



Brief Project Description

Title: ***Discounted***

Tagline: **Life's a Duet**

Runtime: **8-page short (about 8m)**

Writer/Producer: **Kristen Chaballa**

Logline: **A recently laid off couple's financial crisis and impending marital collapse jeopardize their young daughter's dance potential.**

Brief Description

Recently laid off mother, Sarah Grant, must keep normalcy for her young daughter Madison, who is quickly excelling in ballet. As funds begin to dwindle and her hopes for her daughter steadily rise, she must also face her husband, Jason, whose logical thinking inhibits their daughter's dreams. Sarah's rash decision making may further Madison's aspirations at the cost of her own marriage crumbling.

Synopsis

Sarah and Jason Grant, fall on hard times in the wake of an economic recession when they come home to find they both have been laid off. Because of this crisis Sarah and Jason can't seem to agree on how they should continue living their lives, especially when thinking about their young daughter. Madison, a promising and devoted dancer, is kept out of the loop of her parent's unemployment leading to believe nothing is wrong. As a way for their daughter to be kept in the dark the couple decides to attempt to continue living a privileged life, they had become used to, in hope to find work again soon.

When this doesn't happen, Jason feels it is right to start cutting extraneous expenses and even considers taking Madison out of dance classes all together to put the money towards more important, immediate issues Sarah, not fond of this idea, fights for her daughter to continue her passion. When Sarah and Jason's arguments become abundant a wedge is driven between them. As their relationship continues to diminish and Sarah's unwavering support for her daughter's future in dance grows, Jason decides it is time to take a break from their relationship, leaving Sarah and Madison in this desperate time of need. This decision did not come without hardships as Sarah continues to make empty promises to Madison and soon realizes what Jason has been talking about the months prior. However, Sarah scrapes up enough money to keep Madison in one dance class a week, ballet. It's here when Sarah realizes another problem. Madison has grown and doesn't fit into her dance clothes that also seem to have been worn out, sending Sarah into another spiral. What may seem like rash decisions now may catapult Madison's potential but at what cost.



Polina (2016) dir. Valérie Müller and Angelin Preljocaj

Target Audience (at least 3)

1. Ballet dancers ages 13 – 24

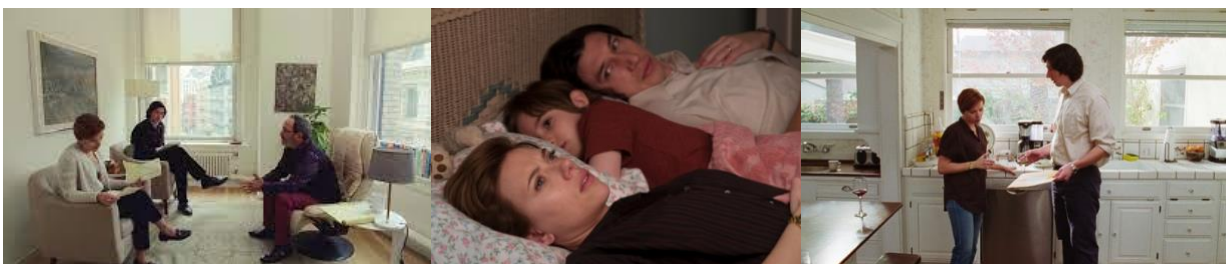
- a. **Why?:** This film focuses largely on dance, ballet in particular, but it also deals with heavier topics including unemployment and divorce that would need a bit of an older audience to completely understand but also relate to.
- b. **Reach:** I would reach this demographic mainly through social media, using Instagram and Twitter.

2. Single Parents ages 30 – 45

- a. **Why?:** The film delves into the whirlwind that is divorce and single parenthood, so single parents between these ages, with children from about 7-12 will be able to relate to the story and struggles that both Sarah and Jason face.
- b. **Reach:** I would mainly reach this bracket through Facebook, as it is a more popular form of social media for people within the age range. I can also reach these people through online or even hardcopy ads, because they are more willing to investigate an ad that they see in comparison to a younger generation.

