

BASTET PRODUCTIONS



# Reverberation Day



*Short Film*

*Based on a true story*

*Pitch Deck*

# Pitch Video

**<https://www.youtube.com/watch?v=eA1dHmZZ6Ws>**



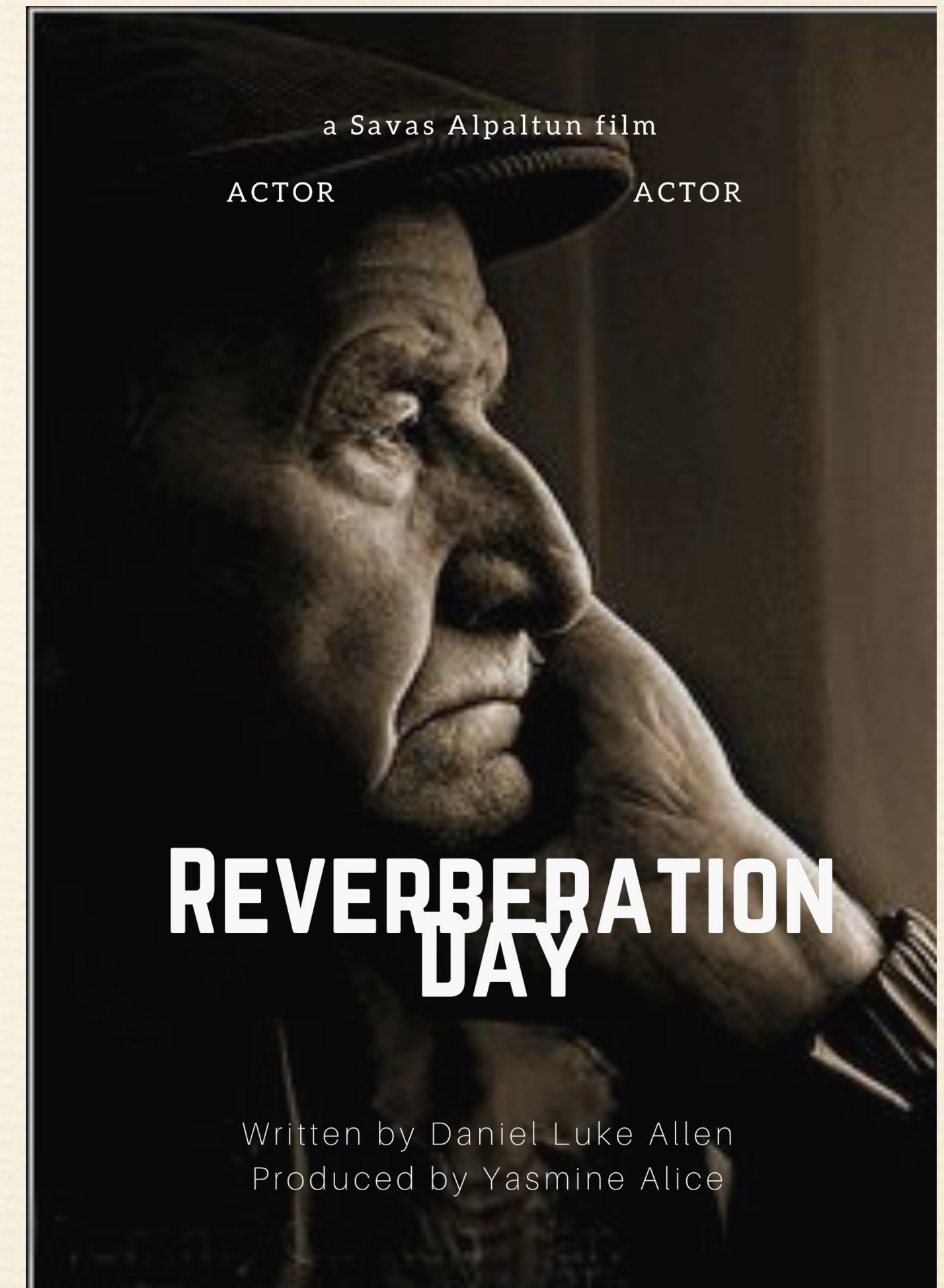
Read the true story our film is based on...

***"Guests at baby's birthday party fined  
£11,200 as 24 people cram into flat..."***

<https://apple.news/AOEP66q7yQN-zZlPF3ZHUqg>

# Reverberation Day

- ❖ **Logline:** A lonesome elder quarantining to stay alive for his daughter's belated wedding must make a choice when a party next door breaks pandemic restrictions.
- ❖ **Synopsis:** During lockdown in the UK, Lloyd - an elderly man in his seventies with underlying health conditions – is anxious to live for his daughter's belated wedding. After months of solitude at home aloof from society, he feels threatened when his neighbours break the rules and host a Birthday party.



*(mock poster)*

# Outline

Lloyd is woken up in the morning by the delivery of a wedding suit, which he collects after sanitizing his hands and the box it comes in. He undergoes his morning ritual, flosses his teeth, bathes and trims his beard to look presentable. His isolation is a time sink. Lloyd listens to classical music and watches the dreary news updates on the lockdown. On the phone, he laments with his daughter about her delayed wedding. *"I'll try my hardest not to croak before then."* - Lloyd.

