

# SPONSORSHIP OPPORTUNITIES



**FREYDESIGN  
PRODUCTIONS** 

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## About "HOLLYWOOD JEROME"

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"HOLLYWOOD JEROME" is an upcoming short film by Frey Hoffman & Malik Yusef, and the 2007 winner of the prestigious Independent Feature Project production award. The film will be the first Production Fund winner to address urban themes, and the first to operate outside the conventions of straight narrative. All past winners have had solid film festival runs- including the Cannes Film Festival in France.

Scheduled for production in July 2007, "HOLLYWOOD JEROME" is an adaptation of Malik Yusef's poem by the same name. A Grammy, Emmy, and Peabody award-winning poet, Malik Yusef will star in the film, and his recitation will run as narration throughout. The narrative will combine the lyricism of hip-hop poetry with a dynamic, multi-textured visual style.

Set on Chicago's Southside, "HOLLYWOOD JEROME" tells the story of fourteen-year-old Jerome, whose deep affinity for Hollywood gangsters like "Scarface," "The Godfather," and Jimmy Cagney in "The Public Enemy" guide him to test the thin line between reality and fantasy. Jerome is strongly attracted to the decisive and violent solutions arrived at by his cinematic heroes and the local street gang that most resembles them. Ultimately, he engages in a petty robbery whose aftermath forces him to decide whether he will emulate his Hollywood heroes and gang compatriots or master his violent impulses.

"HOLLYWOOD JEROME" will address gun violence among youth, gang involvement and teenage pregnancy in a format accepted by a media-savvy generation. Yusef and Hoffman also plan to partner with the Chicago Public Schools, Cease Fire, and neighborhood organizations, to create a film educational component.

As the recipient of the IFP/Chicago production fund award "HOLLYWOOD JEROME" will receive \$100,000 in in-kind goods and services for technical production of a short film. The award does not however, support any other aspect of production.



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**"HOLLYWOOD JEROME"  
WINS \$100,000,  
2007 IFP/CHICAGO  
PRODUCTION  
FUND"**

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## SPONSORSHIP OPPORTUNITIES

Marketers have long understood that film sponsorship is a powerful means of communicating with a young, media-aware generation.

“**HOLLYWOOD JEROME**” offers an ideal forum to build customer awareness and loyalty in an exciting and interactive environment. Sponsors will participate in a breath-taking, high-quality, lyrical experience that will captivate a wide-ranging audience.

Film sponsors will gain positive brand associations with the arts, and demonstrate social responsibility and cultural investment. Your company will have the opportunity to create an emotional bond capable of providing positive recognition and increasing brand loyalty.

“**HOLLYWOOD JEROME**” will reach an audience comprising highly desirable demographic groups in major urban centers in the U.S. and abroad:

- **Ages 13-40**
- **Urban**
- **African Americans**
- **Hip, culturally involved**
- **Highly-educated**
- **Artistic trendsetters**

We are currently seeking sponsors with whom to build long-term partnerships. Sponsorship may take many forms, including but not limited to: financial contributions, products and services, media and promotion.

### CURRENT SPONSORS INCLUDE:

PANAVISION  
EASTMAN KODAK  
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INDEPENDENT FILM CHANNEL  
FILM CRAFT LAB  
BLACK CAT PRODUCTIONS  
MAESTRO-MATIC  
RSL RENTALS  
FLETCHER-CHICAGO  
TENNER PASKAL & RUDNICKE  
CASTING  
ENTERTAINMENT PARTNERS  
FILM BRANCH  
MIDWEST STUNTS  
ILLINOIS FILM OFFICE  
TIMOTHY S. KELLEY, ESQ.  
CHICAGO FILM OFFICE  
COURVOISIER  
SOUL XPRESS RESTAURANT  
CEDENO GRAPHICS

## "HOLLYWOOD JEROME" FOUNDATION

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For several years, Malik Yusef, has been involved with local schools and community centers, performing and teaching poetry, literacy, and helping to address social issues among urban youth. He founded the "For Yourself Foundation" to further his work with youth and as a community activist. Frey Hoffman has also worked extensively with educational organizations and schools including Pro Arts, where he taught and video and filmmaking to teens. Hoffman is currently a mentor to teens at the Community Television Network. Both Malik Yusef and Frey Hoffman are passionate about helping urban youth and will use "**HOLLYWOOD JEROME**" as a tool to teach decision-making and peer pressure resistance.



