



• THE OLIVE BRANCH •

LOOK BOOK

• CREATIVE SUMMARY •

- **The Olive Branch** is an exciting full-length motion picture written by acclaimed writer and on-air personality, Anthony Gargano.
- This beautiful film, centered around a father and son's literal and spiritual journey to repair their relationship, was inspired by a close friend of Anthony's, an internationally known purveyor of olive oil and cheese based in Philadelphia's Italian Market area.
- An important backdrop is the olive tree and the olive oil it produces, an extraordinarily important (some say magical) product worldwide, cherished for its spiritual, salutary and culinary powers.
- The producers are working closely with olive oil industry consultants to ensure authenticity and accuracy.

• COMPONENTS OF THIS PLAN •

**Create a high quality,
commercially
successful feature
length motion picture**



**Submit the film to
International film
festivals and
competitions to garner
prestige and exposure**

**Secure theatrical, TV,
on demand, and
streaming distribution
in the USA and
throughout the world**

**Achieve a positive return
on investment and
increased tourism to
the film's beautiful
international locations**

• SYNOPSIS •

The Olive Branch

No matter how hard we squeeze the rails, life can change suddenly and, sometimes, cruelly, delivering pain that is unquantifiable on a scale of 1 to 10, raging so deep through the body it injures our soul.

Finally at peace following the death of his youngest son during the pandemic, RALPH ANTOLINI, 54, suffers another devastating loss when his beloved wife and high school sweetheart, CINZIA, 53, dies of an aneurysm in her sleep on Christmas morning.

How could it be? Just hours before, the couple's rowhome in South Philadelphia was filled with joy and love. Family and friends had gathered at the annual Antolini Christmas Eve feast. Born food people, owners of a popular fourth generation, mostly Italian



import specialty store, Antolini Brothers,” they loved to throw parties. As always, Ralph did all the cooking and Cinzia entertained.

Forever vivacious, a born belle of the ball, Cinzia was especially happy. Their son, EMILIO, 28, who has endured a terrible period dealing with the death of his brother and best friend, MARK ANTHONY a few years prior, stemming from a car accident in which he was driving, had finally come home for a visit from California – and he seemed OK. And Cinzia had surprised Ralph in front of everyone with a reboot of a special trip originally planned for his 50th birthday, cancelled by the pandemic.

Cinzia had enlisted the help of their longtime family friend, international food icon, GUY SPIRITO, who presides over his family's olive oil empire and mapped a most exquisite journey to olive oil producers and farms across the Mediterranean, a 17-day, lavish culinary and cultural experience through

• SYNOPSIS •



breathtaking settings in Spain, Morocco, Greece and Italy. The trip would end in Vieste, where she was born and left as a child never to return. She had longed to visit the magical Apulian town, especially with Ralph, but the time never seemed to be right.

It had been such an awful time, their family splintered by Mark Anthony's death. While Cinzia maintained her spirit, Ralph, an affable, uncomplicated soul, grew sullen, though they both needed this trip. The accident happened in the middle of the

afternoon. The boys were headed to play ball. Emilio was driving. Another car and an 18-wheeler almost collided. The truck swerved and crushed the boys' car. Emilio survived relatively unscathed; Mark Anthony did not.

Besieged by guilt and sorrow, Emilio moved away as soon as lockdown ended and rarely visited, though he talked frequently with Cinzia, with whom he always had a closeness. He drifted terribly from his father. Emilio always felt that Ralph favored Mark Anthony, and it only got worse when Mark Anthony expressed interest in joining the family business.

Emilio wanted to be an artist and Ralph nagged him to pursue a career with more stability, pushing his many contacts within the food industry. Emilio never embraced the culture and hated his family's obsession with food. Deep down, he thought his father's blamed him for Mark Anthony's death. The chip on Emilio's shoulder was a boulder, and joy seemed to evade him. Loss appeared everywhere. His brother. His mother. He even split up with his girlfriend.

The loss of Cinzia sends Ralph spiraling into despair. He's lost and ponders whether to sell the store and disappear for his remaining days. He and Emilio drift further apart. Ralph's older sister, COOKIE, who was very close with Cinzia, forces Ralph and Emilio to take the trip together in honor of Cinzia. She and her son, VINNY BONES, 35, a lovable family screwup, will operate the store.

