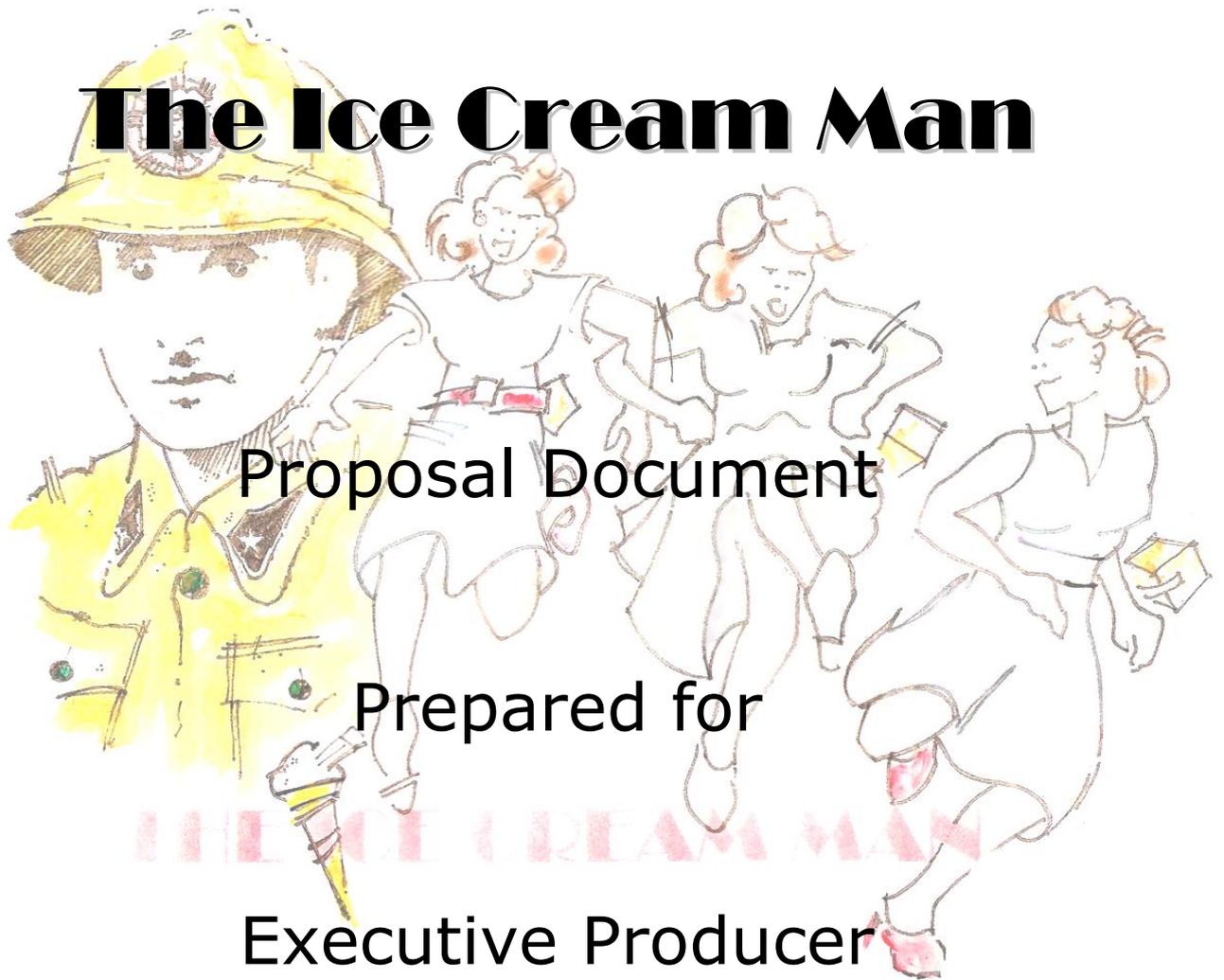


The Ice Cream Man



Proposal Document

Prepared for

Executive Producer

(Investor)

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1. Executive Summary

The Ice Cream Man is the true story of Writer/Director Ronnie Papaleo's parents. Reflecting on life through the Second World War, we see how the couple met and how the family coped in very difficult times.

The intention is to produce a mini-series for TV aimed at a wide audience focusing on 9pm Sunday evening slot, in 2 x 1Hr episodes, although a full cinematic release has not been ruled out.

A full production budget is estimated at just over £1.3M¹, and our research has shown that current commissions for quality period drama with ITV and the BBC are achieving figures of between £1.4M and £2M.

At this stage the production team are actively encouraging expressions of interest from Executive Producers and would welcome the opportunity to discuss how the structure of any financial involvement may develop.