3. Suburban Lower-Middle Class 30+

- a. **Why?:** While financial crises affect everyone, those who are a part of the lower and middle classes, this being said the family within my story will be more relatable to those who find themselves a part of this socioeconomic class because that is where the family finds themselves, they are also a part of a suburban community.
- b. **Reach:** I would reach this audience through Facebook and online ads as well, since they overlap with the previous demographic



Marriage Story (2019) dir. Noah Baumbach

Web Strategy

Web Presence

Website – Portfolio (<https://www.kristenchaballa.com/>) + Standalone film website

Social Media – Facebook, Instagram, Twitter (hypothetical handle: @discountedshortfilm)

Use of hashtags to further film outreach

#shortfilm (5m posts)
#ballet (18.1m posts)
#womeninfilm (1.1m posts)
#filmmakers (2.3m posts)
#dancelover (1.6m posts)

Web Outreach

A Dancer's Life Blog - <https://www.energetiksblog.com.au/> (about 47.7k followers)

The Whole Dancer Blog - <https://www.thewholedancer.com/blog/>

*Short of the Week Blog - <https://www.shortoftheweek.com/> (30,000 filmmakers, 50+ countries)

Howell Patch – <https://patch.com/new-jersey/howell> (averages about 82k visits per month)

Facebook groups:

- *Ballet Lovers! (16.9k members)
- *Dance Accepts Everyone (307.6k members)
- *Kathryn Morgan's Ballet Community (15.5k members)

Bios

Filmmaker's Bio



Kristen Chaballa is an emerging producer and writer currently based in Philadelphia. She has written multiple short screenplays, including dramatic narrative *Mirror Mirror*, as well as has developed and produced a short sports documentary titled *Throw the Distance*. She is developing a fourteen-page Untitled Family Drama and producing a short dramatic comedy as part of Temple's Wandering Studios. She also is working on Temple thesis film *Revival* as an associate producer.

Character Bios:

Sarah Grant – A struggling soon to be single mother who loses her job amid the 2008 financial crisis holds her daughter passions as a top priority. Because of this Sarah is a rash decision maker who, while thinking about her daughter's future, fails to see her current state of uncertainty her family's facing and how that could be a more imminent, pressing issue. While Sarah is in no way stupid or arrogant, she struggles to rationalize and logically prioritize her life after her life is upheaved and her relationship inflamed.

Madison Grant – A young dancer who is trapped in between her parents while also being kept out of the loop of her family's financial issues. She sees and internalizes more than her parents realize and tries to express her emotions the only way she knows how, thorough dance. Madison does not understand the severity of the situation but sees the toll it is taking on her parents and their relationship.

Jason Grant – Jason is a stubborn business type man who shows his love for his daughter, Madison, in ways that contradict his wife, Sarah. Jason is a logical thinker and is different in every way from Sarah, the two

*Stock Photo



were the perfect couple until the storm of the 2008 financial crisis hit their family first-hand. Trying to keep the family afloat falls short when Jason finds his current priorities more important than Sarah's. The family's struggles culminate in Jason's eventual departure.



On Pointe (2020) via Disney+

*Stock Photo

Film Festival List

5 Top Tier Fests

Festival	Website	Regular Deadline	Submission Fee
Nantucket Film Festival Nantucket, MA, USA June 22 – 27, 2022	https://nantucketfilmfestival.org/	December 3, 2021	\$40 (Short)
Tribeca Film Festival New York, NY, USA June 8 – 19, 2022	https://tribecafilm.com/festival	January 5, 2022	\$60 (Short)
Aspen Shortsfest Aspen, CO, USA April 5 – 10, 2022	https://aspenfilm.org/	October 5, 2021	\$80 (Short, Drama)
Seattle International Film Festival Seattle, WA, USA April 14 – 24, 2022	https://www.siff.net/	January 7, 2022	\$70 (Short)
International Short Film Festival Oberhausen Oberhausen, Germany April 30 – May 9, 2022	https://www.kurzfilmtage.de/en/	January 3, 2022	First 5 free About \$23 (USD) for every film after

5 Second Tier/ Regional & Topical Fests

Festival	Website	Regular Deadline	Submission Fee
Count Basie Center Teen + College Film Fest Red Bank, NJ, USA April 22 – 24, 2022	https://thebasie.org/filmfest/	March 27, 2022	\$25 (College Categories)
Athena Film Festival New York, NY, USA March 11 – 20, 2022	https://athenafilmfestival.com/	August 15, 2021	\$14 (All)

