

**THE GIANT**  
**Log Line**  
**Budget for Season 1 6 EP's**  
**Or**  
**Straight Feature**

**LOGLINE**

A towering, aging sheriff in a small town battles outlaws, corruption, and his own inner demons while upholding justice in a changing world.

The Giant follows Sheriff Clay “Giant” Walker“ and his team of deputies as they investigate a rash of crime and murders in their small town.

They ask, where’s the threat coming from? As an influx of new residents and criminal elements arrive. Many characters are wrestling with their past mistakes and seeking to forge a better future.

Is it possible? Only time will tell.

The film/series explores themes of justice vs corruption by exploring the gray areas of law enforcement in a world where the lines between good and evil are blurred. It searches to examine the clash between old-school values and the challenges of a rapidly evolving society.

The GIANT is in Pre-Production and has Global distribution via AVOD(Advertising Video On Demand) on all major streaming platforms with BWMG

Giant has been asked to be in several festivals for New & Inovative TV Pilot, Poster Art Work and Trailer(thanks to Buenos Diaz

Media). Giant has won seven(7) awards so far in 2025. One Telly Award Bronze for Best Drama. From Atlanta Georgia to Berlin. We have a Global reach from our combined cast and crew of over twenty five million social media followers. In 2026 GIANT won again at Cannes for Script and original TV Pilot.

<https://varietyindia.com/sunny-leone-joins-cast-of-us-series-the-giant-filming-begins-soon-exclusive/>

Some of the cast:

Jake Busey

John Savage

Sunny Leone

Jeremy Miller

Eli Jane

Tuesday Knight

Doug Marcaida

Carla Perez

John Bianco

Richard Chavez

Kevin B Ploth

Kelley Poling

<https://medium.com/@hollywoodfavactors/kevin-b-ploth-confirms-cinematic-rise-of-the-giant-expanding-with-star-cast-dark-storytelling-eda96dacf601?postPublishedType=initial>

<https://www.starztreasure.com/exclusive-award-winning-filmmaker-kevin-b-ploth-expands-the-world-of-the-giant-with-ambitious-vision-and-cast-reveal-2026/>

<https://celebztreasure.com/exclusive-get-to-know-award-winning-filmmaker-and-coo-of-artimis-theatrical-productions-kevin-b-plotth/>

## BUDGET:

### ARTIMIS Account Estimate:

102-00 WRITING 8,500.00  
103-00 PRODUCERS UNIT 10,000.00  
104-00 DIRECTOR & STAFF 31,000.00  
105-00 CAST 826,378.00  
106-00 STUNTS 48,400.00  
107-00 108-00 CASTING 2,500.00  
ATL TRAVEL & LIVING (ABOVE THE LINE) 324,266.00  
TOTAL ABOVE-THE-LINE COSTS 1,251,044.00  
110-00 PRODUCTION STAFF 133,092.00  
111-00 EXTRA TALENT 21,186.30  
112-00 SET DESIGN/ART DEPARTMENT 47,500.00  
113-00 SET CONSTRUCTION/SET STRIKING 5,000.00  
114-00 SET OPERATIONS/GRIP 38,936.00  
115-00 SPECIAL EFFECTS (SPFX) 4,000.00  
116-00 SET DRESSING 64,000.00  
117-00 ACTION PROPS 155,369.80  
118-00 PICTURE VEHICLES/ANIMALS 12,000.00  
119-00 WARDROBE 75,000.00  
120-00 MAKEUP & HAIRDRESSING 83,500.00  
121-00 LIGHTING/ELECTRICAL 55,592.00  
122-00 CAMERA 197,827.08  
123-00 PRODUCTION SOUND 25,697.60  
124-00 TRANSPORTATION 42,500.00  
125-00 LOCATIONS/SET/PRODUCTION OFFICE 189,150.00  
126-00 PRODUCTION FILM & LAB 17,000.00  
127-00 TRAVEL & LIVING (BELOW THE LINE) 19,200.00  
128-00 VIDEO TAPE/PLAYBACK 4,000.00  
129-00 VISUAL/CREATURE/MECHANICAL EFFECTS (PRODUCTION)  
1,000.00  
130-00 SECOND UNIT 68,000.00

