

Cover Letter
"Baby Boomers Can Dance"
Musical Comedy

Dear Potential Producer and/or Investor,

Are you interested in a low budget film with the potential to make sizable box office returns?

Do you sing, dance, play the guitar or, in general, love music?

Do you enjoy a hearty belly laugh?

If you answered, "Yes" to any or all of these questions, then "Baby Boomers Can Dance" may be your future source of movie making fun and profit.

Probably the best example of a low budget film that made big box office returns was the sleeper hit "Blair Witch Project" which earned \$250 million on a budget of \$60,000. "Blair Witch" project had two main characteristics which led to its impressive financial success. Those factors were a unique idea and a relatively unknown and, therefore, inexpensive cast and crew. Similarly, "Baby Boomers Can Dance" has an original concept and a screenwriter ranking at the "sub-newbie" level of experience.

How is "Baby Boomers Can Dance" unique and how can costs be kept to a minimum? Firstly, there are twelve original songs embedded within the story line of the script. Each of the songs is presented as its own music video piece complete with original Art Work. The songs have different dance style rhythms including Tango, Waltz, Disco, Samba, and West Coast Swing. The costs for the use of the songs can be kept to a minimum because the Screenwriter is also the Songwriter and the use of the songs comes as part of the script.

Secondly, there are fantasy characters in the story including 'Mr. Tonguo', a fast talking tango dancing tongue and the 'Four Hair Follicles', a 1960's 'bad boys' Barbershop Quartet. Costs for the the fantasy characters can be kept low because the fantasy figures can be made by the Screenwriter who can also do the video rendering to create an 'animated' effect. Any Art Work or Makeup can be also be done by the Screenwriter who studied Film Making at Vancouver Film School.

Because of the original songs, there is a way of increasing total sales by offering two versions of the movie. A "first view" version would allow the audience to enjoy the twisting "Spoiler Alert" plot and listen to the songs. The second "Karaoke style" version would have the words to the original songs posted on the bottom of the

screen and the audience would be encouraged to "sing along" during the songs. There is similar "Karaoke style" singing at special showings of "The Sound of Music" and the cult classic "Rocky Mountain Picture Show". However, because these movies were originally not made for the purpose of karaoke singing, they do not, I believe, have the words to the songs on the bottom of the screen. As with "Rocky Mountain Picture Show", the audience could be encouraged to wear costumes representing characters from the movie "Baby Boomers Can Dance" during the "Karaoke" version.

In terms of achieving the most commercial potential for "Baby Boomers Can Dance", the best release date for the movie would be the week or weeks nearest to Mother's Day. With regards to Special Holiday spending, Mother's Day is second only to the Winter Holiday Season. According to the National Retail Federation, Americans spend 25 billion dollars a year to celebrate Mother's Day. This works out to an average of \$196 per person. In terms of gift categories, Americans spend 4.6 billion on "special outings" and 2.6 billion on "gift cards".

When researchers asked moms of adult children what they wanted most for Mother's Day, they said what they wanted most was time with their children.

What better way could Millennials and Gen Xers celebrate Mom on Mother's Day than to take her to see "Baby Boomers Can Dance"?! We know that people over the age of fifty make up one third of the general movie going audience so, presumably, most Baby Boomer mothers would enjoy this outing. In terms of "merch", Song Books with the songs from the movie could be sold at the theatres. Inside the Song Books could be a plastic sleeve where adult children could place a picture of the family together, perhaps dressed in costume, at the movie. A page at the back of the book could be provided for family members to date and sign. Thus, the Song Book could serve as the Family Mother's Day card to mom.

In terms of promoting "Baby Boomers Can Dance" as an annual family outing on Mother's Day, special showings of the movie each year around Mother's Day could be planned. Most movies have a shelf life of a few weeks to a month after which they are replaced by new releases. In general, most people only want to see a movie once or twice. The exception are classic Winter Holiday movies that people love to watch each year during the winter season as part of their holiday celebration. "Baby Boomers Can Dance" and "Baby Boomers Can Dance—Sing Along version" could become a traditional annual Family Event as a way of celebrating Mother's Day. This would ensure the commercial value of the movie year after year.

Therefore, if you are a producer and/or investor interested in a project with low production costs and high potential for year after year commercial viability, please consider my musical comedy "Baby Boomers Can Dance".

Thank you very much for the time you took to read this Cover Letter.

Happy Dancing!

Pam Price
Screenwriter and Songwriter for "Baby Boomers Can Dance".