

FEG · FLOYD ENTERTAINMENT GROUP

# WISHBONE CHRISTMAS

SOMETIMES GETTING LOST IS HOW YOU FIND THE FAMILY THAT NEEDS YOU.

A magical family Christmas adventure  
starring Onyx Furbaby Floyd™.

Writer / Producer · April Floyd  
Director / Producer · Eddie Floyd Jr.

SEEKING EXECUTIVE PRODUCERS · FINANCING  
DISTRIBUTION · STRATEGIC PARTNERS

CONFIDENTIAL DEVELOPMENT MATERIAL · ILLUSTRATIVE FINANCIAL MODEL · NO RETURN GUARANTEED



Sometimes getting lost  
is how you find the family  
that needs you.

#### LOGLINE

After accidentally being left behind during Santa's Christmas Eve deliveries, a determined little dog named Onyx sets off on an extraordinary journey to find his way home—crossing paths with children longing for a dog, two bumbling villains, an angry territorial dog, Rudolph, Santa, and a family still learning how to heal after loss.

HEART · HUMOR · CHRISTMAS MAGIC · HOME



# A father's unfinished wish connects every journey.

## BRANDON · 7

A funny, imaginative boy who wants Onyx to stay—and must learn that love is not possession.

## CHANTEL · 9

His practical, protective sister understands that loving Onyx may mean helping him return home.

## THEIR MOTHER

A widow carrying grief, financial pressure and the memory of her husband's last wish: "We need a puppy."

## THE REVEAL

Onyx was never simply lost. He is the answer to a wish carried beyond loss.





## The Wishbone answers need—not greed.

01

Onyx cannot wish for himself.

He can help everyone else, but he cannot simply wish himself home.

02

The collar must stay with Onyx.

Its magic works through him and responds to wishes made by others.

03

Love makes the magic stronger.

Hope, family and genuine need awaken it; greed weakens it.

The rules create comedy, danger and the final act of selfless love.

# Every character carries a different wish.

THE CHILDREN · THE NORTH POLE · THE FARM · THE SECOND FAMILY

## 01 RACHEL · 8

A foster child who understands Onyx's search for belonging.

## 02 LIZ · 7

A child learning that asking trusted adults for help is an act of courage.

## 03 GEORGE & RANDY

Bumbling farmers whose fear and greed make them dangerous—until they choose repair.

## 04 SANTA · RUDOLPH · ONYX'S FAMILY

The North Pole story reveals why being different is exactly why Onyx was chosen.

## 05 GRANDMOTHER'S WISH

A hardworking mother receives the stability to give her child what matters most: time.

## 06 DAD'S FINAL PROMISE

His spirit returns for one Christmas moment to see the family become complete.



# ST. LOUIS

A MOVIE MADE WITH THE CITY—NOT ONLY IN IT.

The film can turn recognizable St. Louis neighborhoods, markets, businesses, winter streets and rural locations into part of its emotional identity.

Local cast · crew · vendors · locations · hotels ·  
musicians · community partners

## MISSOURI PRODUCTION INCENTIVE

Current state guidance lists a \$100,000 minimum spend for projects 31 minutes or longer. Application materials must be submitted before principal photography.

# A holiday title can find its audience again every year.

FAMILY VIEWING · STREAMING · HOLIDAY PROGRAMMING · COMMUNITY ACTIVATION

## 01

### FAMILY & HOLIDAY AUDIENCES

A warm, PG-style adventure with comedy, children, Christmas magic and a distinctive canine lead.

## 03

### COMMUNITY DISCOVERY

St. Louis events, schools, family organizations, dog lovers and sponsor activations can create launch energy.

## 02

### SEASONAL LICENSING

Streaming, broadcast and digital windows can resurface the film during annual holiday cycles.

## 04

### EXPANDABLE RIGHTS

Publishing, merchandise, music, appearances, short-form content and future Onyx stories can extend the world.