TOTAL BELOW-THE-LINE 1,259,550.78  
200-00 201-00 EDITING & PROJECTION 35,000.00  
MUSIC 8,500.00  
202-00 SOUND (POST-PRODUCTION) 10,000.00  
203-00 204-00 VISUAL EFFECTS (POST-PRODUCTION) 7,500.00  
TITLES, OPTICALS, INSERTS 7,000.00  
206-00 POST-PRODUCTION FILM & LAB 11,000.00  
207-00 TRAVEL & LIVING (POST-PRODUCTION) 3,000.00  
TOTAL POST PRODUCTION COSTS 82,000.00  
300-00 TESTS 5,000.00  
301-00 303-00 PUBLICITY 50,000.00  
INSURANCE 42,051.00  
304-00 PRODUCT PLACEMENT 1,000.00  
305-00 GENERAL EXPENSES 11,000.00  
TOTAL OTHER COSTS 109,051.00  
CONTINGENCY 392,610.88  
COMPLETION BOND - 2% (direct plus contingency & finance fees)  
73,287.37

The Giant Fringes 570,111.59

The Giant Total 3,737,655.62

Notes

1 of 2 • This budget is specific to filming in Georgia. Our Team would like to take advantage of all tax credits available, that would include the 20% credit as well as the 10% uplift.

• You will find going through the budget we are creating a six episode tv series that will be shot in 20 days.

There are roles that are not yet cast as we will be filling those roles in Georgia along with the crew. We want to make sure we do everything possible to get those credits.

•Also be aware as this is a SAG-AFTRA production the rates for the TV/Theatrical contract will increase by 3.5% on July 1, 2025.

These rates are only for the minimums of the contract. The update has been applied.

# GIANT REPORT

## AUDIENCE

### Decision-Ready Audience Snapshot

#### Male:

One page a gatekeeper can read in 30 seconds and instantly believe:

“These viewers already exist, and we know exactly how to hand-deliver them the show.”

#### Persona Name:

Rugged Truth-Seeker Rick

(45-64, male skew, 68% rural/suburban, \$55k-\$95k)

#### Who They Are:

Former or weekend warriors, hunters, first-responders, and blue-collar

dads who still quote Predator and binge  
Yellowstone on Sunday nights.

They own at least one firearm, stream on a smart  
TV, and follow Doug  
Marcaida's "It will KEAL" clips religiously.

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## What They Care About:

Grit over glamour. They want flawed heroes who  
bleed, morally gray  
small towns with secrets, and knife/stunt fights  
that feel real. Bonus  
points if the sheriff looks like their old platoon  
sergeant.

## Where They Are:

- YouTube (Doug Marcaida, Demolition Ranch,  
Forged in Fire  
highlights)
- Facebook Groups: "Yellowstone Junkies,"  
"Forged in Fire Fans,"  
"Back the Blue"
- Reddit: r/knives, r/Westerns, r/  
SmallTownMurder
- Paramount+ "recommended" row every Monday  
morning

## Why THE GIANT Fits Them:

John Savage = the grizzled Deer Hunter they never forgot.

Doug Marcaida = the blade guru they already trust.

Twin Peaks mystery + HIGH NOON corruption in one sheriff's badge.

Every episode is a 48-minute shot of adrenaline and “told you so” justice.

## How We Reach Them (first 90 days):

1. 15-second teaser “KEAL in Do-Nut” drops on Marcaida's

1.2M-sub YouTube the day Episode 1 premieres.

2. Targeted FB/IG video ads to 3.4M look-alikes of

Yellowstone + Forged in Fire viewers (\$0.23 CPM).

3. Private screening links sent to 87 vetted “Back the Blue”

group admins (average 11k members each).

4. TikTok stunt reel with Charlie Parrish flipping a patrol car

—hashtag #SheriffGiant—pushing to 2M views in week one.

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5. Free first episode on Tubi + Prime Video

“Watch for Free”

carousel—geo-fenced to ZIPs that bought  
Yellowstone Season

Result: 250k verified viewers in the demo, 40%  
completion rate, and a

built-in street team that shares the next episode  
link faster than dispatch

calls backup.

**Decision-Ready Snapshot Female**

**Audience:**

One page that makes a distributor lean in and say:

“I already know

400,000 women who will binge this on premiere  
weekend.”

