About Franky Films

History

Founded in 2015, Franky Films is an independent, fully operational, Montreal-based production house focused on the development, production and servicing of original, high quality content for film, television, and digital media platforms. Franky Films is a complete, specialized, service production provider, catering to the needs of Canadian producers as well as the needs of U.S. and foreign productions houses.

Features, Shorts & more

Be it for feature film, short film or documentary, Canadian content productions, service productions or co-productions, Franky Films provides comprehensive turnkey production solutions and support from the development phase, through pre-production, principal photography and into post-production, encompassing all of your projects’ needs. Being Montreal-based, Franky Films has access to highly qualified production crews, state-of-the-art equipment as well as some of the world’s most sought after post-production facilities and special effects companies. We are a team driven by passion and creativity that strongly believes in applying a detail-oriented approach to filmmaking. As a result, the end product delivered consists of innovative storytelling with a strong emphasis on cinematography that engages the audience’s imagination; high production value and a strategic marketing and distribution plan for both domestic and international sales.

Mission

Franky Films’ mission is to produce short & feature length films that excite the imagination of viewing audiences worldwide and build an infrastructure that supports the continued production of high quality, commercial and artistic viable filmed content that is distributed across traditional and new media platforms. We are committed to producing films with an average production budget ranging from $250,000 to $3,000,000.

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About Citta d’Oro

Citta d’Oro is our first international production, and will be our first submission to the Academy Awards. The story, based on an old Italian proverb, has wide appeal. It will be highly relatable for international audiences as most cultures will have a similar version of the tale.

Salvatore, an impoverished Calabrian farmer’s fortune changes when one his chickens begins laying golden eggs. Salvatore neglects his family, farm and community as he revels in his new found wealth. When the source for his gold dries up, Salvatore is left with the damage he has done to those he holds most dear.

The story addresses themes of greed, generosity, Community and what really matters in life. The budget for the film is $250,000 CDN and features proven Canadian production talent, and A list Italian actors Claudia Gerini, and Adriano Giannini.

About the Film:

Citta D’Oro is classic magical realism; a popular film genre in which a realistic view of the modern world is punctuated by elements of fantasy. Films you may be familiar with in this genre are Big Fish, Shape of Water, Pan’s Labyrinth and Amelie. Like Wizard of Oz, Citta d’Oro will be shot in both colour and B&W. The colour change indicates the difference between rich Salvatore and poor Salvatore. The B&W is also a nod to the beauty of classic Italian cinema like 8 1/2 and The Bicycle Thief.
The Setting:
Set in rural Calabria, Citta D’Oro exudes Italian charm, rustic farmhouses, lush gardens, quaint historic villages illuminated by the distinct light and colours of Southern Italy.

The Talent:

The Team:

Support:
Citta D’Oro Financials:

Citta D’Oro Budget Breakdown:

- Talent: 17%
- Marketing & Distribution: 4%
- Crew: 29%
- Production: 29%
- Post-Production: 2%
- Legal and Admin: 19%

Citta D’Oro Revenue:

- Private Investors: 7%
- Crowd Funding: 7%
- Gov’t Grants: 40%
- Corporate Patrons: 23%
- In-Kind Support: 23%
### Production Timeline*

<table>
<thead>
<tr>
<th>Date</th>
<th>Production</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>May - July, 2020</td>
<td>Development</td>
<td>Canada</td>
</tr>
<tr>
<td>August/Sept 2020</td>
<td>Pre-production</td>
<td>Canada/Italy</td>
</tr>
<tr>
<td>Early October 2020</td>
<td>Production and Wrap</td>
<td>Italy</td>
</tr>
<tr>
<td>October - November 2020</td>
<td>Post Production</td>
<td>Canada</td>
</tr>
<tr>
<td>January 2020</td>
<td>Distribution</td>
<td>Canada + international</td>
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* Production hinges upon sectors being restarted in Italy. We are prepared to delay production until Spring 2021.
Target Audience

Citta’ d’oro is a film that, for its classic and metaphorical nature, will address and engage a varied and broad audience, without an overall preference in terms of age and gender.

*Profile:* The core audience of ‘Citta’ d’oro’ is composed by +18, with a curious mind, passion for traveling and discovering different cultures. In love with Italy, its traditions, its landscape, its language, its cuisine, its art and its lifestyle. Complete the profile with a strong passion for nature and an attentiveness to carry on a healthy and sustainable way of living.

**Other specific groups:** Italian Diaspora (5 Million all over the world - Argentina 819,910, Germany 743,622, Canada 140,633, US 265,733 to name a few) / International independent Film lovers / Second Generation, irrespective of their Country of origin

*** By Location: **Canada as the main home market of the production. Italy as the main location of the film.

**** By interests: **films, nature, travel, food, history, art & culture, Italy, animals, fables, classics

Next Level Marketing!

We have engaged the PR firm ChicArt Public Relations to assist with the promotion and distribution of Citta D’Oro through international film festivals and through Italian Communities in the cities where we will be screening in Canada, North America, Italy and around the world. We will be engaging with our audiences through social media, local newspapers and newsletters. Our festival run incorporates qualifying festivals for the 2022 Academy Awards.

In addition to the Italian expatriate communities, Citta D’Oro will also have appeal to fans of magical realism: A popular film genre that includes films like the Shape of Water, Big Fish, and Like Water for Chocolate. We will be promoting the film to social media groups, newsletters and blogs that keep fans updated as to new magical realism releases.
### Corporate Patron Participation:

<table>
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<th>Level</th>
<th>Benefits</th>
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| **$20,000+** | • Movie Clips and stills from film shoot for you to personalize and use in your social media to show support for Italian and Canadian film production, and arts + culture.  
  • Your logo in the film’s credits and on the Citta D’Oro website.  
  • Six Shout outs from our social media, during production, and during the film festival run.  
  • A signed framed copy of the Citta D’Oro movie poster for your lobby, storefront or office.  
  • Complementary tickets to the film when it screens at a festival in your city, or for you to gift to clients, staff, etc.  |
| **$10,000+** | • Stills from the production for you to customize for use in your social media to show your support of Italian and Canadian film, arts and culture.  
  • A special thank you in the film’s credits and on our sponsors page on the Citta D’Oro website.  
  • 3 Shout outs from our social media during production and through the festival run.  
  • A copy of the poster for your lobby, storefront or office.  
  • Complementary tickets to Citta D’Oro screening in your city.  |
| **$5,000+**  | • A special thank you in the film’s credits and on our sponsors page on the Citta D’Oro website.  
  • A Shout out from our social media during production and through the festival run.  
  • A copy of the poster for your lobby, storefront or office.  
  • Complementary tickets to Citta D’Oro screening in your city.  |