

The NAME

IDENTITY IS A BIRTHRIGHT

ANGELA BASSETT CICELY TYSON LENNY KRAVITZ KATLYNN SIMON SMITH ROSELYN SANCEZ
SEBASTIAN SIEGEL LUCY LIU VERNON JORDAN SHARON LEAL JANELLE MONAE

by
Minyon Moore

Logline

the

Genre:
Drama, Romance

Logline
A fiercely brilliant and successful neurosurgeon from a prominent and wealthy family, struggles to deal with her life after a tragic accident forces her to confront her painful past and a deeply held secret.

EnVision. Believe. Create

Identity is a
Birthright



Our Plan

- Feature Film
- Weekly TV Drama
- Soundtrack (i-Tunes, Spotify, Tidal)
- Digital Presence
- Fashions Icons
- Promotional Tour

Overview

EXECUTIVE SUMMARY

Overview: The Name is an original screenplay written by Minyon Moore that tells the story of a fiercely brilliant and successful neurosurgeon (Blakely Michele Luray) who must face her deepest secret when tragedy strikes her family. The Luray's are an incredibly proud, highly accomplished African American family from Los Angeles who embody the most auspicious qualities of hard work, notoriety, and achievement; however, a family secret that only Blakely knows has the power ostensibly jeopardize the Luray family legacy and the decades of hard work it took to create it. In the end, Blakely realizes that the truth is the only thing that can keep her family, her bond with her daughter, and her own identity intact, and that personal satisfaction and integrity are more powerful than any public acclaim. The film will incorporate musical elements to underscore the emotions that the characters and family experience during this deeply moving journey of growth, temporary division, and ultimate reconciliation.

Opportunity: Currently there is a tremendous amount of momentum around films that feature a predominantly African American cast including the producer and director roles. Successes of films such as *Hidden Figures*, *Fences* and, of course, *Moonlight* only serve to highlight the increasing favor that audiences are holding for authentic stories that convey truth and bring a sense of hope to circumstances where it didn't exist before. The media industry continues to document numerous examples over the past few years where films in this genre that focus on African American culture

and stories outperform their peers at the box office and in ratings.

We are looking to develop The Name independently to control its rights and launch at a major film festival such as Sundance in 2018, and/or get bought by a digital network such as Netflix or Amazon. There are many first-rate actors who have already expressed interest in being a part of this project. We also believe that we will be able to market the film in novel ways because of the relationships that we have through social media, events, and other sponsor partnerships.

We are bringing a bevy of top notch resources to The Name including prominent talent, relationships with state film programs, production studios, producers and directors. One of the executive producers of the film is a new media venture fund called Future Media Ventures that has an advisory team of media and film executives with decades of experience in the industry. They will be a part of the production process and will help construct the budget, integrate its advisory team into the project, and provide other financial and non-financial resources to ensure the success of the film.

Timeline: The Name will begin production in late summer / early fall 2017.

Investment Details: The current budget is approximately \$5 million with the goal of raising \$3 million in equity to finance the film. The difference will be made up from state tax credits, senior debt, and gap financing backed by a mix of domestic and foreign sales.

Feature Film

OUR PLAN:

Create an unforgettable classic film that will inspire audiences everywhere, and make them cheer, cry, laugh and love.

We will be bold and explore new ways in which people can experience these characters, their relationships, the settings and situations.

INT. DREW GRANT MEDICAL CENTER - OPERATING ROOM - NIGHT

There is pandemonium in the operating room as prominent neurosurgeon, DR. BLAKELY MICHELE LURAY, races to save the life of a young female. The cardiac monitor begins to show chaotic activity. The patient stops breathing.

DR. BLAKELY LURAY

Her vitals are shutting down! We have to stabilize her. Her BP keeps dropping. We are losing her. Where's the oxygen? Start CPR now... Let's go! Let's go!

The medical team rushes to perform CPR as they try to get air into the patient's lungs to restart her heart. Before zapping her chest with two daunting paddles you can hear beeps coming from the cardiac monitor. A flat line appears on the monitor.