"**HOLLYWOOD JEROME**" explores many of the challenging situations faced by today's youth as they try to fit in with their peers and carve out a niche for themselves in the often-daunting world around them. The title character, Hollywood Jerome is the product of a teenage pregnancy who envisions himself as a modern day gangster on his way to Hollywood to make it big! Jerome's poor decisions, including gang involvement, use of weapons, and spree of home intrusions and burglaries, ultimately lead to a confrontation with the police wherein he makes his final choice and pays the ultimate price for his long string of unwise decision-making.

Side stories of fellow students and flashbacks to Jerome's youth highlight other examples of good and bad decision-making at pivotal points during adolescence. Themes include teenage pregnancy, drug use, relationships, following, breaking and enforcing laws, violence, and conflict resolution.

The modern and artistic style of the film is designed to appeal to urban youth, particularly youth in urban settings. Additional video footage of key actors responding in-character to a series of related questions will be included with the video to help foster further discussion between adults and youth about these issues.

Yusef and Hoffman are currently working with Rockman Et Al, the renowned educational consulting firm to develop a high school curriculum around "**HOLLYWOOD JEROME**." In addition, they are planning a partnership with Cease Fire Illinois, a violence prevention initiative comprised of community-based organizations, residents, clergy, and law enforcement. Through this partnership, Yusef and Hoffman plan to conduct community screenings, events, and discussions around "**HOLLYWOOD JEROME**" and to promote youth violence prevention.

"**HOLLYWOOD JEROME**" will be a part of "Reel Schools", a new educational program created by ICE Theaters that will use film as a tool in promoting literacy in the Chicago Public Schools. The poem "Hollywood Jerome" will be offered as reading materials for the students, in addition to viewing the film. Malik Yusef is currently developing a poetry curriculum for high students involved in the program.

## SPONSORSHIP BENEFITS

Sponsoring “**HOLLYWOOD JEROME**” offers a PR force multiplying opportunity and a great advertising bargain!

The *Independent Film Channel* has already obtained first-look rights. In addition, the film will screen at film festivals and theatres across the U.S. and abroad. Several high-profile events associated with the film will offer additional opportunities for sponsors to gain direct access to a culturally connected audience. We also anticipate an extensive, equally engaged, on-line community.

“**HOLLYWOOD JEROME**” has already been featured in *Rolling Out*, *Screen Chicago*, and *WVON Talk Radio*. As we benefit from a growing audience and increased press coverage, we can offer sponsors attractive opportunities in a variety of media: print, television, on-screen, radio, internet, signature events, and product placement.

Sponsorship of “**HOLLYWOOD JEROME**” may take many forms including but not limited to: financial contributions, products and services, sponsorship & co-sponsorship of film-related events, and media & promotion. We will provide a comprehensive package of benefits and opportunities designed to meet your specific promotional, advertising, or marketing needs.

FOR MORE INFO VISIT:

[WWW.HOLLYWOODJEROME.COM](http://WWW.HOLLYWOODJEROME.COM)

## ADVERTISING OPPORTUNITIES IN A VARIETY OF MEDIA:

- TELEVISION
- RADIO
- PRINT
- WEBSITE
- FILM FESTIVALS
- THEATRES
- SIGNATURE EVENTS
- FILM PARAPHAELIA
- PRODUCT PLACEMENT

## SPONSORSHIP PACKAGES

<i>SPONSOR BENEFITS</i>	<b>DIAMOND</b>	<b>EMERALD</b>	<b>RUBY</b>	<b>SAPPHIRE</b>
	\$200,000	\$100,000	\$50,000	\$25,000
ON-SET PRIVILEGES	X			
PRESENTING CREDIT ON SCREEN (THEATRE SCREENING, TELEVISION, INTERNET, & PODCAST))	X	X		
EXECUTIVE PRODUCER CREDIT	X			
PRODUCER CREDIT		X		
COMMERCIAL CLIP SHOWN AT EACH THEATRE SCREENING	X			
END CREDIT ACKNOWLEDGEMENT	X	X	X	X
LOGO DISPLAYED ON FILM PROMOTIONAL MATERIALS	X	X	X	
COMPLIMENTARY TICKETS TO FUNDRAISER EVENTS, PREMIERE & WRAP PARTIES	X	X	X	X
BANNER DISPLAYED AT FILM-RELATED EVENTS (ADVERTISEMENT ON MONITORS & SCREENS)	X	X	X	X
PRODUCT PLACEMENT IN FILM	X	X	X	X
LOGO DISPLAYED WITH HYPER LINKS ON WEB SITE (WWW.HOLLYWOODJEROME.COM)	X	X	X	X
LOGO DISPLAY ON INTERNET NEWSLETTER	X	X	X	X
PUBLIC RECOGNITION AND ACKNOWLEDGMENT AT SCREENINGS AND RADIO & TELEVISION PROMOTIONS.	X	X	X	
DISTRIBUTION OF MARKETING MATERIALS AT FILM-RELATED EVENTS & SCREENINGS	X	X	X	X

