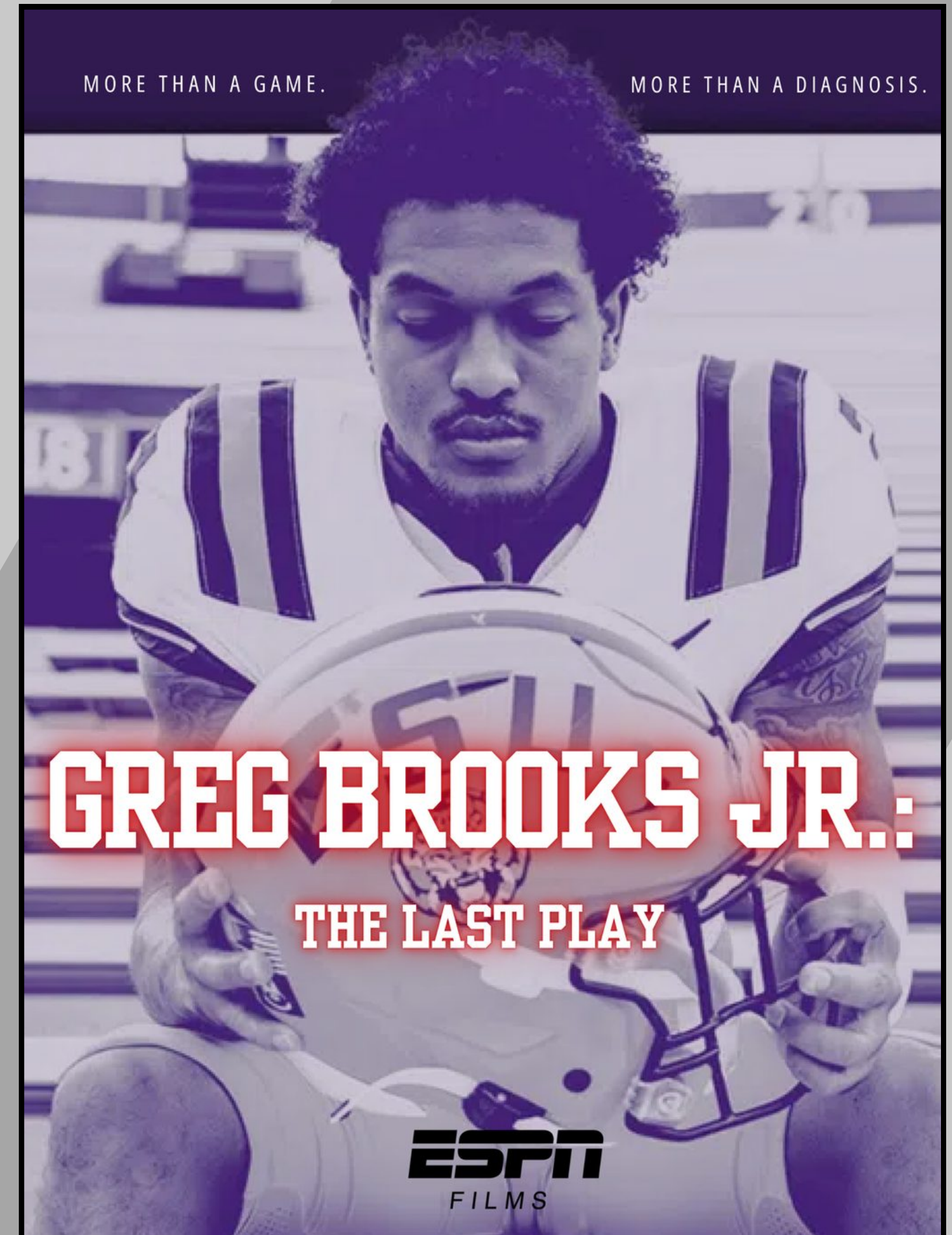




Presented By: Chengtian, Madison, Milena, & Raven

GREG BROOKS JR.: THE LAST PLAY

DOCUMENTARY PITCH DECK





Greg Brooks Jr.: The Last Play

INSPIRATION

OUR PURPOSE



- Greg Brooks Jr.'s story deserves to be told
- Intend to raise awareness of negligence and discrimination in the sports industry

WHAT THE STORY REPRESENTS



- Bigger than football
- Represents all young athletes who have faced similar injustices

WHY NOW?