TITLE CARD: FIVE MONTHS EARLIER

SAMPLE CAST I

OUR PLAN:

The NAME will be the beginning of shaping new realities and new images
Drama, heartbreak and dreams coming true; these are the ingredients of a gripping feature film.

The NAME will present individual and collective lives of the famous and wealthy Luray family. Success, power, fame and wealth will drive this captivating film that will have amazing character development and intriguing subplots.



SAMPLE CAST

SAMPLE CAST II

OUR PLAN:

The **NAME** will be the beginning of shaping new realities and new images

Digital Presence

DIGITAL / SOCIAL MEDIA PRESENCE

Digital Media

Faster technology and more mobile styles are changing the when, where, and how consumers are entertained. Studios are simultaneously making digital versions of their movies available when the home video is released.

iPad

iPod

iPhone

Android

Samsung

Kindle

Wi-Fi

Hulu

Apple TV

Google TV

Netflix

Flickr

Facebook Live

AT&T

Microsoft

Pinterest

Tumblr



Social Media

INFLUENCE CHANNELS: SOCIAL MEDIA

The largest portion of our social media content will be generated by the cast members and through their own social media accounts. The first phase will require that we build a profile for THE NAME online. Leading up to the release of THE NAME, we will begin to build a social media presence through our integrated marketing and advertising campaign. We will build the brand THE NAME on our website, on social media platforms and through general advertising and marketing as a way to garner excitement about the film's release. At the appropriate time, we will have live tweet events and Facebook live events. We will post from the events that cast members will be attending in order to create additional buzz marketing around our film. We will encourage other event attendees to do the same - to interact with followers throughout the promotion season and share the experience with fans who are not in attendance to build on the brand - THE NAME.

Twitter:

- We will set up a Twitter account for the film and events, which we will start using a few months ahead of the release to build attention and brand awareness for the movie.
- Account name: @THENAME and create a series of hashtags that reflect the movie's iconic nature such as #CELEBRATETHENAME.
- We will identify key influencers who can tweet or retweet about THE NAME and we will engage people who have the top "Twitter Accounts to Follow" distinction.
- All events regarding THE NAME will have live tweeting capabilities.
- Engage others to join and live tweet from their accounts
- Interact with followers throughout cast attended events to establish connectivity between those in the room and virtual guests.

Facebook:

- We will create a presence on Facebook through an account focused on THE NAME movie.

Instagram:

- Post pictures and live videos on Instagram before, during, and after any events or premieres - showing behind the scenes footage as well.
- Create location on Instagram so attendees and cast members call all tag "THE NAME" in their posts.

Email:

- Use email listings to drive traffic to the MOVIE PREMIERE and include a 25-day countdown to the event.

Website:

- We will work with the web team to coordinate messages and assist in including a PR element on the site such as social media account links, press releases and earned media hits, and contact information for press inquiries.