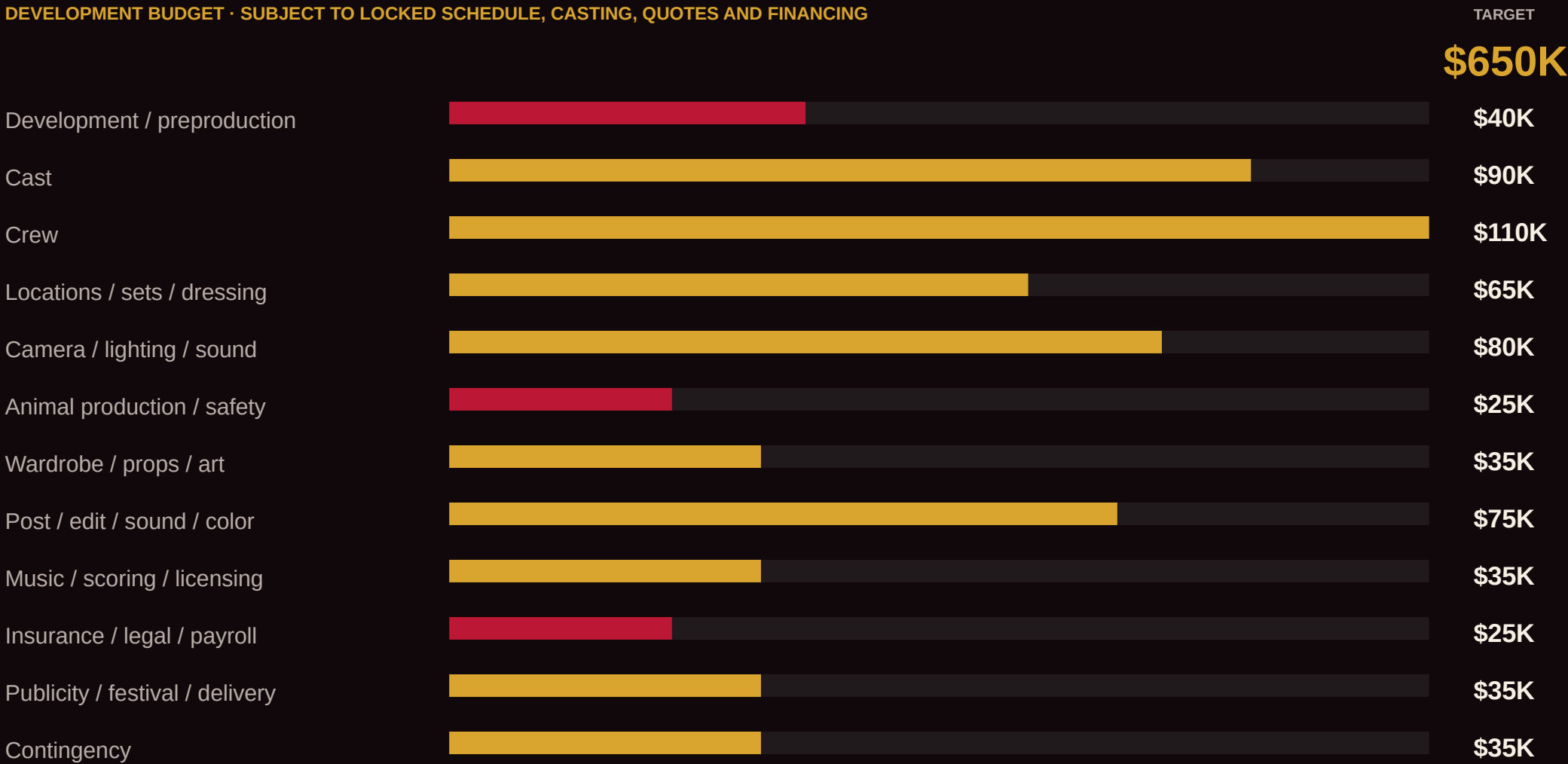
# Canine and holiday family films have demonstrated theatrical demand.

SELECTED THEATRICAL COMPARISONS · NOMINAL DOLLARS

| FILM             |      | PRODUCTION<br>BUDGET | WORLDWIDE<br>BOX OFFICE | GROSS /<br>BUDGET |
|------------------|------|----------------------|-------------------------|-------------------|
| A Dog’s Purpose  | 2017 | \$22.0M              | \$205.0M                | 9.3×              |
| A Dog’s Way Home | 2019 | \$18.0M              | \$80.7M                 | 4.5×              |
| The Star         | 2017 | \$20.0M              | \$62.8M                 | 3.1×              |
| Almost Christmas | 2016 | \$17.0M              | \$42.6M                 | 2.5×              |

These examples show audience precedent—not Wishbone financial forecasts. Worldwide box office is not producer revenue or net profit.