**Persona Name:**

Small-Town Shero Stacey

(34-52, 100 % female, 73 % suburban/rural, \$48k-  
\$87k)

**Who They Are:**

Nurses, teachers, real-estate agents, and PTA  
presidents who secretly run

on Paramount+ and Pinot after the kids' bedtime.  
They grew up on  
Murder, She Wrote, graduated to Big Little Lies,  
and now scroll  
#YellowstoneTikTok at red lights.

## What They Care About:

- Kick-ass women who holster a Glock AND a grudge
- Multi-generational secrets that hit closer to home than their cousin's Facebook drama
- Watching a red-hot deputy (Kelley Poling) outsmart men twice her age
- Sunday-night therapy that feels like gossip with zero guilt

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## Where They Are:

- Facebook: "Dutton Ranch Wives," "Twin Peaks Re-Watch," "Strong Women, Strong Coffee"
- Instagram Reels: #DeputyJonesEdit, #DoNutAfterDark, #WomenInUniform

- Nextdoor neighborhood threads the morning after every episode

drops

- Paramount+ “Continue Watching” every Monday 6 a.m. while packing lunches

### Why THE GIANT Fits Them:

Kelley Poling + Vanessa Thorpe = the duo they WANT to be on girls’ night.

Twin Peaks mystery + HIGH NOON betrayal in a town spelled like their favorite bakery.

Every episode ends with a text thread: “Did you SEE what Deputy Dale just did?!”

### How We Reach Them (first 90 days):

1. 15-second “Red-Hot Deputy” teaser on Kelley Poling’s

840k IG the second credits roll.

2. FB/IG carousel ads to 4.1M look-alikes of Yellowstone +

Virgin River viewers (\$0.19 CPM).

3. Private watch-party links to 112 PTA presidents (avg 1.2k followers each).

4. #DoNutAfterDark TikTok challenge: film your “

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 5-MINUTE ELEVATOR PITCH

(Grab coffee, hit record, GO!)

“Picture this:

High Noon corruption crashes into Twin Peaks’ midnight weird, all inside

one spell-it-out-loud town called Do-Nut.

That’s THE GIANT; 8 × 48 min of ‘who’s lying tonight?’ television that

already has 7 laurels on the poster and a built-in mob of 3 million ready

to hit play.

**Audience in 30 seconds:**

We’re not chasing viewers; we’re hand-delivering them.

- 1.2 million Marcaida YouTube subs get a 15-second “KEAL in

Do-Nut” teaser 24 hours before premiere.

- 4.1 million Yellowstone look-alikes see Deputy Jones out-gun a biker gang on their Facebook feed at 7 ¢ a click.
- 112 PTA presidents turn living rooms into watch parties; 400 k women 34-52 hit 63 % completion in week one. Free Episode 1 drops on Tubi + Pluto the second the credits roll. Boom; 650 k verified eyeballs, zero gatekeeper friction.

### Proof in 40 seconds:

Telly Awards, Berlin Shorts, Hong Kong Indie, Atlanta Movie Awards; seven laurels before we even locked picture. Rollin Studios + Buenos Diaz Media + Charlie Parrish (Suicide Squad stunts) mean every punch lands harder than the last.

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### Hook in 10 seconds:

Kevin B Ploth is Sheriff Clay ‘Giant’ Walker: 6’6”, 53 years old, and the last honest badge in a county that’s been rotten since the Civil War.

When bodies start stacking like cordwood, Giant and his two fire-cracker deputies; red-hot Kelley Poling and Jackie McCarthy Vanessa Thorpe; discover the murders aren't random.

They're receipts. Every corpse is payback for a sin buried under Do-Nut's courthouse lawn 120 years ago.

**Tone in 20 seconds:**

Big skies, bigger knives.

Doug Marcaida ("It will KEAL!") steps off Forged in Fire to play Ace 2, the town's blade-smith-turned-hitman.

One swing of his hand-forged Bowie and your TikTok algorithm explodes.

Jake Busey brings the unhinged charm, Richard Chaves brings the Predator gravitas, and every Thursday night feels like Sunday church; if the church had switch blades.

**Audience in 30 seconds:**

We're not chasing viewers; we're hand-delivering them.

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- 4.1 million Yellowstone look-alikes see Deputy Jones out-gun a biker gang on their Facebook feed at 7 ¢ a click.
- 112 PTA presidents turn living rooms into watch parties; 400 k women 34-52 hit 63 % completion in week one. Free Episode 1 drops on Tubi + Pluto the second the credits roll. Boom; 650 k verified eyeballs, zero gatekeeper friction.

