



25 REVOLUTIONS

A FEATURE-LENGTH DOCUMENTARY
SET IN MCKINNEY, TEXAS.

Introduction:

25 Revolutions, a feature-length documentary, is poised to showcase the City of McKinney in unparalleled fashion.

The documentary, narrated by Hollywood icon Kiefer Sutherland, and produced by *Dirty Jobs*' and *Bizarre Foods*' Troy Paff, follows the planning, production, and ultimately the performances involved in KHYI 95.3 fm's 25th annual music festival, the Texas Music Revolution.

While the average life-span of a U.S. music festival is 2.5 years, KHYI has managed to execute 25 installments of its famed event. Through the years, many Country music staples have walked across the Texas Music Revolution's stages: Kacey Musgraves, Ryan Bingham, Jerry Jeff Walker, Ricky Skaggs, Asleep at the Wheel, Robert Earl Keen, Hank Thompson, Gary Stewart, Whiskey Myers, Pat Green, Jack Ingram and hundreds more.

The 25th anniversary provides more challenges than any other year in the festival's vaunted history, including but not limited to:

- The timing makes TMR the first post-pandemic two-day festival in the entire state of Texas.
- The new location (McKinney) and new format (93 bands on 21 stages, all within walking distance) provide countless logistical hurdles.
- An exhaustive effort to bring back bands from the first few years including BR5-49's Chuck Mead, Ray Wylie Hubbard, Randy Rogers and more.

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- One particular goal was to track down an artist who had walked away from both a major-label record deal and the most requested video of the year on Country Music Television (CMT) 18 years ago. This artist had gone off the grid and had not performed on a stage in Texas in over 18 years.
- Another goal, documented in the footage, was to shine a star on the best up and coming bands in Texas including Joshua Ray Walker who, according to Rolling Stone Magazine, had the 5th best Country Album in the world in 2020. Walker played 5 sets as a member of 3 different bands on Saturday alone.

As if this weren't enough for an amazing documentary in the magical setting of downtown McKinney, a cataclysmic storm hit on the second night of the Festival, creating high drama but also bringing out the best in everyone.

Update: The principle filming has wrapped and the film is waiting to secure grant funding to move to official post-production status with a hopeful early-edit version available for viewing in the Summer of 2022.

<https://www.dropbox.com/s/ba23g5qundg0wl3/McKinney%20Promo.mp4?dl=0>

Hi Dee-Dee-

I hope this email finds you doing well. I am sending this MCVB Grant Application to you with the blessing of Mayor George Fuller. My business partner, Troy Paff and I have, what we believe is, an incredible opportunity to showcase the City of McKinney in a feature-length documentary. All principle filming is completed and we are simply trying to secure the funding to move into post-production and the marketing of the Film. I have attached an intro letter, a powerpoint that should give you more insight into the film and our objectives, a dropbox link and finally an MCVB application form. I would love the opportunity to meet with you and answer any questions you might have.

Here is the link to the sizzle reel:

<https://www.dropbox.com/s/ba23g5qundg0wl3/McKinney%20Promo.mp4?dl=0>

With Regards I Am,

Joshua Jones

josh@KHYI.com

25 Revolutions, LLC & Metro Broadcasters-Texas, Inc.

c: 214.213.0008

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joshua jones

gm

khyi/kxez

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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.

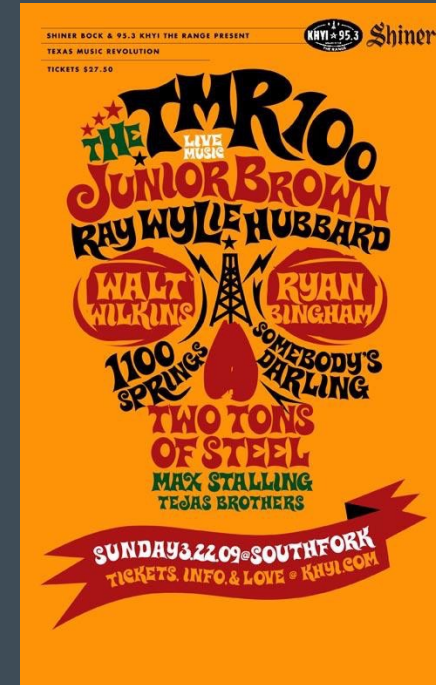
For more than a quarter of a century, KHYI-FM's commitment to radio independence has given voice to this unique sector of the country western genre. TMR has subsequently emerged as an iconic, annual live showcase of that outlaw voice and grown into the largest self produced radio station music festival 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.

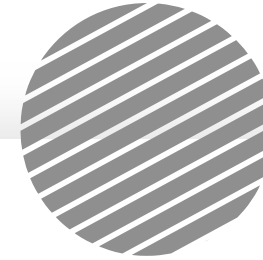
A FEW BANDS & PERFORMERS IN THE FILM



- 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.