**Add social media logos for (Twitter, Facebook, IG and email icons)*

@THENAMEMOVIE • #THENAMEMOVIE • #THENAMEPREMIERE • #CELEBRATETHENAME



Media Management

INFLUENCE CHANNELS

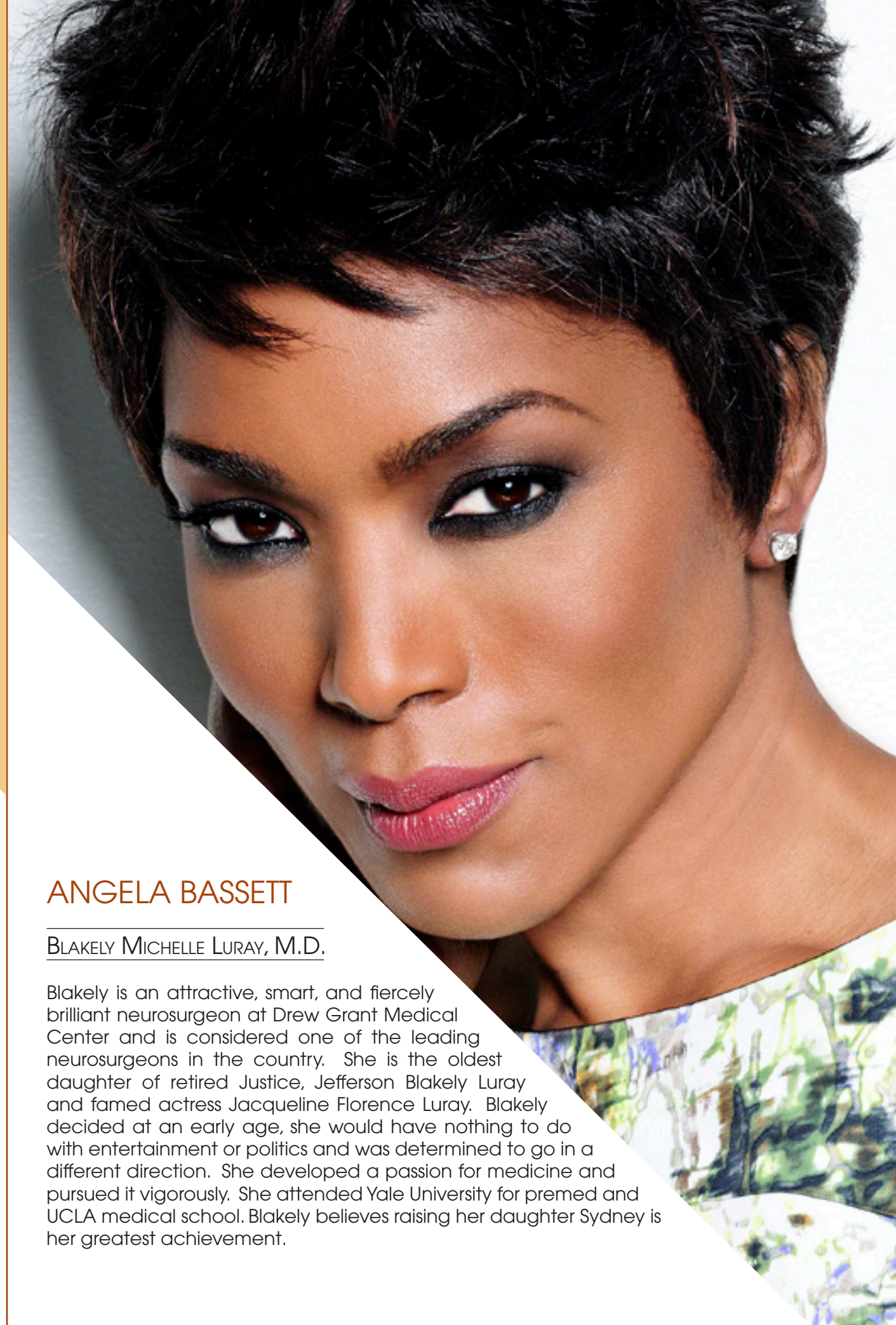


Fashion Icons



the NAME
12

the NAME
13



ANGELA BASSETT

BLAKELY MICHELLE LURAY, M.D.

Blakely is an attractive, smart, and fiercely brilliant neurosurgeon at Drew Grant Medical Center and is considered one of the leading neurosurgeons in the country. She is the oldest daughter of retired Justice, Jefferson Blakely Luray and famed actress Jacqueline Florence Luray. Blakely decided at an early age, she would have nothing to do with entertainment or politics and was determined to go in a different direction. She developed a passion for medicine and pursued it vigorously. She attended Yale University for premed and UCLA medical school. Blakely believes raising her daughter Sydney is her greatest achievement.

Jefferson & Jacqueline



MORGAN FREEMAN

Patriarch:
JUSTICE JEFFERSON BLAKELY LURAY

The Governor of CA appointed Justice Jefferson Luray to the California Supreme Court. He was the first African American appointed to this prestigious position and is still considered one of the greatest jurist of the 21st century. Justice Luray served on the bench for over 30 years. He retired from the courts due to health related reasons. Married to famed actress Jacqueline Florence Luray, they have three very accomplished daughters, Blakely Luray, MD, Congresswoman Jennifer Luray-Kagan, and singer, Elisa Diane Luray. Jefferson is considered an exemplary father and husband and was determined to be a strong role model for his daughters.

