

ROMEO NAVARRO

& THE IMPACT OF BBOY CITY

Brining the Culture of Break Dancing to the Worldwide Stage

FEATURE DOCUMENTARY

Treatment & Photography by: Ryan Dowling

OFFICIAL TITLE HAS NOT BEEN DETERMINED





SUMMARY

The purpose of this deck is to showcase the story and financial goals for the feature-length Documentary Film, *Romeo & The Impact of BBoyCity* (working title).

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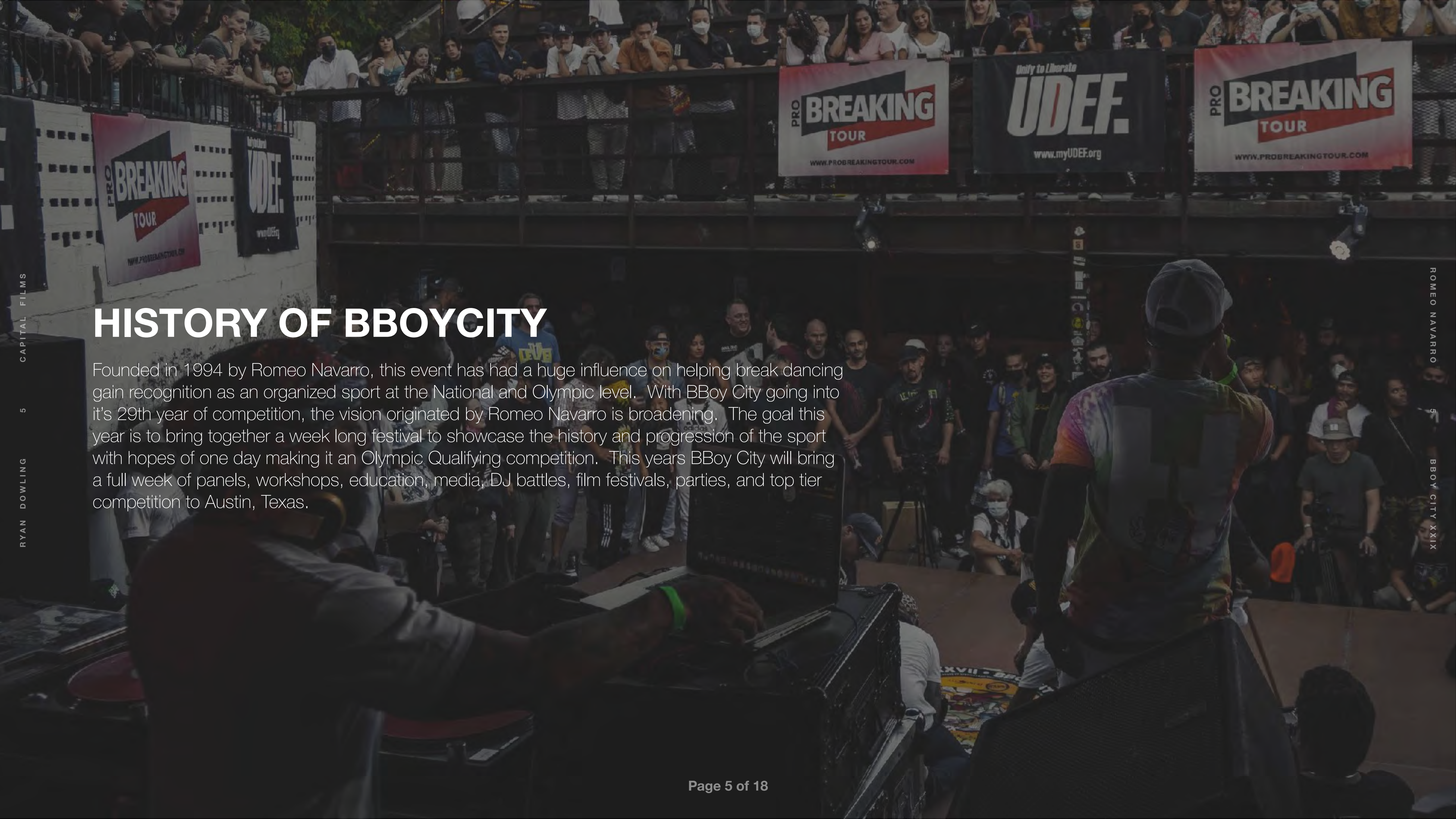
LOGLINE

An accomplished B-boy's passion for breakdancing has fueled a lifelong mission to elevate the sport from its once underground culture. Go behind-the-scenes as Romeo Navarro attempts to organize a week long festival ahead of the sports Olympic debut, all while keeping the culture alive.

