



CALF ROPE



THE LEGACY OF CALF ROPE

Directed by award-winning filmmaker, Bradley Hawkins, *Calf Rope* is the heart-warming tale of the special bond between grandparents and grandchildren, and the endearing legacies that can live on, long after the elder is gone. *Calf Rope* is a tender short film set in the 1960s about a 65 year-old cattle auctioneer and former junior rodeo champ from rural Oklahoma, and the tight bond he develops with his young grandson from suburban Pennsylvania while teaching him a few tricks from his previous trades.

The film is based on Hawkins' boyhood memories of his Granddad Mac, and concludes with a hint of the legacy that his "Grandad" unknowingly left behind for Hawkins as a role model for being "Grandpa" to his own young grandchildren today. To continue the legacy, Hawkins' daughter, Sarah Hawkins, is producing *Calf Rope* under their father-daughter film company, Dadley Productions.



DIRECTOR | BRADLEY HAWKINS

Director, Bradley Hawkins, began his film career as an actor in the San Francisco Bay area in the early 1990s, starring in plays and musical theater productions on stage, as well as being on-camera in commercials, television, and films. Hawkins and his young family moved to Lancaster, Pennsylvania in 1997 where he taught acting, film studies, and humanities, and directed several stage productions at the high school level. After retiring as a high school teacher, Hawkins returned to acting on-camera and transition into an award-winning indie film director in 2016 with his debut comedy short, *Roller Coaster*, earning 30 film festival awards throughout the country. In 2017-2018, his quirky, comedy-fantasy, *Filling In*, won 61 festival awards and 37 nominations from throughout the U.S. as well as in Australia, Canada, England, Italy, and even in Lithuania. Both *Roller Coaster* and *Filling In* are now streaming on Amazon Prime today.

In addition to being a film director, Hawkins coaches emerging on-screen talent through his on-camera program, The Actor's Workshop of Central PA, as well as holding virtual acting coaching sessions nationwide. Hawkins also founded his film production company, Dadley Productions, in 2015, with his daughter and producer, Sarah Hawkins. *Calf Rope* will be the father-daughter duo's third film project produced together under the Dadley Production's banner.

A man wearing a black cowboy hat, glasses, and a tan jacket over a plaid shirt sits in a field. A young boy with blonde hair, wearing a red and blue plaid shirt and a brown cowboy hat, sits in front of him. They are both looking towards the right. The background is a field of tall grass and trees, bathed in the warm, golden light of a sunset or sunrise. The sky is a mix of orange and blue.

DIRECTOR'S STATEMENT

"Loosely based on my childhood memories of the tight bond I had with my one of my grandfathers, CALF ROPE focuses on the legacy that he unknowingly left behind that influenced me as to what it means to be the playful, connected, and active grandpa that I strive to be with my own two young grandchildren today. CALF ROPE means more to me on a personal level than any other creative endeavor I've ever embarked on. It truly feels like my entire life has led to this moment in time for the purpose of telling this story of the importance of leaving a long lasting legacy for our children's children, as well as the for the generations beyond them through the wonder and magic of cinema."

- Bradley Hawkins | Director, Calf Rope



FATHER-DAUGHTER DUO

Dadley Productions was founded in 2015 by Bradley Hawkins, and daughter, Sarah Hawkins. Bradley, a retired film studies and humanities teacher is now an award-winning director, known for his directorial debut, the rollicking comedy short, *Roller Coaster*, and his whimsical, quirky, comedy-fantasy, *Filling In*. Sarah is an emerging producer, best known for her activism for gender equality in the film industry and for her female-driven production company, Pretty Thing.

Dadley Productions is not only passionate about telling stories that lift the human spirit but is also committed to bringing more narrative filmmaking to Central Pennsylvania. We're looking to partner with as many organizations and community groups as possible to see *Calf Rope* come to life. We believe that filmmaking is about community and want to demonstrate through our production of *Calf Rope* how anyone with the heart and passion to do so can be a part of the process of crafting cinematic stories.