• SYNOPSIS •

Both protest at first, but Ralph and Emilio embark on a journey that will ultimately heal both their wounded soul and their relationship. Along the way, they fight, cry, laugh, learn about themselves and each other, all the while seemingly guided by Cinzia through the people they encounter. Her spirit is omnipresent. If they can only open their eyes long enough to see it.

Each stop of the olive oil trip represents a chapter in their healing.

They land in Spain imprisoned by grief. Along with the Manchego sheep, they are nurtured by the land, replanted in God's bosom, amid the olive groves and crocus fields.

Morocco appears as Eden, a place of stunning beauty, guarded by the ancient – and seemingly wise – olive trees. It is here they are granted the courage to fight for their souls.

In Greece, lovely Crete, they are ushered forward by a woman named Eurydice, her inner being bearing a startling resemblance to Cinzia. There is a lesson on patience from the monks who make olive oil and honey, and an emotional purge between them at Spinalonga, one of the world's final leper colonies.

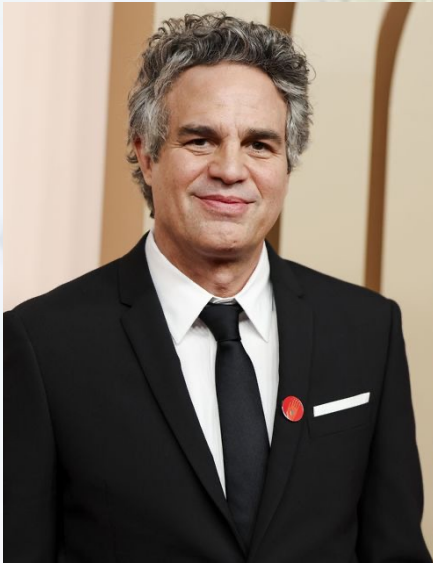
And finally, they are reborn in Cinzia's mystical hometown. After enduring such profound loss, they are given their gifts: For Emilio, a new love in the form of his parents' bond, real and forever; for Ralph, it's peace; and for both, it's new family and new ways, hidden in their own cultural past, culminating in a celebration of the olive harvest.

Beneath the ethereal tapestry, Ralph and Emilio learn about the magic elixir that is olive oil, heralded from the bible to Thomas Jefferson as one of God's greatest gifts, and laugh, cry, fight and feast their way to the other side of sorrow.



• PROPOSED CAST MEMBERS •

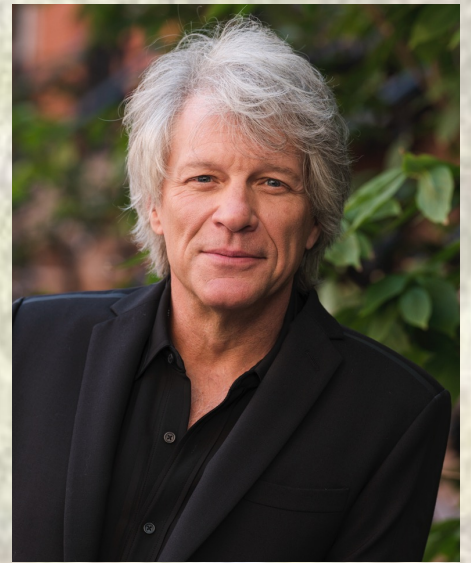
to play 'RALPH'



MARK RUFFALO



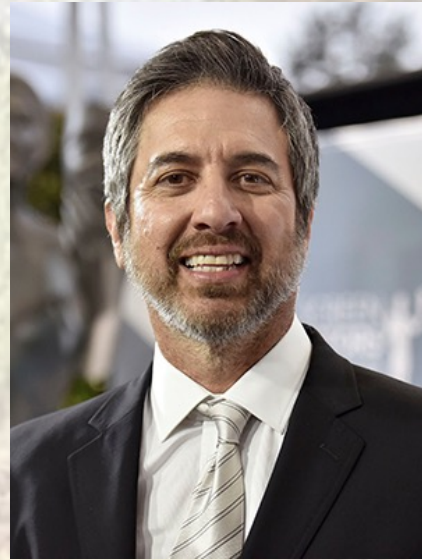
STANLEY TUCCI



JON BON JOVI



VINCENT D'ONOFRIO



RAY ROMANO

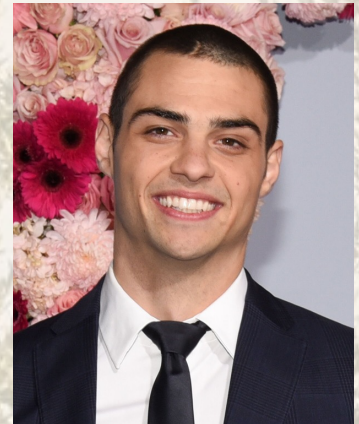
to play 'EMILIO'