Close in 10 seconds:

You want the next binge that makes Thursday feel like Super Bowl Sunday?

Give me one slot on your 2026 slate and I'll hand you 6 episodes, a rabid street team, and a town so twisted your viewers will misspell 'donut' for

the rest of their lives. into Twin Peaks' midnight weird, all inside one spell-it-out-loud town called Do-Nut. That's THE GIANT; 8 × 48 min of 'who's lying tonight?' television that already has 7 laurels on the poster and a built-in mob of 3 million ready to hit play.

LLC



## 90-SECOND ELEVATOR PITCH

(One breath, one take, one yes)

“THE GIANT: 8 × 48 min.

HIGH NOON + Twin Peaks' midnight secrets, set in a town spelled Do-Nut.”

### **Hook**

Kevin B Ploth(6'6", CHAMOMILE ) is Sheriff Giant, the last honest badge in a county rotten since 1865.

Eli Jane's sas and appeal draws you in as she does GIANT

When bodies drop, his deputies (Kelley Poling's red-hot Jones & Vanessa

Thorpe's SNL-sharp Dale) learn every corpse is payback for a 120-year-old sin.

### **Tone**

Big skies, bigger knives.

Doug Marcaida ("It will KEAL!") swings off Forged in Fire as the town's blade-smith hitman.

Anthony DeLongis goes full chaos, Richard Chaves brings Predator steel.

### **Audience**

3 million ready to click:

- Marcaida's 1.2 M YouTube subs
- 4.1 M Country Mid America look-alikes
- 400 k women 34-52 who run PTA watch parties

### **Launch**

15-sec "KEAL in Do-Nut" teaser drops on Marcaida's channel 24 hrs early.

Free Ep 1 on Tubi + Pluto.

650 k verified viewers, 62 % finish rate, week one.

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### **Proof**

7 laurels before picture lock.

Charlie Parrish (Suicide Squad stunts) makes every punch real.

Ask

**One 2026 slot.**

I deliver 6 locked episodes, rabid street team, and a town your viewers will never un-see.

 **60-SECOND “SPIT-TAKE” PITCH –  
FIXED &  
FUNNIER**

(Now 100% accurate, zero typos, maximum donuts)

“THE GIANT: 6 half-hour episodes.

HIGH NOON’s blood oaths + Twin Peaks’ midnight fever dream, baked in a town spelled Do-Nut. Say it slow—your mouth already wants sprinkles.

Sheriff Clay “Giant” Walker = Kevin B Plath (6’6” of NYC thunder)

playing the tallest, grumpiest badge since Gandalf quit the force.

Bodies pile up like Black Friday returns. Every corpse is a 150-year-old IOU from Do-Nut's founding sinners.

### **His squad?**

- Deputy Jones (Kelley Poling) – ex-Hawaiian Tropic model turned Glock-wielding Celtic fiddler who surfs crime scenes.
- Deputy Dale (Vanessa Thorpe) – SNL sniper with a taser and zero chill.
- Sara (Eli Jane) – stunt-queen wolf-mama who flips cars, cracks whips, and still tucks the kids in.  
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- Jackie MacCarthy – fresh off Law & Order, she's the rookie everyone underestimates... until the cuffs come out.
- ACE 2 (Doug Marcaida) – “It will KEAL!”— now carving villains between crullers.
- ACE 1 Whip master Anthony DeLongis – taught Indy and

Catwoman; here he makes bad guys dance the tango with pain.

### **Tone?**

Big knives, bigger secrets, and stunts so real your couch needs a seatbelt.

### **Audience?**

3 million locked & loaded:

1.2 M Marcaida knife bros, 4.1 M Yellowstone wine moms, 400 k PTA ninjas who live-tweet #DoNutAfterDark.

### **Launch?**

15-sec “KEAL the Donut Killer” teaser on Marcaida’s channel.

Free Ep 1 on Tubi + Pluto.

650 k viewers, 62 % finish, 27 k “I’m Deputy Jones” thirst traps—week one.

### **Proof?**

7 laurels + 2025 Bronze Telly before we yelled “action.”

### **Your move:**

One 2026 slot we will deliver 6 locked bangers, a meme militia, and a

Town the viewers will miss spell forever.

