

Still the Water
Mighty Ocean Film Inc.
629 Water St E
Summerside, PE



Is your business ready to make the leap to superstardom in a feature length film about hockey, family, and PEI culture?

We think so and we'd like to talk to you about it!

Mighty Ocean Film Inc., located in Summerside, PEI, has set out to produce a full-length feature film called *Still the Water*. This movie is a dramatic feature film written by Island-based writer Susan Rodgers, author of the popular fifteen-volume women's fiction *Drifters* series. The film is being produced by Nicolle Morrison, Nancy Quinn, Rick Gibbs, and Susan Rodgers.

The story in *Still the Water* revolves around Jordie MacAulay, a last chance hockey player who returns home to Prince Edward Island after ten years of playing second rate hockey in an alcoholic fog in Alberta. The title, *Still the Water*, refers to calming the chaos that surrounds Jordie and his family. This is a story of redemption that will appeal to all adult audiences for its tragic tale of the men in a broken family trying to find their way back to each other. Its imagery, layers, and texture are intricate, tragic, and beautiful. **Hockey, fishing, and culture come together** in this moving film about second chances, which will be shot entirely on Prince Edward Island **utilizing as many island resources** as possible – cast, crew, equipment, support goods and services, and of course, stunning locations.

In order to create a truly iconic Island film, **our mission is to feature and use many local products and businesses** both on and off screen. *Still the Water* will showcase our Island lifestyle to audiences around the world, and we are inviting your company to be involved!

Attached to this sheet is information on the film itself, as well as how your business can be involved in, and benefit from, this production!

We welcome any requests and/or questions and look forward to hearing from you.

Mighty Ocean Film Inc.

About the Producers

Susan Rodgers – As the author of her beloved book series *Drifters*, Susan Rodgers is a writer that creates captivating stories that readers love all around the world. Although *Still The Water* will be the first feature film for the Vancouver Film School honours graduate, Susan has experience in, and a passion for film making. Some of her past projects include: *Bobby's Peace*, *The New Neighbours*, and *The Healing Place*.

Rick Gibbs – Having worked in the film and television industry since 1968, Rick brings quite a bit of experience to this project. He is vastly experienced in directing and producing, as well as camera, and uses his years of experience to think quickly and solve effectively. In addition, his involvement in both public and private sectors works as an asset to understanding the needs of businesses and client services.

Nicolle Morrison – Nicolle is a well-known businesswoman and realtor in Summerside who manages a number of properties across Prince County. In addition to being active in her community such as co-founding the Summerside chapter of 100 Women Who Care, she also brings her business expertise and many connections to the team.

Nancy Quinn – Nancy is a self-employed business consultant with experience in marketing and coordinating. Although she is new to the film business, her marketing and sales expertise will help guide the distribution and promotion of the film. As well, her experience with client relations and networking prove useful in connecting the movie to the right people.

Ways your company will be involved in *Still the Water*

There are two ways in which your service or product will be involved in our Island movie: your product or service can be featured in the film, or used behind the scenes.

Featured in the Film:

If you want your product or brand in the film, and it aligns creatively with the themes of the movies, it can be featured in one of three different ways:

1. Screen Placement - your product or brand will be seen in the film for an agreed upon period of time throughout the film
2. Script Placement - your product or brand will be spoken by a character in the film for a previously agreed upon amount of times
3. Plot placement - your product or brand will become an integral part of the film such as an item consistently used by a character

Behind the Scenes:

If your in-kind product or service would better benefit the behind the scene production of the film, your sponsorship will be featured on part of all our publicity releases including print, website, social media, and of course, screen credits.

Distribution Avenues for *Still the Water*

After the filming of *Still the Water* in April-May of 2018 and the post-production editing in May-June of 2018, distribution and marketing will be the next big step. Your product/brand could be seen by tens of thousands of people across the country, as well as globally.

Our plan for *Still the Water* is to distribute our Island movie to as many film festivals as possible. Our initial focus will be bringing the film to international audiences at Canadian film festivals, and then move on to international festivals.

Examples of Canadian film festivals and potential viewers:



In addition, these film festivals will open doors to larger distribution avenues including global sales and viewing opportunities such as **Netflix**, **Corus Entertainment's Movie Central**, **Astral's The Movie Network**, **Crave TV**, and other digital global platforms. In addition, many films sell in numerous territories internationally and markets such as The American Film Market, The Banff Media Festival, or the Berlin Film Market offer opportunities to liaise with international buyers all looking for new content.

Bringing *Still the Water* to these audiences will showcase your product/brand as part of the featured **Prince Edward Island culture**. You will be associated with our 'Island way of life' through not only the film, but additionally promoted through our various social media platforms and website.