# A disciplined \$650,000 target protects what reaches the screen.



# The working model makes the break-even target visible.

EDITABLE ASSUMPTIONS · NOT AN OFFER, FORECAST OR GUARANTEE

| ASSUMPTIONS               |        | SCENARIO                                                 | GROSS PRODUCER RECEIPTS | NET TO INVESTORS | ROI      |
|---------------------------|--------|----------------------------------------------------------|-------------------------|------------------|----------|
| Production budget         | \$650K |                                                          |                         |                  |          |
| Delivery + launch reserve | \$100K | Downside                                                 | \$0.90M                 | \$0.62M          | -17.3%   |
| Total investor capital    | \$750K |                                                          |                         |                  |          |
| Distribution / sales fee  | 20%    | Target                                                   | \$1.50M                 | \$1.10M          | +46.7%   |
| Recoupable expenses       | \$100K | Upside                                                   | \$2.50M                 | \$1.90M          | +153.3%  |
|                           |        | Illustrative investor break-even gross producer receipts |                         |                  | \$1.063M |

Formula: net to investors = (gross producer receipts × 80%) – \$100K expenses. ROI = (net proceeds – \$750K capital) ÷ \$750K capital.

Excludes taxes, incentives, interest, residuals, participations, deferments and negotiated waterfall terms.

# The right partner strengthens more than the financing.

EXECUTIVE PRODUCERS · CORPORATE PARTNERS · SPONSORS · DISTRIBUTION RELATIONSHIPS

## 01 FINANCING

Close the production budget and protect delivery.

## 02 EXPERIENCE

Bring packaging, production, sales or distribution knowledge.

## 03 MARKET ACCESS

Open doors to audiences, platforms, brands and media.

## 04 ST. LOUIS VALUE

Connect locations, vendors, civic partners and community reach.

## 05 BRAND ACTIVATION

Create appropriate family, pet and holiday partnerships.

## 06 LONG-TERM IP

Help build Onyx into a recurring screen and consumer property.

Credits, participation, approvals, benefits and rights are subject to eligibility, due diligence and signed agreements.

# The campaign begins before cameras roll.

ONYX PAWTY · ST. LOUIS MEDIA · COMMUNITY PARTNERS · SOCIAL STORYTELLING

## COMMUNITY

Onyx's birthday and Wishbone Christmas kickoff create a real-world family event, press moment and sponsor platform.

## MEDIA

Local television, radio, digital media and community storytelling can follow the film from development through release.

## MERCHANDISE

Onyx, Wishbone Christmas and FEG products can turn attention into durable audience connection and seasonal opportunities.

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Founding partners can enter early—helping shape appropriate activations while the film builds authentic local momentum.

All promotions, sponsorships and licensed products remain subject to final approvals and agreements.

# The story is ready. The package now needs alignment.

## CURRENT STATUS

Screenplay + treatment complete  
Onyx attached as canine star  
Casting process in development  
Principal roles remain open  
Budget in development  
Distribution not attached

All casting beyond Onyx remains subject to availability, negotiation and signed agreements.

|    |                       |                                                                                                 |
|----|-----------------------|-------------------------------------------------------------------------------------------------|
| 01 | Finance & package     | Confirm financing strategy, legal structure and partner alignment.                              |
| 02 | Lock production plan  | Final budget, schedule, contracts, casting, locations, animal safety and incentive application. |
| 03 | Preproduction         | Hire department heads, confirm vendors, rehearse and build the campaign.                        |
| 04 | Principal photography | Film in St. Louis after financing and production readiness.                                     |
| 05 | Deliver & release     | Post-production, sales, festival/market strategy and negotiated distribution.                   |

# Help bring Onyx home for Christmas.

## SEEKING

Executive producers · financing partners  
Distribution and sales relationships  
Corporate partners · sponsors · St. Louis allies

### APRIL FLOYD

Writer · Producer

### EDDIE FLOYD JR.

Director · Producer

### ONYX FURBABY FLOYD™

Service Dog · Actor · Community Ambassador

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PRIVATE DISCUSSION MATERIALS  
AVAILABLE UPON REQUEST