

A FILM BY
GETACHEW YEZENGA WASSIE

OUR
ETHIOPIA

PRODUCER CANDICE LELA®

ABOUT THE ORGANISATION



Rollywood TV Company Ltd
incorporated on 2nd Feb. 2016.

www.Rollywood.Film

We produce Promotional Advisements, Corporate Branded Entertainment, Documentaries, Public Service Advisory, Instructional Videos, Digital Content, Television Programs, Short and Feature Films.

We take care of research and development, full range production to post production services, to deliver exceptionally high quality audio visual creations.

Thank you for choosing Rollywood to bring your project to life.

History of Award Winning Projects



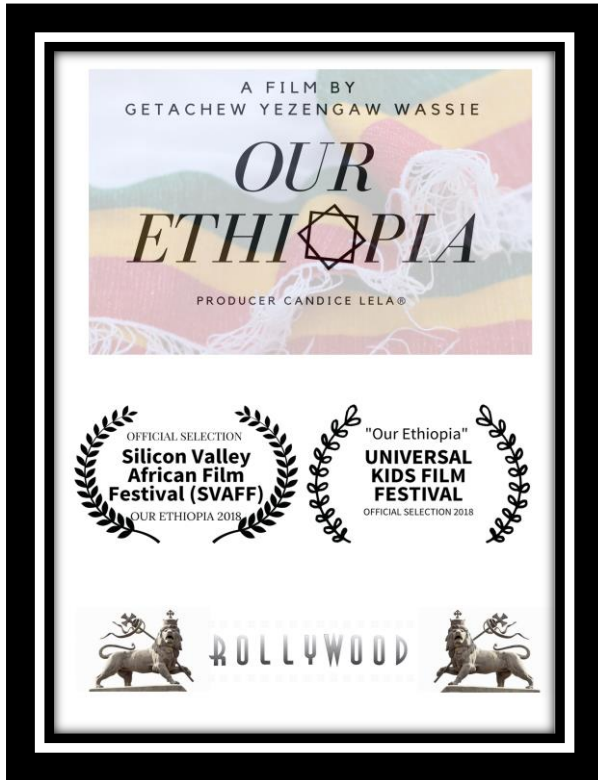
In 2011 we launched the “Positive Film Series” with the award winning *Positive and Pregnant*; an educational docudrama which explored the dilemma of mother to child transmission of HIV, and inspired the effects of behaviour change in a longitudinal study.

The film was an official selection for the New York and Los Angeles International Film Festival, awarded Best Documentary and Best Docudrama. Accomplished the Community Outreach Award at Zanzibar Film Festival in Tanzania, Africa. The short film also received the award title of “Best Social Awareness Film” at the Trinidad and Tobago Film Festival in 2012.

The film can be viewed here:

[Positive and Pregnant Film Link](#)

NEW VENTURE - Our Ethiopia Series



Synopsis of the Series:

“Our Ethiopia” is a ten (10) episode short film series, which demonstrates the themes of peace , diversity, inclusion and integrity among people.

Based on the contemporary customs, traditional values, culture and lifestyle of modern Ethiopian society.

Epi. 1 – Netela Kuta (Our Ethiopia)