MICHAEL CERA



MICHAEL ANGARANO



NOAH CENTINEO

to play 'GUY'



FRANK WHALEY



JOHN VENTIMIGLIA



JAMES MADIO



FREDERICO CASTELLUCCIO

to play 'CINZIA'



MARISA TOMEI



MARIA BELLO



CARA BUONO



CARLA GUGINO

Producers have not entered into formal agreements with such talent and their appearance in the Picture is subject to entering into such agreements and their schedule and availability.

• WRITER & DIRECTOR, PRODUCER •

ANTHONY L. GARGANO

Anthony L. Gargano is a writer, content creator and popular media personality for the past 30 years. He has worked on many film and TV scripted and documentary projects, including the Netflix movie “Hustle,” starring Adam Sandler, and “It’s Always Sunny in Philadelphia.” He developed the story and assisted in the production of the feature “The Mighty Macs.” Additionally, Anthony has hosted national weekend programming for Fox Sports Radio since 2007. He has written three books and several screenplays. He began his career as a journalist for the Associated Press in Chicago, the New York Post and Philadelphia Inquirer.

• PRODUCERS •

TODD SHILL

Todd has decades of experience representing entertainment companies and talent. His work has resulted in numerous groundbreaking television series (including the hit MAX series “The Curious Case of Natalia Grace” and critically acclaimed and award-winning Netflix series “Deaf U”). Todd has also created, worked on, and/or produced multiple film projects, including one of Netflix’ early acquisitions (“Rough Cut”) and award-winning features (“Girl, Interrupted”, “Another Harvest Moon”).

JOSEPH MARRONE

Joseph M. Marrone, Esq. is the founding partner of Philadelphia-based Marrone Law Firm. In addition to his highly successful law practice, Joseph launched Antra Entertainment, a Sony-distributed record label and publishing company that released numerous gold and platinum songs and albums from high profile artists including Kurupt, Dr. Dre, and Snoop Dogg, and produced a number of movie soundtracks (“O”, “Disappearing Acts”, “Once in the Life”). Joseph also managed and worked on various film and TV projects, including Netflix’ “She’s Gotta Have It” series with Spike Lee.

BOBBY BLACK

Bobby is a Producer and Managing Partner at Aurora Films with over 25 years of experience in content production. He has a proven track record of success in film, television, commercial, and livestream productions. Bobby was the lead producer on award-winning ensemble film “Another Harvest Moon,” starring Ernest Borgnine, Doris Roberts, Richard Schiff, Cybill Shepherd, Piper Laurie, Anne Meara and Cameron Monaghan, and on notable live music stream events featuring Imagine Dragons, Kane Brown, Chance the Rapper, Sting, Chris Stapleton, and H.E.R.

• EXECUTIVE PRODUCERS •

JAMES F. LIBERI

James is a seasoned professional with decades of extensive experience in the financial services industry. He has a proven track record of securing venture capital and private equity funding to fuel growth and expansion in a variety of industries. James' dedication to optimizing growth and delivering value to stakeholders has earned him a reputation as a dynamic leader and strategist in the financial services sector.

JOSEPH S. PROFACI

Joseph was born in Brooklyn, NY and spent most of his life in New Jersey, where he still resides. His family has been in the Italian food industry for generations. Joseph brokers Italian cheeses, oils, and other products to a network of food service distributors and manufacturers. Previously, Joseph was the co-owner of multiple large distribution companies selling food products to pizzerias and Italian restaurants.

• CONSULTING PRODUCERS •

TAMARA GARGANO

Tamara is a former model and commercial actor who has assisted her husband, Anthony, on several of his projects. She holds a degree in interior design and is an expert in Italian culture and tourism, running her own Italy Travel Agency.

JOSEPH R. PROFACI

Joe, a lawyer by training, is an olive oil ambassador with extensive experience both in private company and trade association sectors. Among the credentials of which he is most proud was his participation in an invitation-only conference held at the Pontifical Academy of Sciences at the Vatican in 2022 entitled "The Art & Science of Olive Oil: Nutrition, Medicine and Planetary Health." Joe was introduced to the production team as an olive oil consultant by his cousin, executive producer, Joseph S. Profaci.