- Mental Health Issues, Medical Discrimination, and Treatment of Athletes are discussed more than ever

WHY US?



- Ambitious college students connection
- Ability to empathize in ways other filmmakers cannot

TALENT

Greg Brooks Jr.: The Last Play



DIRECTOR

SAMANTHA KNOWLES

Tangled Roots
(2020)
*Generation Impact:
The Coder* (2021)
How We Get Free
(2024)
Black and Missing
(2022)



CINEMATOGRAPHER

GABRIEL PATAY

Atlanta (2022)
Swarm (2023)
*Joe Pera Talks With
You* (2019)



WRITER

DAVE ZIRIN

The Nation
Democracy Now

"Welcome to the
TerrorDome: The
Pain, Politics, and
Promise of Sports"



PRODUCER

MAVERICK CARTER

SpringHill Production
Company
Shooting Stars (2023)
Black Ice (2022)



EDITOR

DEVIN CONCANNON

LuLaRich (2021)
Fyre Fraud (2019)
The Last Dance
(2020)



ARCHIVIST

Yael Chanoff

Athlete A (2020)
Audrey and Daisy
(2016)
*An Inconvenient
Sequel: Truth to
Power* (2017)

PRODUCTION

will rely on personal interviews with people in Greg's life, professionals, and others involved in the events. We'll incorporate archival footage as well as cover his day-to-day life, and rely on in-depth research to tell his story to the fullest.



Greg's Hometown: Harvey, Louisiana → interviews/footage in his home/his day to day life

Louisiana State University: Baton Rouge, Louisiana
Interview coaches, medical athletic staff, past teammates, possibly Brian Kelly

Attorney Interviews: New Orleans, Louisiana

PRODUCTION TIMELINE

Estimated 12-14 months

Pre-Production
June – July 2026

Production
Phase II: Post-Trial/TBD

**Final Cut &
Distribution**
April – June 2026

Development
March – May 2026

Production
Phase I: August –
October 2026

Post-Production
November – March 2026



TARGET AUDIENCE

- American Males ages 16 – 40
- NCAA/College Football/NFL Fans
- Fans of other sports
- Engage in sports content on streaming platforms and social media

DISTRIBUTION

STREAMING PLATFORMS

- Primary focus on direct-to-streaming release
 - Netflix, Amazon Prime Video, or Hulu (ESPN+)
- In-platform marketing campaigns utilizing algorithms to reach sports fans, documentary lovers, and more!
- Opportunities for increased global reach (international sports fans)

ESPN... ANOTHER LIFE ON CABLE

- ESPN Network has a large, sports-loving, and loyal audience.
- Greater opportunity for airing film around major sporting event coverage where there will be guaranteed increased viewership.

DISTRIBUTION

LIMITED THEATRICAL RELEASE

- Major cities like New Orleans and Baton Rouge:
 - Special screenings, Q&As
- Connect with local communities who have strong ties to NCAA SEC Football

COLLEGE SCREENINGS

- Colleges in Louisiana/surrounding states will have special screenings to target younger audiences interested in college football
- Historically Black Colleges and Universities (HBCUs) could draw in target demographics and invite young POC to resonate with Greg Brooks Jr.

ANCILLARY RIGHTS



MARKETING STRATEGY

Leverage Social Platforms To Bring Awareness

- Instagram
- X
- TikTok
- YouTube

Feature: BTS Footage, Teaser & Full Trailer, Editorial Segment Clips, Athlete Promotions (NCAA, NFL)

#TheLastPlayChallenge: Encourage users to share their stories of health struggles and overcoming adversity

KPIs To Look Out For

Engagement: Likes, Comments, Follows, Hashtag Usage, Views, Shares



MARKETING STRATEGY

PAID MEDIA

Ads On Sports Podcasts, YouTube, Instagram

Programmatic Ad Buys: Display Ad, Banner Ad

Placements: ESPN, Fox Sports, Prime Video



PR & EARNED MEDIA

Coverage: Sports Illustrated, The Athletic, People, GMA

Interviews With Greg: Video, Podcasts, Articles

Early Screenings For Select Audiences

Benefits: Generate buzz pre-release, word of mouth, expand our audience





Greg Brooks Jr.: The Last Play



INVESTOR STRATEGY

**FINANCIAL SUSTAINABILITY + CREATIVE
INDEPENDENCE**

Investor Types:

- Equity Partners
- Philanthropic Foundations
- Brand Sponsors
- Educational Platforms

FIRST-LOOK AGREEMENT

Goal: Secure early interest from major streaming platform

- Target Platforms: Hulu, Netflix, Amazon Prime Video or ESPN+
- Strong track record with sports + social justice docs
- Potential for pre-sale funding or development input
- If declined, rights revert to us

Why It Works:

- Signals market value early
- Builds investor and press confidence
- Inspired by Blumhouse's 10-year first-look deal with Universal
- *(Case: Jason Blum's Blumhouse Productions, HBS)*





Equity, Foundation, and Brand Partners

Equity Investors:

- The SpringHill Company (LeBron James)
- ESPN Films
- Roc Nation Sports
- Skydance Sports

Foundation Support:

- Ford Foundation (JustFilms)
- NCAA Sport Science Institute
- Directly relevant: The case involves NCAA oversight and health policies

Brand Sponsors:

- Gatorade (PepsiCo)
- Under Armour
- Headspace
- Jordan Brand

Value These Partners Bring

What They Contribute:

- Financial investment
- Media reach and built-in audiences
- Co-branded marketing opportunities
- Network access for festivals, press, and platform connections

Example Integration:

- Headspace co-branded short series on recovery
 - Under Armour sponsorship of screenings or athlete panels
-



Greg Brooks Jr.: The Last Play

MICRO- BUDGET

- In documentary filmmaking, a micro-budget typically refers to any production under \$500K
- This model emphasizes creative control, cost discipline, and maximum impact with minimal waste