CICELY TYSON

Matriarch:
JACQUELINE FLORENCE LURAY

Admired around the world for her roles on screen and her philanthropic work with children, Oscar nominated actress, Jacqueline Luray, continues to be a trailblazer in the entertainment industry. She is considered one of the most sought after actresses in Hollywood. She is regal and elegant and has timeless beauty. She has been married to Jefferson Blakely Luray for nearly 40 years, and is often credited for putting her family first. Jacqueline is considered the disciplinarian of the Luray family. She pushed her daughters to be independent and to work hard to achieve their dreams.

GARRETT & SYDNEY

COMMON

Blakely's Love Interest:
GARRETT HUGHES

Garrett is Blakely's first and arguably only true love. They met in their junior year at Yale University. Garrett majored in theater and was introduced to Blakely through mutual friends. In many ways, Garrett was everything Blakely wasn't looking for – yet his self-assuredness and easy manner drew her in. Additionally, she admired his love and commitment to young people aspiring to be theater buffs. After graduation he moved to London to study abroad. Garrett returned to the United States and is the dean and a professor NYU.



KATLYNN SIMON SMITH

Blakely's Daughter:
SYDNEY LURAY

Sydney is a student at Emerson Magnet High School and has decided to follow in the footsteps of her grandmother and aunt. She is a gifted singer and has a true love and passion for singing and acting. She plans to major in music and will be attending Yale University or NYU in the fall. While her mother Blakely would prefer that she take a different path, she has decided to let her follow her own dreams.

JENNIFER & DAVID

SHARON LEAL

Congresswoman:
JENNIFER MARIE "JENNY" LURAY – KAGAN

Jennifer is the middle daughter of Jefferson and Jacqueline Luray. She is married to (David Kagan) an Investment Banker on Wall Street and has 11-year-old twins (Chloe and Conor). She represents the 9th District of Brooklyn, New York. Jenny is currently serving her second term in Congress as one of the youngest female members on Capitol Hill. Jennifer, a buttoned up professional, has always been intrigued by politics and her Father's work on the courts. She found her voice while in school at Columbia University. She became a passionate advocate and activist for the unprivileged and disenfranchised population of NY.



SEBASTIAN SIEGEL

Married To Jennifer:
DAVID KAGAN

David is an investment banker on Wall Street. A dedicated father and husband, he and Jenny must adjust to their demanding careers while raising 11-year-old twins. David is the stable force in the home due to Jennifer's congressional schedule. They choose to keep the family in New York while she travels back and forth to Washington, DC

ELISA & TERESA

JANELLE MONÁE

Blakely's Sister:
ELISA DIANE LURAY

Elisa is a strikingly beautiful young woman. She is the youngest of the Luray daughter's. She is a graduate of Stanford where she majored in music. Following in her mother's footsteps, she has become an international singing sensation with the release of her second album. Elisa is fun-loving, street savvy and wise beyond her years. She found trouble if it didn't find her as a child growing up. She was the center of attention whenever she stepped into a room. She is the bridge between her sisters and their mother with whom she enjoys the closest relationship.



ROSELYN SANCHEZ

Blakely's Best Friend:
DR. TERESA CARAWAY

Teresa Caraway is Blakely's best friend from medical school. From different backgrounds (Teresa working middle class) bonded over many nights of studying and cramming for test and caring for Sydney. She is the only one who knows Blakely's deep dark secret. Both are neurosurgeons at Drew Medical Center.

LURAY WOMEN





Production Team:

MINYON MOORE, *Writer/Producer*

SCOTT ANNAN, *Executive Producer*

SHERRI BLOUNT, *Attorney/Executive Producer*

CICELY TYSON, *Executive Producer*