• FINANCING PLAN •

The film's producers intend to raise financing to cover all facets of production, as well as the marketing and promotion costs necessary to seek international distribution.

The producers intend to seek financing from equity investors, non-profit contributions, and/or product placement, or from other similar industry sources. The producers will form a limited liability company called The Olive Branch Film, LLC to solely to own, finance, produce, distribute, and exploit the picture. It is through this entity that all business transactions will take place.

Proceeds will be used to produce a quality, commercial, feature-length motion picture and to seek theatrical, TV, VOD, AVOD, SVOD, and/or digital download and streaming distribution in the United States, Italy, and throughout the World.

● COMPETITIVE ADVANTAGES ●

The producers intend to capitalize on various competitive advantages to give **The Olive Branch** the best chance of success possible. Those competitive advantages include:

Experience: The principal members of the cast and creative team have extensive experience in the creative and business areas of filmmaking. In addition, the team consists of individuals with entrepreneurial business backgrounds (including the olive oil industry itself), as well as legal and financial experience.

Quality: The production would be run by people who are devoted to the idea of promoting high quality feature films that highlight the cutting edge of independent filmmaking. The production team is committed to creating a unique, exciting, and thought-provoking film for a wide range of audiences all over the world.

Leading Industry Professionals: The producers will utilize qualified and extremely competent industry professionals for all department head positions to best promote the interests of the investors.

Active Promotion: The producers are committed to promoting **The Olive Branch** wherever and whenever possible worldwide, paying particular attention to the places where the olive tree and olive oil are cherished cultural symbols. In doing so, the producers will utilize festivals, social media, and other promotional opportunities such as appearances, tours, and interviews featuring the film's cast and creative talent.

● COMPARABLES ●

In examining the financial success of other films containing similar genres, themes, and issues, and in keeping the film's budget on the lower side, it is the producers' belief that this project has the potential to generate attractive returns. Appendix A contains examples of such films, along with their budgets and box office grosses. The comparables in Appendix A are intended as a guideline and are in no way intended as a guarantee of the financial success of **The Olive Branch**. For educational purposes only.

It is important to recognize that revenues from TV, VOD, AVOD, SVOD, and/or digital download and streaming distribution are not included in "box office" figures included in Appendix A as those figures are not readily available. Nevertheless, the figures in Appendix A provide compelling examples of the financial potential for independent films such as **The Olive Branch**.

● SALES & DISTRIBUTION ●

Film distribution, both independent and studio-based, is currently undergoing a revolution.

The unprecedented spread of on demand and streaming technology has resulted in a considerable change in the behavior of film audiences. Their viewing preferences have rapidly evolved and have enabled a new paradigm for film audiences. VOD, AVOD, SVOD, and streaming allows an individual to watch any film, anytime, anywhere, and on any device (TV, tablet, mobile phone, laptop, etc.) are not only available across the globe, but are also becoming increasingly affordable and accessible to audiences. Based on the success of companies such as Netflix, Amazon Prime, Hulu, Disney+, Tubi, Peacock, Apple+, etc., it is without question that the opportunities and avenues for distribution in the United States and throughout the world are expanding every day. Of course, the producers will also pursue traditional distribution channels such as theatrical release.

Film festivals have become critical marketing vehicles for independent films. In order to bolster the film's chances for successful distribution, the producers intend to build a film festival strategy to help the film gain exposure, garner prestige, and ultimately attract buyers/distributors. It is the producers' intention to submit **The Olive Branch** to as many film festivals as possible within established budgetary restraints (these expenses are a subset of the publicity and marketing line item in the budget).

● PRODUCTION PLAN ●

At present, and budget dependent, the producers plan on shooting *The Olive Branch* over the course of 12 weeks in Philadelphia, Pennsylvania and select international locations including Italy. The entire production process, however, is much longer, encompassing a substantial time investment prior to the first day of filming as well as after the last day of filming. The following outline is intended to highlight some of the activities that take place during the production of **The Olive Branch**.