Toronto Independent Film Festival Toronto, ON, CA September 8 – 17, 2022	http://www.torontoshort.com/toindie/	May 5, 2022	\$50 (Short)
Garden State Film Festival Asbury Park, NJ, USA March 23 – 27, 2022	https://www.gsff.org/	October 15, 2021	\$50 (Short)
NYC Short Film Festival New York, NY, USA October 15 – 17, 2021	http://www.nycshorts.com/home.html	May 31, 2021 (for 2021)	\$30

3-5 Alternative Venues

Howell High School – Gosewisch Auditorium

Website: <https://www.frhsd.com/HOWELL>

Programmer: Pete Meehan (Supervisor of Extracurriculars) – pmeehan@frhsd.com

Algonquin Arts Theater (Manasquan, NJ)

Website: <https://www.algonquinarts.org/>

Programmer: Joe Ficarra (Production Manager)

Princeton Garden Theater

Website: <https://www.princetongardentheatre.org/>

Programmer: Brendan Joyce – bjoyce@renewtheaters.org

3-5 Distributors

Shorts? Theatrical? Educational? Etc.

h264 Distribution

Website: <https://www.h264distribution.com/en/>

Contact: info@h264distribution.com / tel: 514.247.9096 / Head of Short Distribution: Justine Baillargeon

Film Types: all genres, shorts and features, committed to highlighting emerging filmmakers

Ouat Media

Website: <https://www.ouatmedia.com/>

Contact: distribution@ouatmedia.com / +1-416-492-1595

Film Types: from website, “Specializing in the worldwide distribution of international short films”

Thirteen/Reel13

Website: <https://www.thirteen.org/>

Contact: programming@thirteen.org / 212-560-1313 (NY); 973-643-3315 (NJ)

Film Types: Education, arts and culture, news, science and nature

*Reel13 = weekly short film (max 8 minutes) competition for filmmakers at any level; winner is aired on Thirteen/WNET



What Maisie Knew (2013) dir. Scott McGehee and David Siegel

Distribution Budget

DISTRIBUTION BUDGET

Festivals	Entry Fee	Food and Travel	Housing	# of Days	Total
Nantucket Film Festival	\$40	\$364.51		2	\$614.51
Tribeca Film Festival	\$60				\$60
Aspen Shortsfest	\$80	\$425.71		2	\$776.71
Seattle International Film Festival	\$70	\$357.49		2	\$557.49
International Short Film Festival Oberhausen	\$0 (First 5 submissions free)	\$910	\$102 (x2)	3	\$1,114
Top Tier TOTAL	\$250	\$2,057.71	\$815		\$3,122.71
Count Basie Teen + College Film Fest	\$25				\$25
Athena Film Festival	\$14				\$14
Toronto Independent Film Festival	\$50	\$607	\$188	2	\$845
Garden State Film Festival	\$50				\$50
NYC Short Film Festival	\$30				\$30
Regional TOTAL	\$169	\$607	\$188		\$964
SUBTOTAL					\$4,086.71

Web Promotion	Vendor	Price	Unit	Total
Website	Wix	\$19	x12 (monthly)	\$228
	GoDaddy	\$12.17	1 (yearly)	\$12.17
Social Media	Facebook	0		0
	Instagram	0		0
	Twitter	0		0
WNET Deliverables	PBS	\$5,000	N/A	\$5,000
SUBTOTAL				\$5,240.17
TOTAL				\$9,326.88

Appendix

- Short of the Week Blog: From the website, “Founded in 2007, Short of the Week has become the preeminent voice in online film curation... With an audience of millions on shortoftheweek.com and out YouTube channel, we have built a network of 30,000 filmmakers and featured over 2,000 short films across every genre from 50+ countries.”
- Ballet Lovers! Facebook group has about 7 new posts a day
- Dance Accepts Everyone Facebook group has about 20 new posts a day
- Kathryn Morgan’s Dance Community: About this group on Facebook, “Welcome to our ballet community!... This is a place to be encouraged and inspired. Please Note: 2 Seller Sundays per month for vendors or manufacturers of dance related products”; about 7 new posts a day
- WNET Deliverables: production and promotional deliverables include – Various cuts of program, scripts [shooting, post, annotated, etc.], promos [20 and 30 second], Closed Captions, production stills, descriptions of various lengths [100 characters or less – 500 words], broadcast packaging treatment, PAA and Packaging forms, Production Credit list, Rundown, Promo Selects, Screeners, Program related graphics

