


**PRODUCT PLACEMENT
BRAND INTEGRATION
SPONSORSHIP**

DE GRINGO A LA TUMBA

A person's hands are visible, reaching out from behind a dark wooden door. The background is a bright, sunlit outdoor scene, possibly a beach or a paved area, with a blurred horizon. The text is overlaid on the left side of the image.

**Generate more revenue,
build your customer base,
and increase your brand
awareness by having your
product featured in our
feature film.**

DE GRINGO A LA TUMBA...

.. is an elevated, edge-of-your-seat independent feature film set in Mexico, involving a seven-year-old girl trying desperately to reunite with her mother in the U.S, with the help of a burnt out Gringo.

It's 'BONNIE & CLYDE' MEETS 'MAN ON FIRE'.

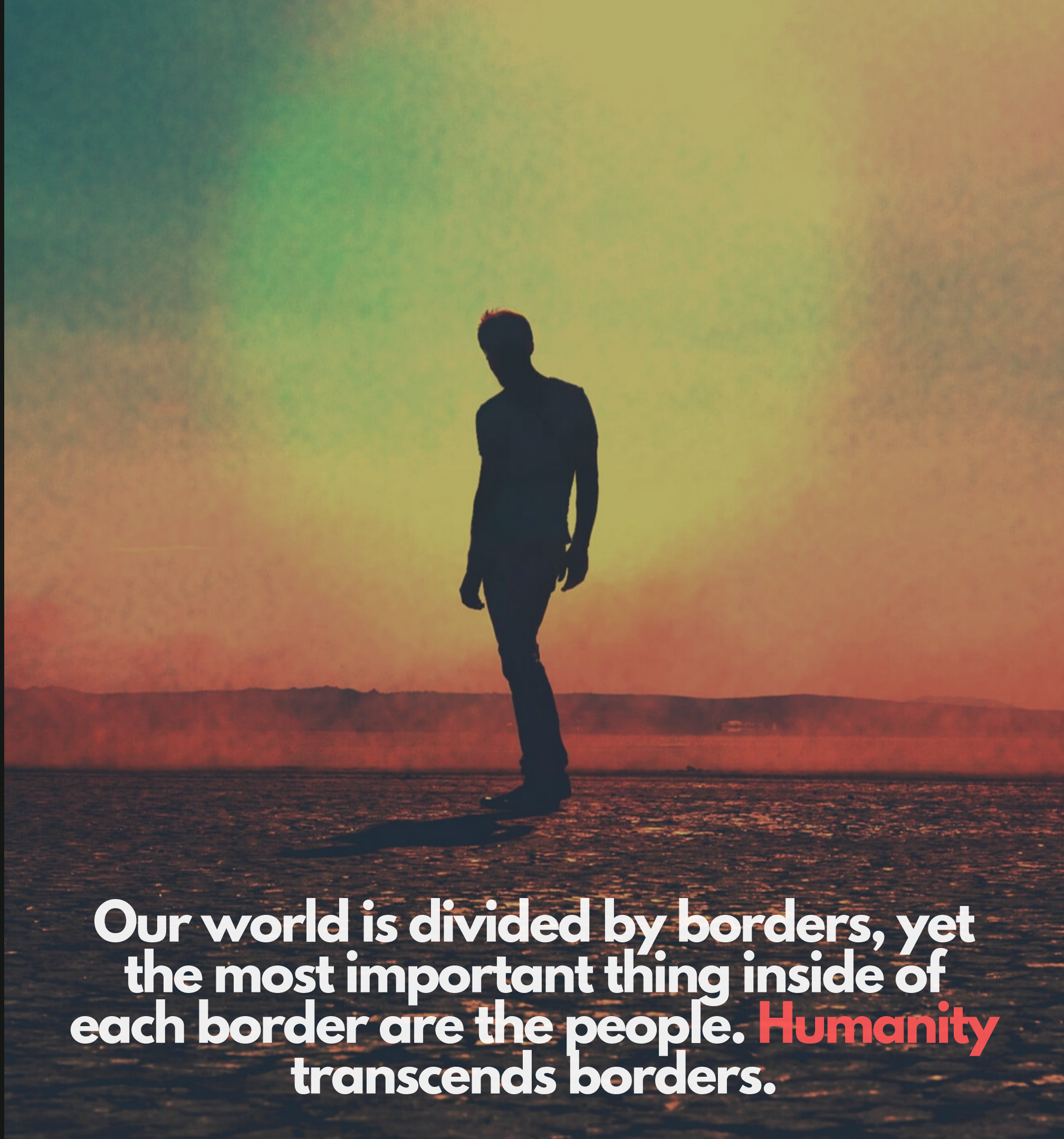
DE GRINGO A LA TUMBA is based on the international award-winning short film, FROM GRINGO TO GRAVE.