BREAKING'S DEBUT AT THE OLYMPICS

Breaking is making its official debut at the 2024 Paris Olympics. With the spotlight on the break dancing competition circuit, individuals and teams from all across the world are competing for a chance at the 2024 Paris Olympics. Breaking is the last element of Hip Hop to go mainstream. We are seeing that change with the hype of an Olympic Announcement as well as increasing film, media, and press coverage of the sport. It has become a well organized competition in which athletes are putting serious time and effort into training and competing. Athletes are sponsored and branded in the same way you see in other mainstream sports.





HISTORY OF BBOYCITY

Founded in 1994 by Romeo Navarro, this event has had a huge influence on helping break dancing gain recognition as an organized sport at the National and Olympic level. With BBoy City going into it's 29th year of competition, the vision originated by Romeo Navarro is broadening. The goal this year is to bring together a week long festival to showcase the history and progression of the sport with hopes of one day making it an Olympic Qualifying competition. This years BBoy City will bring a full week of panels, workshops, education, media, DJ battles, film festivals, parties, and top tier competition to Austin, Texas.

CAPITAL FILMS

5

RYAN DOWLING

ROMEO NAVARRO

5

BBOY CITY XXIX

STORY STRUCTURE

ACT I

The Origins

We have acquired over 300 hours of archival footage dating back to the early days of Romeo founding and growing BBoyCity. This footage will lay the foundation for the film showcasing where BBoy City originated from and what the Break Dancing scene looked like in the late 90's and early 2000's.

ACT II

The Process

This act will show a raw and real, year in the life of Romeo as he prepares for the biggest BBoy City event to date: turning a breaking competition into a week long festival of culture and history. It will show the struggle of creating such a large scale event including the meetings, planning, coordination, and logistics that go into it.

ACT III

The Legacy

This segment brings together the start of a new era for Hip Hop. It will showcase live event coverage of BBoy City XXIX and the day to day work that is involved through the first hand lens of Romeo himself. The film continues to show what happens after the event leading up to the 2024 Paris Olympics and his plans on making BBoy City an official Olympic qualifying competition.

**Archive Footage Courtesy of Marcy Garriott*



CAPTURED FOOTAGE



TRAILER

Work-in-Progress

<https://vimeo.com/850678449?share=copy>

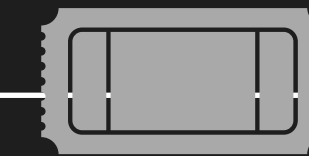
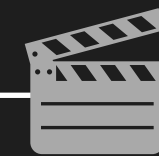
DIRECTORS NOTE

This will be shot Verite style trying to capture the raw behind-the-scenes moments that happen leading up to and during the event. Principle production will take place starting in early 2023 and run throughout the year as we lead up to BBoy City XXIX in September with the storyline continuing through the Paris 2024 Olympics. This story is something I already feel close to as I have been documenting the evolution of Hip Hop culture with my previous film on the commercial aspect of graffiti. I will use my network and past experience to tell the story of Romeo Navarro, the breaking scene from its origin, and the future of break dance culture.

PRODUCTION TIMELINE

DEVELOPMENT

- Develop story concept
- Secure character
- Set projected budget
- Attach production company to project
- Assemble pitch materials (deck, trailer, proposal)
- Secure project funding



Finish

POST-PRODUCTION (36 WEEKS)

- Complete editorial of the film
- Music scoring
- Sound Design and Foley
- Color correction and digital effects
- Conduct test screenings for feedback
- Complete final edit
- Mix and master sound and picture for 5.1 and Dolby
- Complete all deliverables for foreign and domestic release including trailer and key art

PRINCIPLE PRODUCTION (2022 - 2024)

- Engage in picture and field sound acquisition following a flexible production schedule over a 2 year period
- Conduct master interviews with all subjects
- Film scenes as needed to complete the film based on Director's vision
- Finalize all production expenses
- Transfer, document, organize, and transcribe all creative assets for post-production

MARKETING & DISTRIBUTION (2025)

- Submit and engage with market-focused Film Festivals
- Host red carpet private screening for cast and crew
- Schedule special screenings for different organizational groups
- Schedule and host virtual screenings
- Take to film markets to pitch for streaming deals
- Self distribute on TVOD and AVOD streaming platforms
- Launch Marketing Plan

DISTRIBUTION PLAN

We have two main goals with this film: showcase it in front of the widest audience possible and win awards.