CREATIVE TEAM | FEMALE-FOCUS

From the inception of Dadley Productions in 2015, our mission has been to do all we can to provide as many opportunities for women in film through our projects. We're therefore making a point to intentionally seek out and hire exceptionally talented women to be on our crew, such as our Director of Photography, Sofia Monzerrat (pictured left), our 2nd AD & Associate Producer, Jackie Walker, and Co-Producer, Lauren Zehr.

Although we are still in pre-production and will be bringing on more crew members in the next few weeks, our goal is create a predominantly female-identified team of 60-70% women in key creative positions.



PERSPECTIVE

Our quest is to tell this wholesome, character-driven, story from a child's unfiltered perspective, and to reveal the developing, endearing bond between grandfather and grandson through stunning visual elements that capture the beauty of their love for each other through touching "slice of life" moments.

TONE

- Thoughtful & Poetic
- Endearing & Sweet
- Romanticized but yet "Down to Earth"
- Rockwell-esque with Pixar-like tugs at the heartstrings

CREATIVE INFLUENCES

- The Reivers (1969)
- Field of Dreams (1989)
- The Tree of Life (2011)
- Coco (2017)



CALF ROPE COMMUNITY

The community behind *Calf Rope* is growing fast, and we've only just begun! With only a few weeks into the funding process, Dadley Productions, has gathered audiences from far and wide to get involved with Team #CalfRopeMovie.

AUDIENCE

- 52% Men, 48% Women
- Primary Fanbase in Lancaster, PA & Houston, TX
- Largest Demographic: Moms ages 25-34 (with one or more children)

STATS

- Instagram Followers: 1,452
- IG Engagement Rate: 43.14%
- Facebook Fans: 542
- Email List: 818

DISTRIBUTION PLAN

We want to ensure that our short film is available to all who have contributed to the creation of *Calf Rope*, so we're making it a point to host private community screening events, roll out to a carefully curated film festival run, then proceed to a week long theatrical run in Los Angeles, and end distribution with a move into transactional and streaming platforms. We're starting with our niche audience to build momentum in order to grow a passionate and engagement movement behind the film.

Here's our desired course of action:

PROJECTED ROLL OUT

- **Private Test Screening Event** in Lancaster, PA for Donors
- **Film Festival Run** (Main Targets: Heartland, Sundance, SXSW, Dances With Films, Telluride, etc.)
- **One-Week Theatrical Run in Los Angeles** (To ensure we qualify for eligibility of Academy's Live Action Shorts category)
- **TVOD Platforms** (Main Targets: Amazon, iTunes)
- **SVOD Platforms** (Amazon Prime, Hulu, Netflix, Seed&Spark)

TAX-DEDUCTIBLE CONTRIBUTIONS

In addition to bringing more narrative filmmaking to Central PA, all contributions to *Calf Rope* are tax-deductible through our Fiscal Sponsor, From The Heart Productions, Inc., a 501(c) non-profit dedicated to supporting filmmakers just like us.

From the Heart has been successfully funding projects since their inception in 1993 under the 501(c)3 Internal Revenue Code of 1954. They are also classified as a public charity under section 509(a)(2) of the Code. As such, any monetary donations to their Fiscal Sponsorship Program qualifies as charitable contributions under the U.S. Tax Code for 95444 5418.

For those interested in investing in *Calf Rope*:

Contact Sarah Hawkins at calfropemovie@gmail.com or 717-419-6286.

A man and a young boy, both wearing cowboy hats, are sitting outdoors at dusk. They are roasting marshmallows over a campfire. The man is in the center, holding a stick with a marshmallow. The boy is on the left, also holding a stick. The campfire is on the right, with bright orange flames. The background is a dark, cloudy sky. The text "THANK YOU FOR YOUR CONSIDERATION" is overlaid in the center.

THANK YOU FOR YOUR CONSIDERATION