STAGE 1 / Development

- Secure financing
- Secure name/marquee talent
(cast and crew)
- Script revisions
- Scheduling and resource planning

STAGE 2 / Pre-Production

- Additional casting/ rehearsals/ fittings
- Hire remaining members of production team
(department heads, office staff, crew)
- Production/art design
- Script breakdown/ scheduling

STAGE 3 / Principal Photography

- Shoot film on schedule and within budget
- Catering
- Dailies

STAGE 4 / Post-Production

- Edit film
- Sound and effects
- Record musical score
- Mixing
- Optical transfer and film prints

STAGE 5 / Distribution

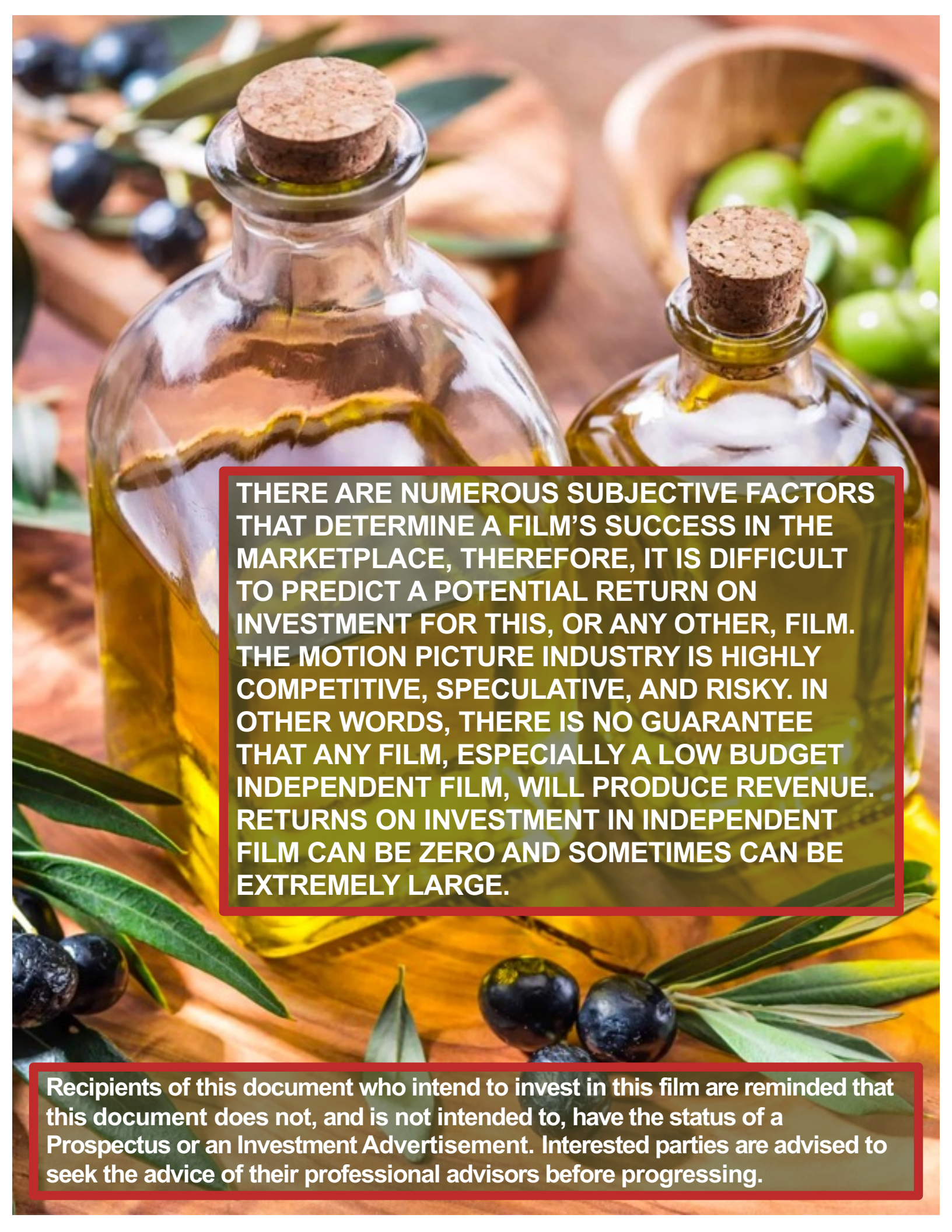
- Theatrical distribution
- On Demand
- TV
- Cable/Digital
- Streaming

