

25 REVOLUTIONS



JON FLAMING

OVERVIEW

25 Revolutions follows the journey of indie radio station KHYI-FM GM and festival founder Joshua Jones, produces the silver as he anniversary of the Texas Music Revolution. As much a document of the challenges of reintroducing live music in the wake of a pandemic, this film is a celebration of Texas and its' music—where, at the crossroads of true country and Americana has evolved the Lone Star state's own 'red dirt' Waylon and Willie style.

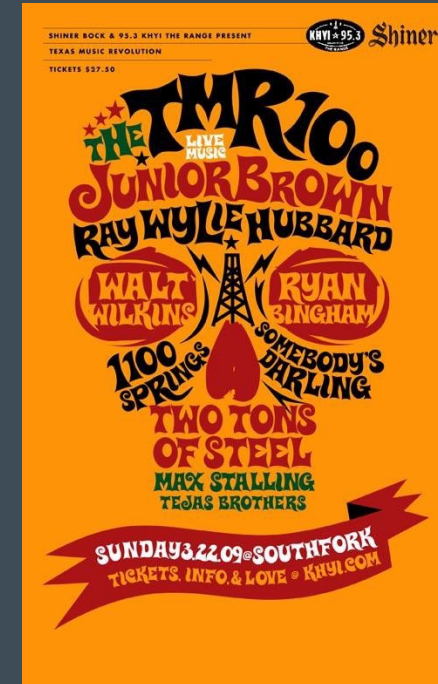
For more than a quarter of a century, KHYI-FM's commitment to radio independence has given voice to this unique sector of the country western genre. TMR has subsequently emerged as an iconic, annual live showcase of that outlaw voice and grown into the largest self produced radio station music festival in the country. In a time characterized by social distancing, unrest, and isolation, in an environment where larger festivals have shuttered, Joshua and TMR will double down to produce their grandest event yet.

"The average lifespan of a music festival is 2.5 years, and KHYI is trying to navigate a new city, a new format, and a worldwide pandemic to celebrate the 25th installment." -Joshua Jones, KHYI

Tapping into Joshua's experience and one of a kind access, we will witness the struggles of producing a major event at an unprecedented moment in our history and meet the iconic artists and characters that for 25 years have made this festival unique, vital, and oh-so-Texan.

HISTORY OF THE TEXAS MUSIC REVOLUTION

The Texas Music Revolution is a landmark, nationally known music festival. It is the single largest radio station-produced Americana music festival in the world. Fans flock from across the United States, and often cross oceans, to attend the event.





STAR POWER

One of the most compelling elements of the film is the talent participating in the film. Kiefer Sutherland will be a featured interview subject and lend his recognizable voice as narrator of the film. In the same way consumers recognize a star voice-over in a car commercial, having a nationally known star will strengthen the character and mood of the film. For consumer viability, this provides significant strength and credentials for a potential distributor.



A FEW BANDS & PERFORMERS IN THE FILM

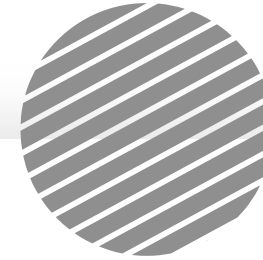
- Ray Wylie Hubbard
- Kiefer Sutherland
- Charley Crockett
- Randy Rogers
- Joshua Ray Walker

FILM FESTIVAL TARGETS

Film festivals are the starting place for acquisition and distribution. All major distributors will be present at the festivals we're targeting below. If we win awards at any of these, we have a solid opportunity for distribution.



Venice Film Festival



Internationale
Filmfestspiele
Berlin



FESTIVAL DE CANNES

SXSW 



DISTRIBUTION

There are numerous distribution options for the film. This image shows the options for possible purchase and some of the potential distribution platforms. We will partner with an agent-broker to assist with distribution of the film.