Strategy Application in Our Project

Multi-Role Crew

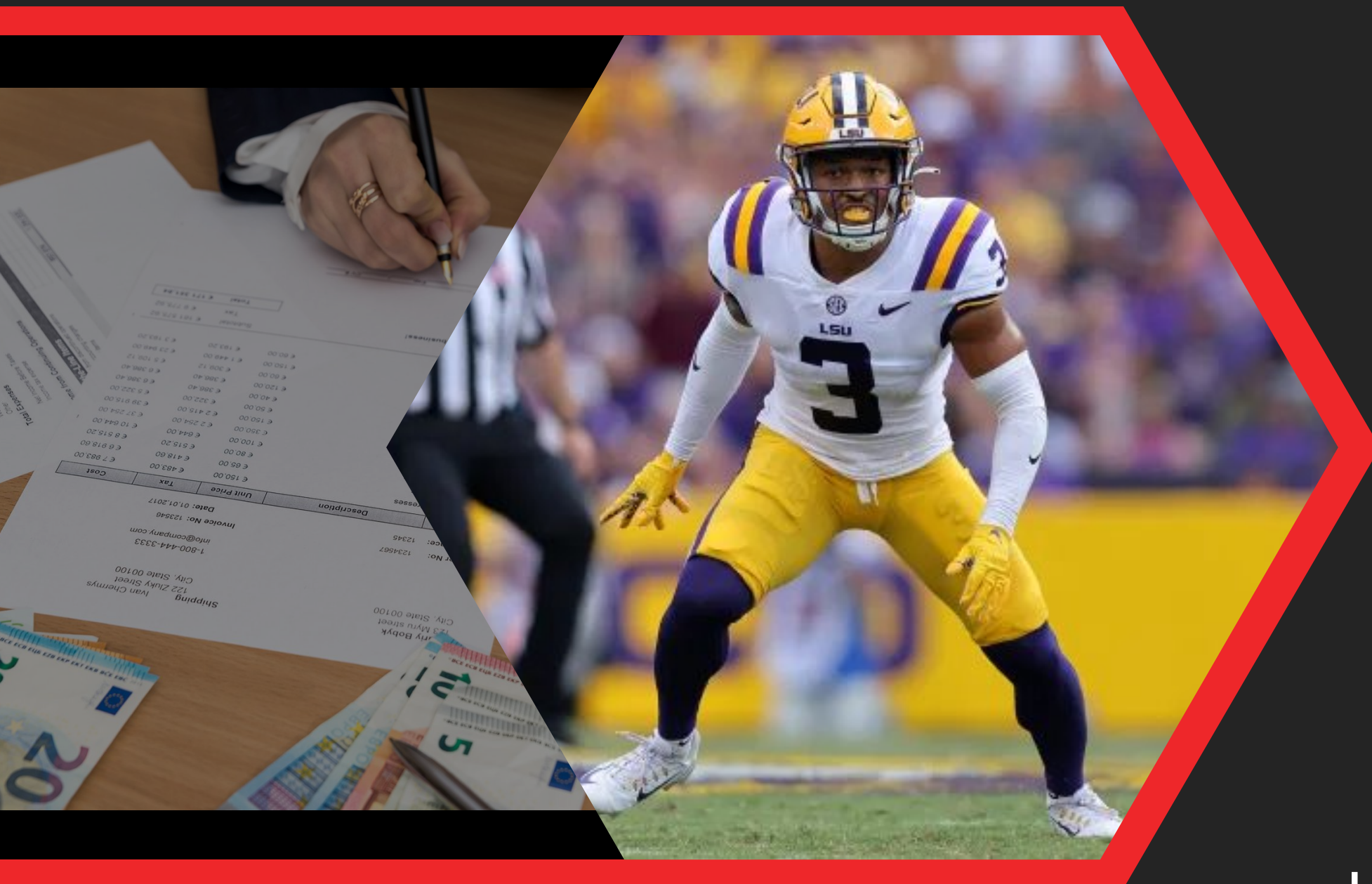
Real Locations

Deferred Compensation

Tight Scheduling

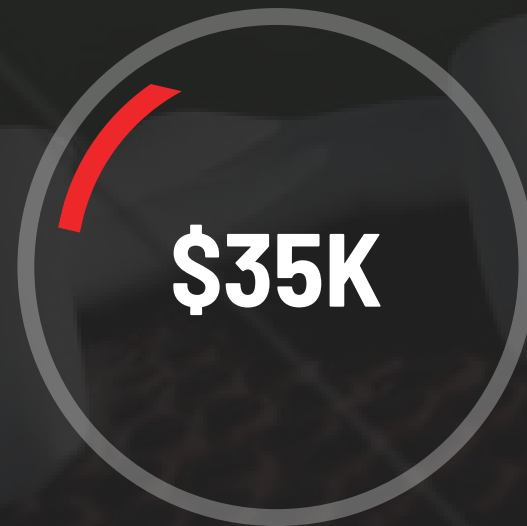
Minimal Design & FX

Lean Equipment Package-



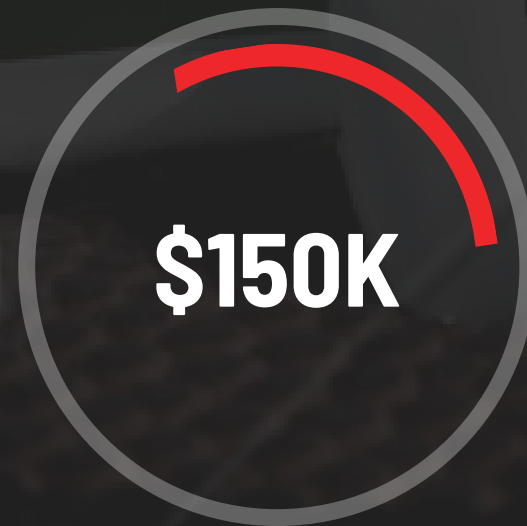
BUDGET OVERVIEW

\$380,000 MICRO-BUDGET



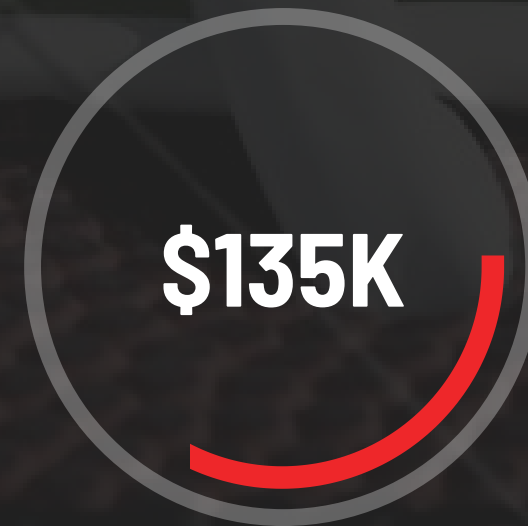
\$35K

Development
*Research, Rights, Legal,
Planning*



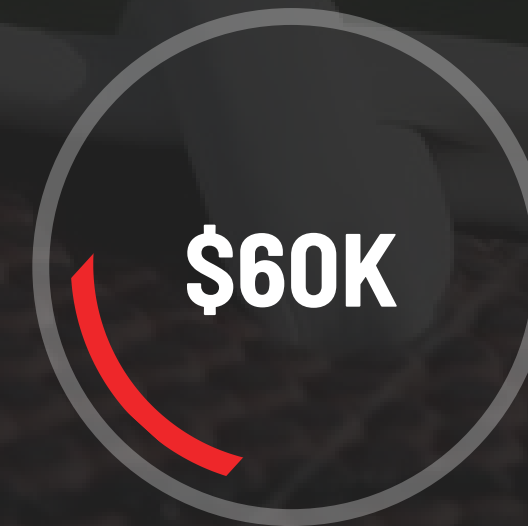
\$150K

Production
*Crew, Travel, Interviews,
Locations, Archives*



\$135K

Post-Production
*Editing, Sound, Graphics,
Score, Subtitles*



\$60K

Marketing & Outreach
*Trailer, PR, Festivals,
Digital Ads, Education*

Budget Details

1. Summary Budget Breakdown

Phase	Estimated Cost (USD)
Development	\$35,000
Production	\$150,000
Post-Production	\$135,000
Marketing & Outreach	\$60,000
Total Budget	\$380,000

	A	B	C
1	Category	Cost (USD)	Description
2	Story & Research	\$10,000	Medical/legal background research, creative development
3	Rights & Clearances	\$15,000	Licensing for NCAA logos, archival footage, music
4	Legal & Insurance	\$6,000	E&O insurance, contract drafting
5	Producer Planning Fees	\$4,000	Scheduling, budget modeling, fundraising preparation
6	A. Development	\$35,000	
7	Director & DP	\$30,000	Flat-rate compensation for dual-role filmmaker
8	Local Crew	\$15,000	Sound, lighting, camera assistants
9	Equipment Rental	\$15,000	Camera, sound, lighting gear
10	Travel & Lodging	\$30,000	Multi-city flights, hotel, transport for core crew
11	Interview Setups	\$10,000	Background, staging, lighting for subject interviews
12	Location Fees	\$10,000	Hospital, campus, home environments
13	Honorariums	\$15,000	Subject and expert interview fees
14	Archival Collection	\$10,000	On-site scanning, local news footage, family photos