## SPONSORSHIP PACKAGES

<b>SPONSOR BENEFITS</b>	<b>ONYX</b>	<b>JADE</b>	<b>AMBER</b>	<b>OPAL</b>	<b>PEARL</b>
	\$15,000	\$7,500	\$3,500	\$1,000	\$500
<b>ON-SET PRIVILEGES</b>					
<b>PRESENTING CREDIT ON SCREEN (THEATRE SCREENING, TELEVISION, INTERNET, &amp; PODCAST))</b>					
<b>EXECUTIVE PRODUCER CREDIT</b>					
<b>PRODUCER CREDIT</b>					
<b>COMMERCIAL CLIP SHOWN AT EACH THEATRE SCREENING</b>					
<b>END CREDIT ACKNOWLEDGEMENT</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>LOGO DISPLAYED ON FILM PROMOTIONAL MATERIALS</b>					
<b>COMPLIMENTARY TICKETS TO FUNDRAISER EVENTS, PREMIERE &amp; WRAP PARTIES</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>	
<b>BANNER DISPLAYED AT FILM-RELATED EVENTS (ADVERTISEMENT ON MONITORS &amp; SCREENS)</b>	<b>X</b>				
<b>PRODUCT PLACEMENT IN FILM</b>					
<b>LOGO DISPLAYED WITH HYPER LINKS ON WEB SITE (WWW.HOLLYWOODJEROME.COM)</b>	<b>X</b>	<b>X</b>	<b>X</b>		
<b>LOGO DISPLAY ON INTERNET NEWSLETTER</b>	<b>X</b>	<b>X</b>			
<b>PUBLIC RECOGNITION AND ACKNOWLEDGMENT AT SCREENINGS AND RADIO &amp; TELEVISION PROMOTIONS.</b>					
<b>DISTRIBUTION OF MARKETING MATERIALS AT FILM-RELATED EVENTS &amp; SCREENINGS</b>	<b>X</b>	<b>X</b>	<b>X</b>		

## ABOUT US

### **FREY HOFFMAN - DIRECTOR-CINEMATOGRAPHER-PRODUCER**

Frey Hoffman has produced and directed for E! Network, Prevent Child Abuse America, Screen Actors Guild Foundation, and numerous arts/entertainment and educational entities, Fortune 500 businesses and public interest groups.

A Columbia College graduate, Hoffman's work as a cinematographer has been featured in American Cinematographer. His camera work has been seen on BET, MTV, MTV 2, VH1, E!, The Oprah Winfrey Show, The Discovery Channel, Discovery Health Channel, PBS, and in multiple documentaries and music videos - including videos for the Grammy Award-winning song "Jesus Walks" by Kanye West, "Wouldn't You Like To Ride" by Malik Yusef for the "Coach Carter" soundtrack, and Sa-Ra's "Feel the Bass" featuring Erykah Badu and Talib Kweli.



### **MALIK YUSEF - ACTOR-WRITER- NARRATOR-PRODUCER**

Malik Yusef is one of the country's premiere spoken word artists. The Chicago-based poet lyrically blends melodies with words that express his wisdom, love and pain over a backdrop of jazz, hip-hop and neo-soul instrumentals. His prose allows listeners to enter a world of style that is esoteric and true.

Malik got his first big break when the director of "Love Jones" recruited him to train actor Larenz Tate for his starring role. Malik has since made numerous appearances on WGN, ABC, BET and CBS. His performance of "I Spit..." on HBO's "Def Poetry Jam" garnered him an Emmy Award.

Malik's poetic prose has been featured in promotional compilations for ASCAP, Sprite, Coca-Cola, General Motors, Chrysler, Verizon, Miller Brewing Company and Nike - in addition to his numerous inclusions on underground mix tapes by some of the hottest DJs in the country. Malik has also guest-starred on several artists' albums: Carl Thomas, Common, Channel Live, and saxophonist Mike Phillips. His own highly anticipated debut album is titled "The Great Chicago Fire...A Cold Day in Hell." He was featured on Kanye West's Grammy Award winning album, "Late Registration," and performed on his international "Touch the Sky Tour."