FILM FESTIVALS

We believe this story can win awards and that's the goal with the festival strategy. Our producers along with their network plan on premiering this film at a top-tier film festival such as SXSW, Doc NYC, or Big Sky FF. A strong festival run helps with marketing the film and creating strong connections within the community. A newer trend emerging is hybrid festivals which screens films in person and virtually allowing you unlimited viewers and a more generalized audience.



VIRTUAL SCREENINGS

This has become a new and successful trend among documentary filmmakers. Since the pandemic the film industry has seen an even bigger shift towards streaming and viewing content from home. This gives the film an opportunity to screen to an international, cross over audience.



SALES APPROACH

The ultimate goal for the film is to land on a streaming platform that connects this film to the largest and most targeted audience. This would include release on digital platforms through SVOD, TVOD, and AVOD.

TARGET AUDIENCE

DANCE ENTHUSIASTS

With breaking becoming a mainstream sport, there is increasing media coverage and competition events that dancers are able to watch and compete in. This has led to a boom in dancers wanting to participate in breaking competitions. The sport is on a historic rise and will continue to grow as it debuts on NBC primetime during the Olympic Games in 2024. Anyone who enjoys the art of dance will have a potential interest in this including the coaches, participants, and athletes themselves.

HIP HOP FANS

Since being born on the streets, breaking has always belonged to the hip hop family. People who participate in and consume hip hop related content will have a targeted interest in this film. The hip hop community has shown that it supports each discipline and will embrace its last element of going mainstream. No matter the recognition, break dancing will always be known from its origins in hip hop.

24 million

The number of participants aged 6 and older in dance, step, or other choreographed exercise.

Source: <https://www.statista.com/statistics/756629/dance-step-and-other-choreographed-exercise-participants-us/>

CAPITAL FILMS				
	Role	Day Rate	Days Needed	Total Cost
PRODUCTION CREW	Director	\$800.00	30	\$24,000.00
	Camera Operator	\$800.00	30	\$24,000.00
	2nd Camera Operator	\$700.00		\$0.00
	Sound			\$0.00
	Gaffer			\$0.00
	Producer	\$600.00	30	\$18,000.00
	Aerial Photography			\$0.00
	Wardrobe			\$0.00
	Hair/Makeup			\$0.00
	Crafty	\$100.00	30	\$3,000.00
	BTS Photographer	\$400.00	30	\$12,000.00
	Production Co	\$10,000.00	1	\$10,000.00
				\$0.00
				\$0.00
			\$0.00	
Production Total:				\$91,000.00
POST - PRODUCTION	Editor	\$1,750.00	16	\$28,000.00
	Colorist	\$500.00	5	\$2,500.00
	Sound Design	\$1,000.00	10	\$10,000.00
	VFX	\$1,000.00	12	\$12,000.00
	Composer	\$1,000.00	20	\$20,000.00
				\$0.00
				\$0.00
				\$0.00
				\$0.00
				\$0.00
Post Production Total:				\$72,500.00
PRODUCTION EXPENSES	Expense	Cost	Quantity	Total Cost
	Rental Equipment	\$16,224.55	1	\$16,224.55
	Location Permit			\$0.00
	Props/Supplies			\$0.00
	Insurance E&O	\$5,000.00	1	\$5,000.00
	Music Licensing	\$10,000.00	1	\$10,000.00
	Stock Footage	\$10,000.00	1	\$10,000.00
	Data Storage	\$3,000.00	1	\$3,000.00
				\$0.00
				\$0.00
				\$0.00
				\$0.00
				\$0.00
				\$0.00
				\$0.00
				\$0.00
	Contingency (10% standard)	\$20,000.00	1	\$20,000.00
	Total Production Expenses:			
TRAVEL EXPENSES	Expense	Cost	Quantity	Total Cost
	Hotel	\$1.00	6000	\$6,000.00
	Flight	\$1.00	8000	\$8,000.00
	Rental Car	\$1.00	2000	\$2,000.00
	Gas			\$0.00
	Food			\$0.00
	Actor's Hotel			\$0.00
	Actor's Flight			\$0.00
	Interview Location Rentals	\$10,000.00	1	\$10,000.00
				\$0.00
				\$0.00
				\$0.00
	Total Travel Expenses:			
TOTAL EXPENSES	Production			\$91,000.00
	Post-Production			\$72,500.00
	Talent + Expenses			\$90,225.00
	TOTAL EXPENSES			\$253,725.00

FINANCIAL PLAN

The filmmakers will finance this film in a couple of different ways.