15	Contingency (approx. 10%)	\$15,000	Emergency expenses (weather, gear, delays)
16	B. Production	\$150,000	
17	Editing (Lead & Assistant)	\$40,000	Full timeline build, revisions, polishing
18	Sound Design & Mixing	\$20,000	Dialogue cleanup, scoring, surround mix
19	Color Grading	\$15,000	Scene-to-scene visual consistency
20	Motion Graphics & Titles	\$15,000	Legal illustrations, timelines, statistics
21	Original Score & Licensing	\$15,000	Composer + pre-cleared music rights
22	Subtitles & Accessibility	\$5,000	English captions, optional Spanish/French versions
23	Deliverables	\$10,000	Final cuts, DCP, ProRes, subtitled versions
24	Archival Formatting	\$5,000	Digital restoration of source media
25	Editorial Consulting	\$5,000	Final review by external advisor or EP
26	Storage & Backup	\$5,000	LTO archive, cloud collaboration tools
27	C. Post-Production	\$135,000	
28	Trailer & Key Art	\$7,000	Teaser production, official poster, media kit
29	Publicity & Press Strategy	\$12,000	Publicist fees, press outreach, influencer engagement
30	Festival Submissions	\$6,000	Entry fees, print traffic, submission platform fees
31	Digital Advertising	\$10,000	Targeted ads on Instagram, YouTube, TikTok
32	Educational Outreach	\$10,000	Community screenings, panel discussions, curriculum kits
33	International Festivals & Global PR	\$10,000	Global media outreach, translations, subtitling, international pitch decks, and submissions to key international festivals such as Hot Docs , IDFA , and CPH:DOX .
34	Contingency (Design/PR)	\$5,000	Unexpected media needs or campaign extensions
35	D. Marketing & Outreach	\$60,000	
36	Total Budget	\$380,000	

THANK YOU FOR SUPPORT



FOR MORE INFORMATION
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