USE OF FUNDS

Pre-Production	\$15,000
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| <ul style="list-style-type: none">• Legal | \$15,000 |
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Production	\$100,000
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| <ul style="list-style-type: none">• Gear Rental• Crew Costs• Travel | <ul style="list-style-type: none">\$15,000\$65,000\$15,000 |
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Post-Production	\$140,000
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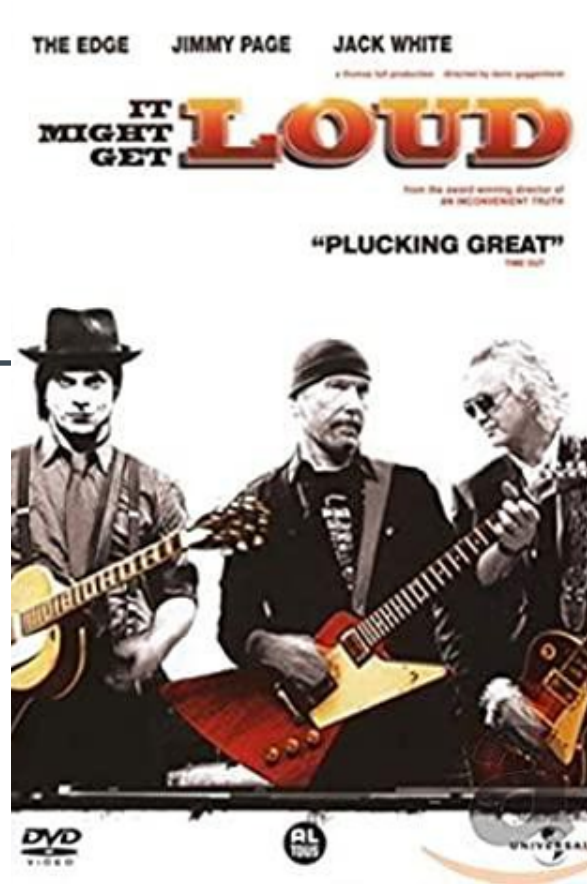
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|---|--|
| <ul style="list-style-type: none">• Editing• Finishing• Music licensing | <ul style="list-style-type: none">\$95,000\$25,000\$15,000 |
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Film Festival Marketing	\$20,000
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|---|--|
| <ul style="list-style-type: none">• Trailer Editing• Social Media• Travel | <ul style="list-style-type: none">\$5,000\$10,000\$5,000 |
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TOTAL BUDGET	\$265,000
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COMPARATIVE DOCUMENTARIES



BUDGET
\$1,500,000

ESTIMATED GROSS
\$4,500,000



BUDGET
\$125,000

ESTIMATED GROSS
\$750,000



BUDGET
\$350,000

ESTIMATED GROSS
\$1,750,000

JOSHUA JONE BIO

Executive Producer-Creative Director

A 6th generation Texan, Joshua Jones has built radio stations from the ground up: sales force, administration, promotions, on-air, website and social media channels, into nationally-recognized award-winning radio channels. He created and produced one of the largest 100% radio station produced music festivals in the country: KHYI's Texas Music Revolution. He 's worked with major brands and developed six-figure sponsorships, bringing in nationally known artists for over two decades.

In 2009 Joshua was commissioned by Shiner Bock to create and produce a national promotion to commemorate the 100th anniversary of Spoetzl Brewery. He has produced and co-produced eight studio albums.

Joshua has a BA from Hardin-Simmons University & an MS from the University of North Texas.



TROY PAFF BIO

Director-Executive Producer

Troy Paff has been a filmmaker and photographer for some thirty years. He's a graduate of the Film and Electronic Arts program at Cal State Long Beach and works internationally as a cinematographer and director.

His projects in film and TV have led to irreverent adventures around the globe including nonfiction projects for Discovery, CNN, NatGeo, MSNBC, Travel, A&E, and History on shows like Dirty Jobs with Mike Rowe (two Emmy nominations for Cinematography), Zimmern List (Daytime Emmy for Outstanding Travel and Adventure Program), Bizarre Foods with Andrew Zimmern, Wicked Tuna, and Somebody's Got to Do It. Troy has worked in every state, many countries, and six continents and counting. He calls Taos, New Mexico home.



An aerial photograph of a town under a clear blue sky. In the foreground on the left, a large white water tower with a lattice steel frame stands prominently. The tower has some equipment mounted on its upper section. To the right of the tower, a dark blue rectangular box is overlaid on the image, containing the words 'THANK YOU' in white, bold, sans-serif capital letters. The background shows a dense residential and commercial area with various buildings, streets, and green trees. A parking lot with many cars is visible in the lower center. In the far distance, another water tower can be seen on the horizon.

THANK
YOU