BRAND SPONSORSHIP

The biggest opportunity is to partner with brands that can benefit from having access to this film's audience. The filmmakers want to partner with companies that have ties with hip hop and the sport of break dancing.

CROWDFUNDING

A crowdfunding campaign will help raise donations to help fund production for the film. This will also serve to raise awareness and build an email list of people interested in this films production.

TAX CREDITS

Texas just passed their biggest tax credit incentive program to date. To qualify, the Texas Film Commission requires at least \$250k in expenses to be eligible for tax credits.

PRIVATE EQUITY INVESTORS

Investors will be able to buy 50 of 100 available shares of the films LLC. Each share will be valued at \$2,000 and will give the investor a 1% profit share of the full gross return of the film.

SPONSOR OPPORTUNITY

OUR GOAL IS TO RAISE \$250,000 FOR THIS FILM.

We are looking to bring on brands and investors that are involved in the Breaking and Hip Hop scene. This will be a collaborative effort to bring together a story this big. We want partnerships that will benefit from having their products and logos in front of this film's audience.

\$10,000

Producer Credits x2

Access to Marketing Content

\$25,000

Producer Credits x3

Access to Marketing Content

Logo Placement in Film Credits (Opening & Closing)

\$50,000

Producer Credits x4

Access to Marketing Content

Logo Placement in Film Credits (Opening & Closing)

Product Placement (If applicable)

CAST

ROMEO NAVARRO

Romeo Navarro is a 3rd generation Asian-American who calls Austin home. Romeo grew up in east Austin and has been living here his whole life. As well as being a long time contributor to the Breaking scene, he is also a full-time Firefighter/EMT. He brings with him almost 30 years of breaking experience from competing to producing and judging sanctioned events.

Check out BBoy City here:
<https://bboycity.com/>



CREW

RYAN DOWLING

DIRECTOR // CINEMATOGRAPHER

Ryan is a Documentary Filmmaker here in the Austin area. His production company Capital Films creates compelling films and branded documentaries for different types of clients. He is also a Firefighter/EMT here in Austin and has called this place home for over 10 years now. He has a passion for raw storytelling and giving a voice to those in marginalized communities. His award-winning documentary DUALITY a graffiti story is streaming on Amazon Prime and AppleTV.

Check out his work here:
www.capitalfilms.co



CREW

RICHELER ALADIN

PRODUCER

An award-winning writer, director, and producer from the Central Texas area. Aladin is known for his directorial award-winning feature film *Evinced* which got distributed by Gravitas Ventures and was released on February 15th, 2022. Aladin produced, directed, casted, co-wrote, and co-edited this feature film. Comic Book Resources stated that *Evinced* is a “detective thriller delivered with refreshing earnestness if not a big budget.” Upon its release date *Evinced* finished #4 in New/Noteworthy, #3 in Thriller, and #3 in Action Adventure on the trending list on iTunes. Aladin has also produced and directed award-winning short films, *Ms. Anita* and *The Masked 4*. Both of which have been signed and distributed by ShortsTV. *The Masked 4* was selected to be screened on ShortsTV’s editorials pick showcase.



CONTACT US

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RICHELER ALADIN

Producer

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APPENDIX A - LLC REGISTRATION

As development and production continue, the formation for the film's LLC will be filed when funding investors are secured. All company registration and documentation will be provided when established.

APPENDIX B - WIRE INFORMATION

Wire information is available to qualified investors and contributions from other companies. Capital Films LLC will withhold a dedicated account for all the films finances.

APPENDIX C - LEGAL NOTICES

This business plan represents the confidential and proprietary work product of *ROMEO AND THE IMPACT OF BBOYCITY* and is not intended for general use or publication. Consummation of the undertaking described in this business plan is subject, in pertinent part, to the company obtaining the funds necessary to finance the venture.

This business plan contains certain information and assumptions which are presented solely for the purpose of information and illustration. No representations or warranties of any kind can be made as to the accuracy or completeness of such information.

