,987,340,734	12.75%
3	<b>Science Fiction</b>	599	\$26,494,415,697	3,832,042,915	12.29%
4	<b>Fantasy</b>	756	\$23,777,255,574	3,387,428,325	11.03%
5	<b>Historical Fiction</b>	1,284	\$16,530,821,191	2,632,276,775	7.67%
6	<b>Super Hero</b>	100	\$16,429,502,621	2,159,724,988	7.62%
7	<b>Dramatization</b>	934	\$13,345,034,023	1,955,577,753	6.19%
8	<b>Factual</b>	2,110	\$2,756,985,883	410,975,610	1.28%
9	<b>Multiple Creative Types</b>	29	\$122,909,995	15,418,225	0.06%

Our Theatrical Market pages are based on the Domestic Theatrical Market performance only. The Domestic Market is defined as the North American movie territory (consisting of the United States, Canada, Puerto Rico and Guam).

The yearly amounts on our Theatrical Market pages are based on box office years. Each box office year starts on the first Monday of the year, so the previous year ends on the Sunday before the first Monday. For example, the "2017 box office year" started on January 2, 2017 so the "2016 box office year" ended on Sunday, January 1, 2017.



## **Abbreviated Budget For Upon a Starry Night**

Film Budget \$420,000

Pre-production: \$30,000  
Approx. 6 months

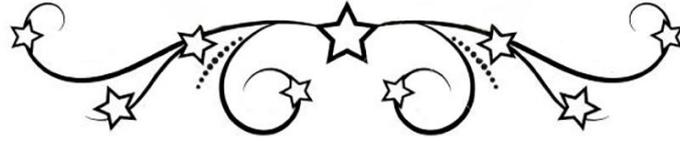
Production: \$310,000  
15 days (Includes 5 days in Germany)

Post-Production: \$80,000  
5-7 months



## Film Marketing & Publicity

1. Enter it in Academy Award qualifying film festivals
2. Shorts Distributor
3. TV and Radio Interviews.
4. Public Speaking Engagements
5. Social Media (Campaign already starting)
6. Trailer
7. Conscious Media Movement
8. Blogs
9. Magazine Articles



## Comparatives

(Though this film is unique in content...these films have the similar warm, story feeling)

It's a Wonderful Life

A Charlie Brown Christmas

Rudolph the Red-Nosed Reindeer

Miracle on 34th Street

The Secret of Roan Inish

The Little Princess

A Christmas Story

Dorme (The big difference is Dorne has no dialogue, Upon a Starry Night has a script/dialogue/story)



## Trailer Link: Upon a Starry Night

Note: Wings are a work-in-progress. They will be more natural.

<http://www.dreamweaverfilms.com/films/upon-a-starry-night/>

## Lullaby Film Link: Short, Award-winning, Dorme (wordless)

Note: This was ahead of it's time special effects wise. Now, for this new film, VFX are light years further along.

<http://www.dreamweaverfilms.com/films/dorme/>

Contact: Sylvia Binsfeld (707) 291-8705    Sylvia@DreamWeaverFilms.com