● FROM THE PRODUCERS ●



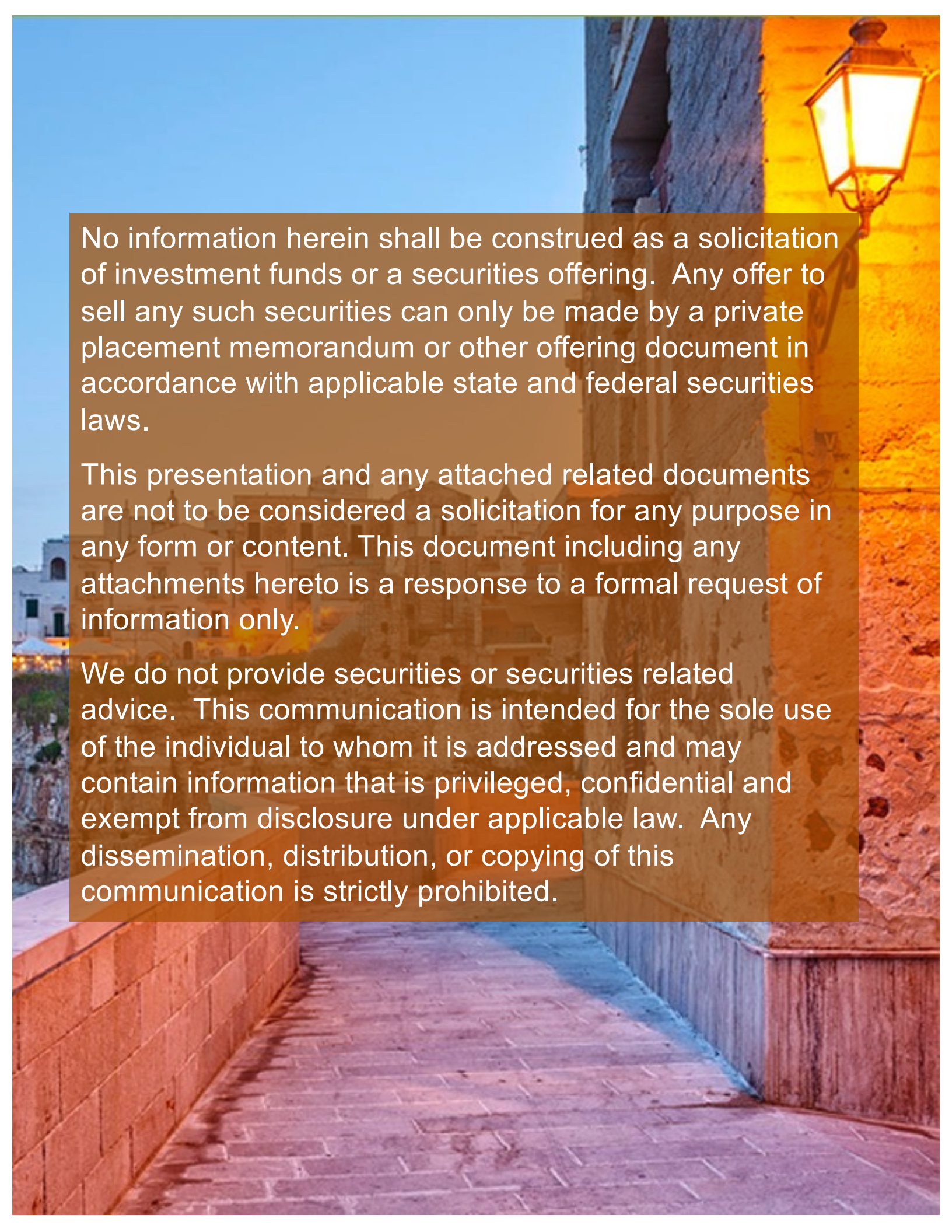
This document is merely an introduction to this exciting project. We encourage you to talk with the film's producers so that they can address any questions or concerns you may have about participating in **The Olive Branch**. Also, for those who are interested, we can provide a copy of the full screenplay for review on a confidential basis. The producers are tremendously excited about this project and hope that you share our enthusiasm and will seriously consider participating in this film. Your participation will enable this group of talented and hard working filmmakers in a time when survival of the arts is reliant on investments from the private sector. We appreciate your interest in **The Olive Branch** and encourage you to join us in our effort to create a successful and enduring film.