Epi. 2 – Life Water

Epi. 3 – Pursuit of Play

Epi. 4 – Boys & Bikes

Epi. 5 – Brothers

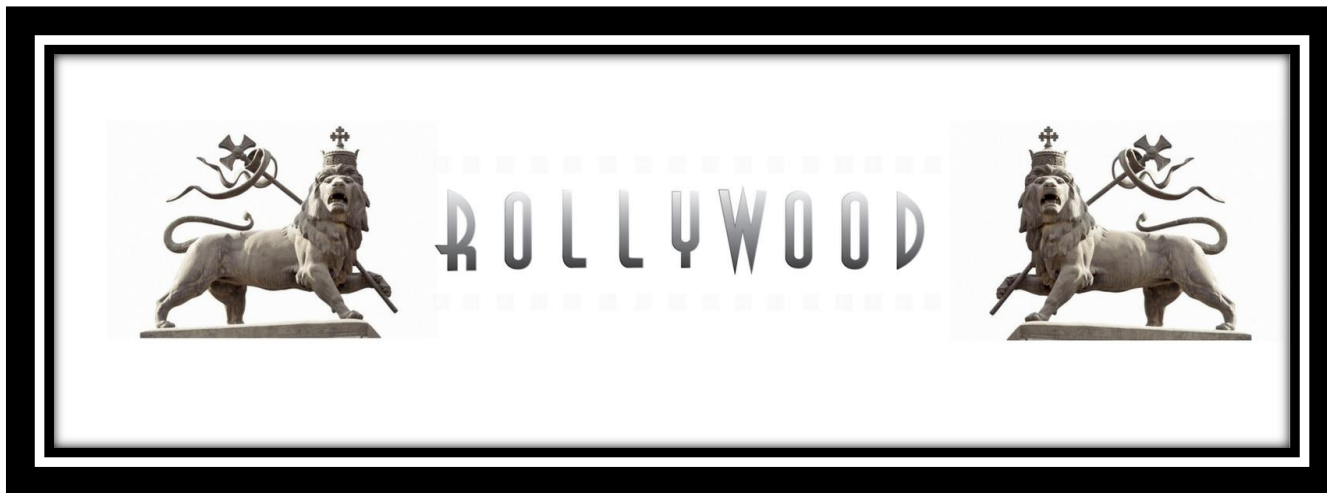
Epi. 6 – Lesson

Epi. 7 – One is greater than Nine

Epi. 8 – Jared Lij Exile

Epi. 9 – Be Good

Epi. 10 – The making of the Ethiopia Film Series



THE PRODUCTION TEAM

PRODUCER- CANDICE LELA ®



Candice is the Founder and Executive Director of ROLLYWOOD TV CO. LTD. She recently completed a Master's Degree in Innovation and Global Business Development at the University of the West Indies- Arthur Lok Jack Graduate School of Business, in her native land Trinidad and Tobago.

Her credentials, combined with twenty years of prior work experience within the Creative Industries has enabled her to successfully launch the Our Ethiopia Series.

DIRECTOR OF PHOTOGRAPHY

GETACHEW YEZENAW WASSIE



Getachew Yezengaw an Ethiopian filmmaker living and working in Ethiopia, born in a small town called Amanuel in 1986. He graduated First Cycle Primary Education teacher from Debre Birhan Teachers Training Institute, Languages, Educational Planning & Management in St. Mary's University and later attended Film and Television Directing and Editing in Blue Nile Film and Television Academy.

He has written & directed more than sixteen short fiction films, documentaries and commercials.

His storytelling point of view often deals with political and social issues facing all people. He focuses on peace, diversity and untold minority stories in his filmmaking.

SYNOPSIS & THEMES

Netela Kuta (Our Ethiopia)

A story of Ethiopian traditional cloth called "NETELA KUTA" the binding fabric of society.

Life Water

Abus a three-year-old boy from Ethiopia discovers that water is the source of life.

Pursuit of Playing

KIDIST (6) was born and grown up in one of the condominiums in Addis Ababa, Ethiopia. The film will show us her challenges and expression of her pursuit to play as a child.

Training Day (Bicycle Riding) (Riding Bicycle)

FITSUM (13) and ABEL (12) are best friends grown up together. FITUM can ride a Bicycle and his best friend ABEL can't. The film will show us the challenge and the solution they made to get rid of the problem they face.



Brothers

HENOK (13) and YONAS (11) are brothers. They always fight for taking orders and share equal duties. The old man passing by tell them to stop fighting and give them the biggest lesson they have ever had. The film will show us how unity is strength.

Be good...

KIDUS (12), NATTHY (11) and ROBEL (14) are friends grown up together. KIDUS and NATTHY ARE KIND but, not ROBEL. ROBEL always treat them badly.