This film has something that other border films lack, **heart.**

OUR STORY

Imagine a **road trip** between a seven-year-old non-English-speaking girl, wise beyond her years, and a middle-aged, non-Spanish-speaking Gringo. The relationship has all the **emotional** complexity of a father trying to raise an orphaned child, or the exact opposite, a child trying to raise an irresponsible father. It's a **race-against-time** for this odd couple, dodging bounty hunters, CIA agents, and cartels, while learning to understand and **respect** each other.



Our world is divided by borders, yet the most important thing inside of each border are the people. **Humanity** transcends borders.

WHAT IS PRODUCT **PLACEMENT**?

Product placement is a form of subtle **advertising** & **publicity** that allows businesses (both big & small) to showcase their products in a **film** for advertising purposes.



The purpose? To get noticed

Examples

The Journal of Management and Marketing Research (JMMR) estimated that “58% of [film/television] viewers recognized a brand in a placement when the brand also was advertised during the movie.”



HERSHEY

Saw a 65% increase in profits during **E.T.**'s movie release.



AVIATOR

TOP GUN boosted sales of Aviator sunglasses by 40%.



BLACKSTON WINE

SIDEWAYS increased sales by 150%.

A close-up photograph of a man in a dark suit, white shirt, and patterned tie, holding a martini glass with a lemon twist. He is looking slightly to the right with a serious expression. The background is dark and out of focus.

Get audiences to **associate** your **product** & brand with a heroic or **glamorous** lifestyle.

James Bond notably ordered a martini, "shaken not stirred". Simply by placing that line in the dialogue, moviegoers associated the **martini** with **luxury**, **thrill**, and **swagger**.

"Shaken, not stirred."



Where does our
story take
place?


Ciudad Juárez, Chihuahua
Puerto Palomas, Chihuahua
Agua Prieta, Sonora
Naco, Sonora
El Ceibo, Tabasco

Sierra Vista, Arizona
Naco, Arizona

Where will
filming take
place?

Ciudad Juárez, Chihuahua
Agua Prieta, Sonora
Naco, Sonora

El Paso, Texas
Douglas, Arizona
Bisbee, Arizona
Naco, Arizona
Sierra Vista, Arizona

The background features a dark, moody landscape with a silhouette of a person sitting in the distance. On the left side, there is a large, dark silhouette of a person's profile, facing right, which appears to be speaking or presenting the text.

Recognizable talent,
with a large **following**,
marketing your brand.

Priceconomics reported that placements in film can increase brand awareness by up to **20%**; NextMedium states that number can increase by **43%** when the placements are parlayed with “**emotionally engaging**” storylines.



Eric St. John (playing **GRINGO**) recently made the first round of selections by The Academy of Motion Pictures Arts and Sciences, for the **Academy Award for Best Actor** in a **Leading Role** for his starring role as John Ripley, in the movie "**Ride the Thunder**".



Magi Avila (playing **VALENTINA**) has had pivotal roles in films such as "**Dog Eat Dog**", with Nicolas Cage and Willem Dafoe, "**First Kill**" with Bruce Willis and Hayden Christensen, "**Café Society**" with Steve Carrel, directed by Woody Allen, & Jerry Bruckheimer's "**Training Day**".



Mark Justice (playing **RAMSEY**) is a **UFM** underwear model and actor, who has starred in movies such as "**The Immortal Wars**", next to Tom Sizemore, "**Unwritten**", with Lorenzo Lamas, "**Bleach**", with Tara Reid, as well as roles in "**Jason Bourne**" & "**Paul Blart: Mall Cop**".



Jason DeRoss's (AKA "Lazy Dubb") music can be heard on "Bad Girls Club", "Ugly Betty", "Without A Trace", "Keeping Up With The Kardashians", "LA Ink" and "Law & Order". He was also the lead in "Narco Valley".



Avijah Scarbrough (playing **ALANA**) is a Reporter and TV host for **Spectrum News** in Los Angeles, a 24-hour a day TV network that can be seen in 2 million homes across Southern California. She's also reported for **Good Morning Hawaii**. She is a 2x **TED** speaker.