Thank you from... The Producers



THERE ARE NUMEROUS SUBJECTIVE FACTORS THAT DETERMINE A FILM'S SUCCESS IN THE MARKETPLACE, THEREFORE, IT IS DIFFICULT TO PREDICT A POTENTIAL RETURN ON INVESTMENT FOR THIS, OR ANY OTHER, FILM. THE MOTION PICTURE INDUSTRY IS HIGHLY COMPETITIVE, SPECULATIVE, AND RISKY. IN OTHER WORDS, THERE IS NO GUARANTEE THAT ANY FILM, ESPECIALLY A LOW BUDGET INDEPENDENT FILM, WILL PRODUCE REVENUE. RETURNS ON INVESTMENT IN INDEPENDENT FILM CAN BE ZERO AND SOMETIMES CAN BE EXTREMELY LARGE.

Recipients of this document who intend to invest in this film are reminded that this document does not, and is not intended to, have the status of a Prospectus or an Investment Advertisement. Interested parties are advised to seek the advice of their professional advisors before progressing.



No information herein shall be construed as a solicitation of investment funds or a securities offering. Any offer to sell any such securities can only be made by a private placement memorandum or other offering document in accordance with applicable state and federal securities laws.

This presentation and any attached related documents are not to be considered a solicitation for any purpose in any form or content. This document including any attachments hereto is a response to a formal request of information only.

We do not provide securities or securities related advice. This communication is intended for the sole use of the individual to whom it is addressed and may contain information that is privileged, confidential and exempt from disclosure under applicable law. Any dissemination, distribution, or copying of this communication is strictly prohibited.

Appendix 'A' / Comparables

	Summary	Director	Writer	Stars	Budget	Box Office
Sideways (2004)	Two middle-aged former college roommates go on a road trip through wine country in California	Alexander Payne	Alexander Payne & Jim Taylor	Paul Giamatti, Thomas Haden Church, Virginia Madsen, Sandra Oh	\$16 million	\$109.7 million
It Runs in The Family (2003)	Father and son have a strained relationship but after the wife/mother dies, they try to come together	Fred Schepisi	Jesse Wigutow	Michael Douglas, Kirk Douglas, Cameron Douglas, Diana Douglas, Rory Culkin, Bernadette Peters	\$15 million	\$8.2 million
The Tree of Life (2011)	Son with a contentious relationship with father and great bond with his mother, and trying to cope with his trauma	Terrence Malick	Terrence Malick	Brad Pitt, Sean Penn, Jessica Chastain	\$32 million	\$61.7 million
The Trip (2010)	Two best friends touring Italy doing food reviews after suffering heartbreak & loss	Michael Winterbottom		Steve Coogan, Rob Brydon	**	\$3.7 million

** No budget info publicly available, but because a sequel was made it is reasonable to assume that the film was profitable, i.e., the film had a budget sub \$3.7MM

A Good Year (2006)	Investment banker inherits a French vineyard and rediscovers passion for life while trying to sell it	Ridley Scott	Marc Klein	Russell Crowe, Albert Finney, Marion Cotillard	\$35 million	\$42.2 million
Saint-Amour (2016)	Father and son with a complicated relationship go on a wine- tasting road trip through France discussing relationships and happiness	Benoît Delépine & Gustave Kervern	Benoît Delépine & Gustave Kervern	Gustave Kervern, Gérard Depardieu	\$4.8 million	\$4.1 million
The Hundred-Foot Journey (2014)	Indian family opens a restaurant in France across from a famous French restaurant, and the food and culture brings people together amidst the tension & competition	Lasse Hallström	Steven Knight	Helen Mirren, Om Puri, Manish Dayal	\$22 million	\$89.5 million
Chef (2014)	A head chef quits his restaurant job and buys a food truck in an effort to reclaim his creative promise, while piecing back together his estranged family	Jon Favreau	Jon Favreau	John Leguizamo, Bobby Cannavale, Scarlett Johansson, Dustin Hoffman	\$11 million	\$48 million
Chocolat (2000)	A French woman and her young daughter open up a chocolate shop in a small remote village that shakes up the rigid morality of the community	Lasse Hallström	Joanne Harris and Robert Nelson Jacobs	Johnny Depp, Juliette Binoche, Judi Dench, Alfred Molina	\$25 million	\$152 million

There can be no assurance that the Picture will be able to attain the figures represented herein. Accordingly, the amounts may not be relied upon to indicate the actual results that might be attained by the Producers.