Lesson

Research In progress

One is Greater than Nine (1>9)

Research In progress

Lij Yared's Exile

In post production



LIST OF SHORT FILM PROJECTS SCHEDULE TO BE SHOT & COMPLETED FROM FEB.01 TO NOV.30TH OF 2018

N O	Tittle	Length	Genre	Shooting Date	Editing Date	Uploading Date	Feedback & Final Editing Date	2 nd Upload & Approvals	Final hosting & Link sharing Date
1	Netula Kuta	4 Min.	Short Drama	1 ST – 2 ND of February	3 rd – 17 th of February	18 th -20 th of February	21 st -22 nd of February	23 rd -24 th of February	COMPLETE
2	Life Water	4 Min.	Short Drama	1 ST – 2 ND of June	3 rd – 17 th of June	18 th -20 th of June	21 st -22 nd of June	23 rd -24 th of June	COMPLETE
3	Pursuit Of Playing	4 Min.	Short Drama	1 ST – 2 ND of August	3 rd – 17 th of August	18 th -20 th of August	21 st -22 nd of August	23 rd -24 th of August	COMPLETE
4	Training Day (Bicycle Riding)	5 Min.	Short Drama	1 ST – 2 ND of September	3 rd – 13 th of September	14 th -16 th of September	17 th -19 th of September	20 th -22 nd of September	23 rd -25 th of September
5	Brothers	5 Min.	Short Drama	28 th -29 th of September	30 th of Sep. - 9 th of October	10 th -12 th of October	13 th -15 th of October	16 th -18 th of October	19 th 21 st of October
6	Be good...	4 Min.	Short Drama	27 th -28 th of October	29 th of Oct. - 10 th of November	11 th -13 th of November	14 th -17 th of November	18 th -20 th of November	21 st -23 rd of November
7	Lesson	3 Min.	Short Drama	26 th -27 th of September	22 nd -25 th of October	Free times	Free times	Free times	30 th of November
8	One is Greater than Nine (1>9)	5 Min.	Short Drama	24 th -25 th of November	Free times	Free times	Free times	Free times	30 th –of November
9	Lij Yared's Exile	15 Min.	Short Doc.	Free times	Free times	Free times	Free times	Free times	30 th of November

SPONSORSHIP PACKAGES



GLOBAL MARKETING & VISIBILITY OPPORTUNITY

DISTRIBUTION CHANNELS

- www.ROLLYWOOD.TV
- www.Caribeantales.TV
- www.Mas2TV.com
- www.Cariflix.com
- Amazon Video Direct
- iTunes.com



MARKETING

- **FILM FESTIVAL TRAVEL**
 - Silicon Valley African Film Festival - USA
 - Universal Kids Film Festival – TURKEY
 - Diversity at Cannes Film Festival- FRANCE
- **MARKETING MATERIAL**
 - Posters , Cover, Composite Cards,
 - Packaging, Printing,
 - Digital Marketing Promotion
 - Website and Social Media Presence
- **EVENTS**
 - Bid to Host World Premiere of Our Ethiopia
 - Media and Public Relations Appearances
 - Global Community Outreach Showcase

PLATINUM PACKAGE-\$40,000.00+

Executive Producer Package:

- Name recognition in opening credits.
- Company logo at the end of credits.
- Global Marketing Visibility for your Brand:
Website Banner, Marketing Material, Film Festivals & Events.
- Product placement marketing in the film.
- Naming a key character.



GOLD PACKAGE-\$20,000.00

Co-Producer Package:

- Name recognition in opening credits.
- Company logo at the end of credits.
- Marketing Visibility for your Brand:
Website Banner, Marketing Material.



SILVER PACKAGE-\$10,000.00

Associate Producer:

- Name recognition and your Company Logo at the end of credits.
- Marketing Visibility for your Brand:
Website Banner, Marketing Material.



**Silver
Sponsor**

IN-KIND CONTRIBUTIONS

Special Thanks (Donations/ Food/Clothing/
Amenities/Equipment/Locations Facilities):

- Name & company logo at the end of credits.



CONTACT INFORMATION



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THANK YOU

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