Michael Ochotorena (playing **SANTIAGO**) starred in "**Love by Drowning**" next to Nicky Whelan, "**Dispatched**" & "**John Light**" with co-star Dean Cain, and "**Stringer**" next to Eric Roberts.

For the full list of named/known talent starring in our film, visit:
www.screenwritingstaffing.com/gringo or find us on **IMDb**.

DE GRINGO A LA TUMBA'S TARGET VIEWERSHIP DEMOGRAPHIC

AGE GROUP

OUR TARGET AGE GROUP:
21-41-year olds.

DE GRINGO A LA TUMBA, rated "R", with similar qualities to SIN NOMBRE, MAN ON FIRE, & TRAFFIC.

MPPA reported that 21-39-year-olds are the largest movie-theater-going demographic, while Statista said 18-29-year olds are the largest group to stream movies.

GENDER

OUR TARGET GENDER:
Both female & male, with a slight slant towards women.

OUR TARGET GENDER:
Both female & male, with a stronger slant towards women.

4 of our top 6 characters are female. Topics/Issues we illuminate include: femicide, domestic abuse, and independence.

According to MPAA report, women made up 51 percent of moviegoers, 52 percent of online subscriptions.

POPULATION

OUR TARGET POPULATION:
Mexico & United States.

OUR TARGET GENDER:
Both female & male, with a stronger slant towards women.

The story is set on the Mexico-United States border. While the story takes place on the border, other populations we plan to target: Canada, Guatemala, France, & UK.

Statista reports the highest subscriber rate for Netflix comes from North America, Latin America, & Western Europe.

RACE

OUR TARGET RACE:
HISPANIC & CAUCASIAN.

OUR TARGET GENDER:
Both female & male, with a stronger slant towards women.

Our top 6 characters: Mexican (4), Caucasian (1), & Guatemalan (1).
The film revolves around a Caucasian male and Hispanic girl.

According to the New York Times, movies starring people of color continue to surge." According to the Sacramento Bee, Latinos buy a 5th of all movie tickets.

OUR GLOBAL REACH

SOCIAL MEDIA FOLLOWING

Screenwriting Staffing, the production company behind DE GRINGO A LA TUMBA, is an online community that connects screenwriters with film & entertainment professionals. They have facilitated projects such as Hallmark's BRAMBLE HOUSE CHRISTMAS and the horror cult classic DEADLY REUNION. Screenwriting Staffing's **network** (through social media and email list) reaches just under 100K.

DE GRINGO A LA TUMBA's talent, both in front of & behind the camera, has a social media **following** of over 375K.

ALREADY A BUILT-IN-AUDIENCE

The short film's purpose (FROM GRINGO TO GRAVE) was to build a **following** even before shooting the feature, DE GRINGO A LA TUMBA.

We accomplished just that. The short has been accepted into 9 film festivals, winning 5 of them, in the following countries: U.S., Mexico, Germany, India, Russia & Slovakia.

We have a universal message that, regardless of location, **audiences** want to see.

SCREENING IN FESTIVALS, THEATERS

Writer-Director Jacob N. Stuart has a long track record of getting into **international** film festivals. His films have screened at over 60, winning 10 of them. Given our film's topic, our target film festivals are based in Guadalajara, Mexico City, Cartagena, Austin, Boston, Los Angeles, Salt Lake City, Berlin, Hong Kong, Toronto, & Venice.

We expect a platform **theatrical** release after the festival circuit, targeting the following states: Arizona, California, New York, Ohio, Texas, & Chihuahua.

VIDEO-ON-DEMAND & STREAMING

VOD provides a potential **global** audience that no other avenue can rival. According to STATISTA, over 75% of US homes have a video streaming service.

Our producers and actors have had films stream on Netflix, Hulu, Amazon Video, among many others.

Once we complete a festival & theater run, we plan to target Netflix & Amazon Video. Other **platforms** we plan to stream our movie include iTunes, Tubi, Google Play, & Vudu.