2. Phase 1 - Development

A first draft of the script is complete, along with supporting storyboards, research materials, and technical details with regard to certain key areas of the story, in particular the military campaign in North Africa, and the bombings in Liverpool. Our writer is passionate about the detail and feels very strongly that the story should mirror as accurately as possible the actual events that took place.

During the development phase, the production team along with the help of some good friends and volunteers have produced a short promotional film the purpose of which is to give the viewer a feel for the story and demonstrate the look and style of the film. It is the intention to shoot the final film using digital HD technology to ensure the future proof of the product with Blu-Ray sales etc.

This phase will include the preparation of a shooting script and any further research required with regard to props, vehicles etc.

¹ See attached Draft Budget
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3. Phase 2 – Pre-Production

This phase includes all the preparations for the shoot, cast and crew members are hired, and studio/locations are finalised. The director, assistant director, production manager and producer plan the sequence for shooting. The director, production manager and designers will work together to outline the visual look for the film and commence set-build, costume design and props etc.

4. Phase 3 - Production

It is intended to base the vast majority of the production utilising existing industrial units Brampton, using local suppliers and tradesmen wherever possible. The production team and crew will be kept relatively small with a focus on building a team that can multitask and all adopt a 'hands-on' approach.

As previously mentioned, it is intended to shoot fully digital which provides a number of benefits both financially and with regard to quality, including the ability to produce instantly reviewable footage. The largest part of the budget will be spent in this phase and will include material costs associated with setbuild, crew and cast wages, and equipment purchase and hire.

5. Phase 4 – Post Production

This is the final part of the film making process where the film is edited and the sound and musical score is added. This stage also includes the addition of graphics, CGI Special effects, colour grading, audio dubbing and mastering, and ensuring conformity with broadcast output standards.

6. 'The Bigger Picture'

In addition to making and releasing 'The Ice Cream Man' the production team are confident that an opportunity exists to use this initial production as the launchpad to establish a permanent production studio based in Brampton serving the north of England and Scotland, with the intention of going on to produce further films and documentaries and providing a base for TV commercial/ads to be made.

The north of England, specifically Cumbria has a wealth of creative talent yet sadly is not well served with the facilities required to cost effectively produce quality media material and the establishment of 'Shepherds Pie' studio's would certainly help to fill that gap whilst at the same time assist in the development of local talent.

7. Summary

The opportunity to be involved at the early stages of what will be a very productive and profitable business venture whilst at the same time developing and supporting local talent is a rare one, and we would very much welcome the opportunity to discuss it further with you.

We are aware of various tax breaks² and incentives available to film investors, and would urge any potential investor to research this further.

Specifically with regard to the HMRC EIS Scheme, The Ice Cream Man Movie Ltd is currently going through the process of qualification within the scheme to ensure compliance. In addition we are also aware of various funding bodies that have schemes that can assist with finance interest etc for film projects, and it would be our intention to investigate this type of assistance fully.

8. Contact

Ronnie Papaleo – Writer/Director – eagleslanded@supanet.com 07764 374 694

Pete Crouch – Production Manager – pete@pinktulip.co.uk 07811 329870

² <http://www.hmrc.gov.uk/eis/>

9. Draft Budget

The Ice Cream Man Movie Ltd - 2 x 60 Min films for TV

Exec Producers - TBC

Producer - TBC

Director - Ronnie Papaleo

Production Manager - Pete Crouch

Category Description	Original	Total	Variance
Story/Script/Research Development	£ 15,000.00		
Producer/Exec/Director	£ 60,000.00		
Artists/Stunts/Crowd/Tech Advisors	£ 183,250.00		
Total Fringes	£ 20,000.00		
Total above the line	£ 278,250.00		
Production Unit Salaries	£ 85,400.00		
Assistant Directors/Continuity	£ 59,400.00		
Crew - Camera	£ 44,250.00		
Crew - Sound	£ 24,200.00		
Crew - Lighting	£ 55,300.00		
Crew - Art dept	£ 65,000.00		
Crew - costume and makeup	£ 25,300.00		
Crew - Editing	£ 14,000.00		
Camera/Add equipment	£ 14,000.00		
Materials Design	£ 90,000.00		
Materials Cost/MU	£ 20,000.00		
Production equipment	£ 55,700.00		
Studio/Location	£ 100,000.00		
HD Tape stock	£ 2,000.00		
Picture/Sound post production	£ 115,000.00		
Music	£ 51,000.00		
Travel and Transport	£ 45,000.00		
Hotel and Living Expenses	£ 85,000.00		
Office Expenditure	£ 18,000.00		
Stills	£ 7,500.00		
Insurance/Finance & Legal	£ 25,500.00		
Total Fringes	£ 24,800.00		
Total Production	£ 1,026,350.00		
Total above the line	£ 278,250.00		
Total Below the line	£ 1,026,350.00		
Grand Total	£ 1,304,600.00		

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