DISTRIBUTION

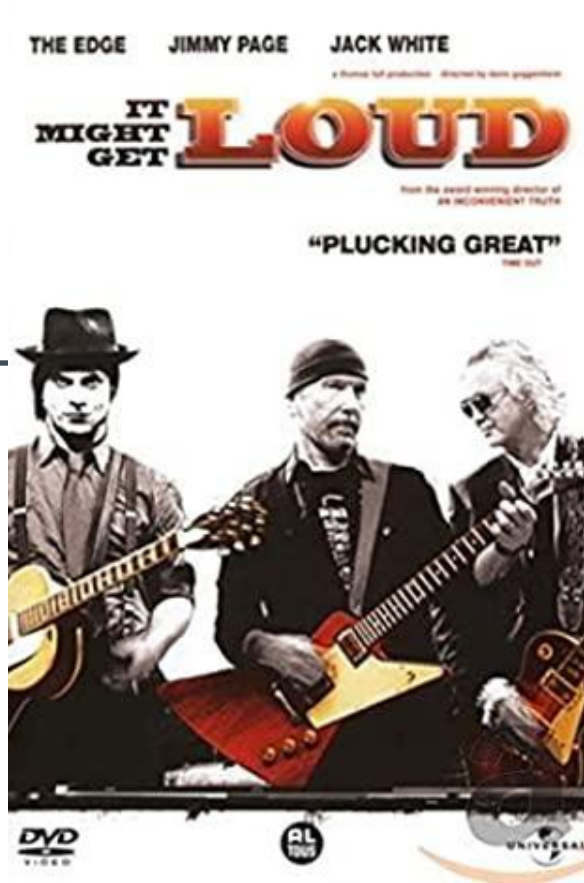
There are numerous distribution options for the film. This image shows the options for possible purchase and some of the potential distribution platforms. We will partner with an agent-broker to assist with distribution of the film.

USE OF FUNDS

Pre-Production	\$15,000
<ul style="list-style-type: none">• Legal	\$15,000
Production	\$100,000
<ul style="list-style-type: none">• Gear Rental• Crew Costs• Travel	\$15,000 \$65,000 \$15,000

Post-Production	\$140,000
<ul style="list-style-type: none">• Editing• Finishing• Music licensing	\$95,000 \$25,000 \$15,000
Film Festival Marketing	\$20,000
<ul style="list-style-type: none">• Trailer Editing• Social Media• Travel	\$5,000 \$10,000 \$5,000
TOTAL BUDGET	\$265,000

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.





THANK
YOU



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IA) The mission, strategic goals and objectives for 25 Revolutions film are simply to finish the production-phase of the film that has been already been filmed. This includes, but is not limited to editing, music licensing, marketing, legal etc etc. The ultimate goal of this, as explained in the Power Point presentation that accompanied our original application is distribution of the film on streaming services (Netflix, Hulu, Amazon, etc) or theatrical release. In short, we want as many eyes to see this film as possible. The scope of services, day-to-day operations, paid and volunteer staff are non-applicable to this project.

IB) There are no planned organizational changes.

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III. Overview: The financial status of this film is approximately half funded. While the post production phase is currently in process (4 months and counting), the pre production phase (2 months) and production phase (4 months) of the film project are essentially complete. Approximately 50% of the project's \$525k total budget goal has already been satisfied in the form of waived development and preproduction costs (\$5k est.), waived actor fees (\$15k est.), waived producers fees (\$135k est.), waived director of photography fees (\$48k); waived production equipment costs in the form of camera package (\$40k), sound package (\$2k), lighting package (\$2k), media management package (\$2k) and discounted costs associated with lodging and travel (\$15k est.)

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(Page 8 Sec III continued.)

Since the total non-debt equity in the project is approximately \$264k, the contribution of an MCV grant could have a valuable impact against the \$256k still needed to complete the film project. Raising the balance of this budget is our mission, and where achieved efficiently will allow us to accomplish our goal of completing the film project in the third quarter of 2022. Since this film production is overseen by an LLC formed only this year (2021), audited financials are not available.

Summary: This project is the creation of feature length film/ a 'work of art' where the goals and activities are predicated on meeting linear film industry-standard milestones. These milestones are known as development, pre-production, production, post production, and distribution. Following is an outline of requested goals/activities expressed in those terms, with approximate portion of budget still needed to raise.

Total budget: \$525,000

Equity value already added: \$264k (see III. Financials)

Approximate still needed to raise: \$261k (see below)

1.) Development (1996-2021, 25 years of the Texas Music Revolution)

Equity: Not quantifiable

Balance needed: NA

Status: Complete

2.) Pre-production (Jan-Feb 2021)

Equity: \$5k

Balance needed: \$10k

Status: Fundraising

3.) Production (Mar-June 2021)

Equity: \$124k

Balance needed: \$95k

Status: Fundraising

4.) Post production (July 2021-June 2022 estimate)

Equity: \$0

Balance needed: \$135k

Status: Fundraising

5.) Distribution (July 2022 estimate)

Equity: \$0

Balance needed: \$20k

Status: Fundraising

Note: Producers fees waived

Equity: \$135k

Balance needed: \$0

Status: Complete

Since this film production is overseen by an LLC formed only this year (2021), audited financials are NA.