**"Talented Actor, Eric St. John, Stars in a
New Movie 'De Gringo A La Tumba'."**

- yahoo! news

**"'De Gringo a la Tumba' is
particularly unique as it
touches on topics that most
movies shy away from."**

- WFMJ-TV, NBC/CW

**"[De Gringo a la Tumba]
is an authentic story that
connect to a Global
Audience."**

- MIZ Hollywood

**"'De Gringo a la Tumba' has been likened to major projects like
'Man on Fire,' 'Traffic,' and 'Sicario,' thanks to its amazing
storyline" - WFXG FOX 54**

**What can we
offer you?
Exposure!**



We don't just place products in our film; we **integrate them into our concept, making it an **organic** and natural part of our story.**

Brand integration is the **new product placement.**

Our product placement is not only **subliminal, but **persuasive!****

FEATURED PRODUCTS & ACCESSORIES | DE GRINGO A LA TUMBA



TEQUILA



MEXICAN CHIPS



MEXICAN CANDY



MEXICAN BEER



WINE



BOURBON, WHISKEY



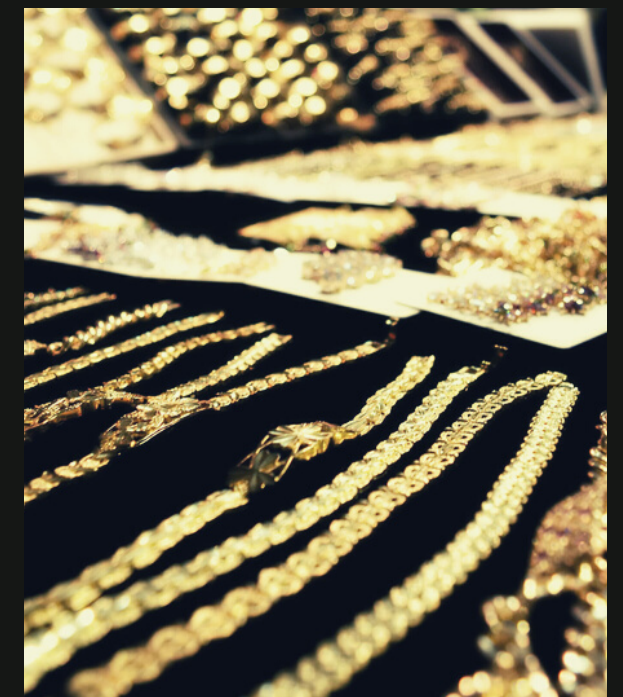
AMERICAN BEER



COSMETICS



CLOTHING LINE



JEWELRY

FEATURED PRODUCTS & ACCESSORIES | CONTINUED



MEXICAN TOYS



SHAMPOO



CIGARETTES



AMERICAN SNACKS



GUATEMALAN FOOD

THE ABOVE 15 **ITEMS** ARE USED EXTENSIVELY (SOME MORE THAN OTHERS) THROUGHOUT OUR TIMELY FEATURE **FILM**.

FOR A **LARGER LIST** OF ITEMS/PRODUCTS USED IN OUR FILM, PLEASE REACH OUT DIRECTLY.

Set in Ciudad Juárez, Filmed in Ciudad Juárez With Talent from Ciudad Juárez



RENATA



ACTIVIST



BIANCA



FUERZA



PROTESTER



JOSELYN



AMILCAR



CHOLO



CARLOS



MARIO



JORGE



ARTURO



JACOB N. STUART
WRITER-DIRECTOR
DE GRINGO A LA TUMBA

Jacob N. Stuart is an award-winning and produced international screenwriter and filmmaker, with over a decade of industry experience. His films have been screened in theaters across the world and distributed traditionally through DVD/Blu Ray. He currently has 3 films on VOD (including the award-winning feature film *An Addicting Picture*).

Jacob is the Founder of Screenwriting Staffing, an online screenwriting community that connects screenplays and writers with film and television industry buyers. Through his company, he has facilitated over 275 sales, options, writing jobs, and representation.

Jacob previously taught screenwriting and film at the Hollywood International Film Academy, Southern Ohio Film Association, and FilmDayton Commission. He has spoke on industry panels all across North America along side major industry veterans.

Jacob holds a Bachelor of Science in Entertainment Business from The Los Angeles Film School, and an Associates of Science in Film. Outside of screenwriting, directing, and producing, he has worked on-set (script supervisor, camera, grip, casting, sound) on projects, such as *Glee*, *Intervention*, *Gene Simmons Family Jewels*, *Toddlers & Tiaras*, *Homecoming*, among many more.



We would love to talk to you about your goals, your brand's message, and what you want relayed to our viewers.

Are you ready to get started?

If you would like to learn more about featuring your product in our film, we'd love to set up a time to speak!

PITCH DECK/BUSINESS PLAN

www.screenwritingstaffing.com/gringo
www.screenwritingstaffing.com/sponsors

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