



"The Umpqua Valley: A Wine Odyssey"

May 2023

Executive Summary:

"The Umpqua Valley: A Wine Odyssey" is an enchanting and visually stunning documentary that delves into the rich history, breathtaking landscapes, and award-winning wineries of Southern Oregon's Umpqua Valley. Drawing inspiration from "The Biggest Little Farm" and David Attenborough's "Planet Earth" series, this film aims to captivate viewers while boosting tourism and invigorating the wine scene in the region.

Investment Benefits:

1. **Increased Brand Visibility and Recognition:**
2. Investors will benefit from heightened brand visibility and recognition as their names or companies will be acknowledged in the film credits and during the press tour. This association with a high-quality documentary will enhance the reputation of the investors and showcase their commitment to supporting the local wine industry and community.
3. **Strengthened Regional Wine Industry:**
4. The documentary will bring the Umpqua Valley to the forefront of wine enthusiasts' minds, positioning the region as a premier wine destination. This increased awareness will attract more visitors, stimulating the local economy and providing growth opportunities for wineries, tourism businesses, and related industries.
5. **Support for Sustainable Practices and Innovation:**
6. By highlighting the sustainable practices adopted by the region's vintners and the innovative techniques used in winemaking, the film will encourage further adoption of environmentally friendly practices and inspire innovation within the industry. This emphasis on sustainability will benefit investors by fostering a healthy, thriving wine industry in the Umpqua Valley for generations to come.
7. **Boosted Wine Tourism:**
8. **Diversity and inclusion in winemaking:**
9. As the documentary garners national and international attention, it is expected to significantly boost wine tourism in the Umpqua Valley. This increase in tourism will benefit investors by driving more visitors to their wineries, tasting rooms, and other local businesses, leading to higher revenues and a more vibrant regional economy.
10. **Exclusive Access and Behind-the-Scenes Content:**
11. Investors will be granted exclusive access to behind-the-scenes content and updates throughout the production process, allowing them to stay informed and engaged with the film's progress. This privileged access will provide investors with unique insights into the documentary's creation and the opportunity to connect with the film's creators and subjects.
12. **Long-term Impact on the Umpqua Valley:**



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13. The documentary will have a lasting impact on the Umpqua Valley, positioning the region as an essential destination for wine enthusiasts and nature lovers alike. Investors will benefit from the long-term growth and development that the film will inspire, ensuring the continued prosperity of the region's wine industry and broader community.

In conclusion, investment in "The Umpqua Valley: A Wine Odyssey" offers numerous benefits to investors, ranging from increased brand visibility and recognition to long-term impact on the region's wine industry and community. By supporting this documentary, investors will be contributing to a project that not only showcases the enchanting world of the Umpqua Valley but also promotes sustainable practices, innovation, and the power of community in the fascinating world of winemaking.

Pro Forma Financial Summary:

Total Collective Investment: \$350,000

I. Production Costs:

A. Pre-Production:

14. Research and Development: \$15,000
15. Scriptwriting and Storyboarding: \$10,000
16. Location Scouting: \$5,000
17. Casting and Crew Recruitment: \$5,000
18. Subtotal Pre-Production: \$35,000

B. Production:

1. Equipment Rental (Cameras, Lighting, Sound): \$25,000
2. Crew Salaries: \$50,000
3. Travel and Accommodation: \$20,000
4. Location Fees and Permits: \$10,000
5. Set Design and Props: \$10,000
6. Insurance: \$5,000
7. Subtotal Production: \$120,000

C. Post-Production:

1. Editing and Color Grading: \$25,000
2. Sound Mixing and Design: \$15,000
3. Music Licensing and Original Score: \$10,000
4. Visual Effects and Graphics: \$10,000
5. Subtotal Post-Production: \$60,000



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May 2023

II. Marketing and Distribution:

A. Marketing:

1. Marketing Materials (Posters, Press Kit, Trailer): \$10,000
2. Social Media and Online Advertising: \$15,000
3. Public Relations and Press Tour: \$20,000
4. Subtotal Marketing: \$45,000

B. Distribution:

1. Film Festival Submissions and Attendance: \$10,000
2. Theatrical Release Expenses: \$20,000
3. Digital Distribution and Negotiations (Apple TV, Netflix, Amazon Prime Video): \$10,000
4. Subtotal Distribution: \$40,000

III. Contingency Fund: \$50,000

Total Costs: \$350,000

This pro forma financial summary outlines the estimated costs for the production, marketing, and distribution of "The Umpqua Valley: A Wine Odyssey" under the \$350,000 collective investment. The allocation of funds has been carefully planned to ensure the highest quality film while maximizing the return on investment for the collective. By investing in this project, stakeholders will contribute to a documentary that showcases the beauty and innovation of the Umpqua Valley, benefiting the region's wineries, tourism, and community for years to come.

In conclusion:

"The Umpqua Valley: A Wine Odyssey" is poised to be a captivating documentary that will showcase the magic, history, and innovation of the Umpqua region. As the land of 100 valleys, each with its unique climate, the Umpqua Valley is truly a hidden gem waiting to be discovered. The documentary will highlight the region's rich history, including the first winery in Oregon, as well as the recognition received by two local wineries as the best in Oregon and one as the best in the Northwest. Furthermore, we will feature insightful presentations from experts like Earl's son from Abacela, who will delve into the unique soil and climate characteristics that make the Umpqua Valley ideal for producing world-class wines. By capturing the essence of this remarkable region, "The Umpqua Valley: A Wine Odyssey" will undoubtedly invigorate the local wine scene, boost tourism, and bring people together to celebrate the enchanting world of winemaking in Southern Oregon.