Lloyd hears a party next door. His daughter tells him to inform the police as they will spread COVID-19. After calling the police, Lloyd witnesses officers knocking on their door and fining the party hosts for punishment. He hears a woman plead for forgiveness. The day after, Lloyd is woken by an argument next door about the fine. It escalates to a struggle between husband and wife that ends with a bludgeoning thud and the husband whimpering with regret, insofar as Lloyd can deduce.

Lloyd sinks in his armchair shellshocked. Thereafter, police and ambulances park up with sirens blaring. The husband is arrested, their son is escorted out, and the mother is carried out on a stretcher unresponsive, with a bloodied head wound. Suddenly, Lloyd returns to yesterday. The horrific event was just his introspection and foreboding. Lloyd decides to beat them at their own game. He takes his hearing aids out, turns his own music up to an overpowering volume. Dons his suit and practices dancing for his daughter's wedding, whenever that may be.

# Why do we want to make this film?

*"My vision as a producer is to make films that are based on true stories. When I first read the script for Reverberation Day, I knew I had to be involved. I could really empathize with Lloyd's story and the general theme of loneliness, especially in a time like this." - Yasmine Alice*

*To say the internal conflict is personal to me would be redundant; everyone is impacted by quarantine. Moreover, as burnout sets in, opinions and priorities shift. People begin to make decisions for themselves with no intimacy to the outside world. I want to make the polarizing statement that the Butterfly Effect works both ways, and its reality is often horrifying, or at least it would be if it was next door. - Daniel Allen*

*"As you know this pandemic situation affected people's habits and lifestyle, especially elderly people affected deeply, most of them lost their trust and lived in fear and still they are. So I want to touch on this situation to make create awareness that." - Savaş Alpaltun*

# What will this film accomplish?



"Our film is unique and makes a contribution to society, because it puts the audience in the shoes of an elderly man who is very lonely. Not only can the audience relate to Lloyd's struggles, the film will also allow the witness the experiences of someone +70 years old, which is way older than our target audience for this film. How has the elderly dealt with lockdown this past year? We can see how the younger generations have dealt with it. People have documented their journeys on social media, even in film and tv.

But the experience of the elderly is usually disregarded. That's what we hope to accomplish as a team. We want to remind you that these individuals exist, perhaps in more fear towards Covid-19 than most, because of their age and underlying health conditions. We want the audience to love, perhaps hate, empathize with, question and eventually understand Lloyd. And with that, understand the older generation of our society. Our neighbours, our grandparents. The forgotten." - **Yasmine Alice**

# The Director's Vision



*Savaş Alpaltun, on the set of *Twenty Marks**

**R**everberation Day will tell the story through the senses and anxieties of Lloyd, thereby influencing the cinematography from his perspective. The audience will only perceive the world and divulge events in the same way the elderly man isolating in his home does, counting down the days until a virus he is greatly vulnerable to dissipates. Colour will impose emotions onto the audience and convey Lloyd's mentality. The cinematography will portray his priorities to remain in isolation yet also scout what is happening on his street through his window, and the rest of the world through his TV screen. Audio will play the crucial part in eliciting emotions and telling the story. The volume of the music playing from next door's party will be exaggerated by Lloyd's apprehension and fear that his light at the end of the tunnel will be snuffed out. Upon taking out his hearing aids, the world will become muffled as the government rules and public conscience fade into the background to make way for what he is living for, dancing at his daughter's wedding to his music.

The director's vision will harness the core of the filmography by Stanley Kubrick, Andrei Tarkovsky and Michael Haneke. The director remembers the slow and methodical style of Tarkovsky, an auteur that allows room for the dream to breathe and the viewer to interpret the story with diversity, in the realm of all things spiritual and metaphysical. With colour the soul of this inspiration will be vivid in Reverberation Day. Stanley Kubrick's conviction to always have a reason to lay emphasis on a character or object will be present here, underpinning the human condition in the spotlight. To capture reality as Kubrick did before, practical lighting will be used as much as possible in Reverberation Day. Regardless of the warping of reality through Lloyd's neurotic senses (the colour grading), his environment will be dynamic in its realism, akin the hard-hitting reality of the virus itself.

# Meet the Team

- ❖ **Director:** Savaş Alpaltun
- ❖ **Writer:** Daniel Luke Allen
- ❖ **Producer:** Yasmine Alice
- ❖ **DOP:** Murat Erşahin
- ❖ **1st AD:** Melek Güzel
- ❖ **Editor:** Mark Marnikovic
- ❖ **Grading:** Burak Öztürk
- ❖ **2nd AC:** tbc (aspiring filmmaker)
- ❖ **Lightning asisstant:** tbc
- ❖ **Sound designer:** Gökhan Terlemez
- ❖ **Sound recorder:** Özkan Coşgun
- ❖ **Composer:** Atakan Ilgazdağ
- ❖ **Focus Puller:** Tom Bearne
- ❖ **Art Director:** Yavuz Fazlıoğlu
- ❖ **Art Director's Assistant:** Özgür Özcan
- ❖ **Casting Director:** Claire Bleasdale
- ❖ **Runners:** tbc x 2 (aspiring filmmakers will be given the opportunity)
- ❖ **BTS Photos & Interviews for extra content:** Barış Yazar
- ❖ **Covid Supervisor:** Daniel Luke Allen

# Savaş Alpaltun - Director



<https://www.imdb.com/name/nm11921843/>

Savas Alpaltun is an award-winning film and documentary director who grew up in Adana, Turkey and currently resides in London, UK. After studying Cinema and TV at Erciyes University, he worked as an assistant director in many drama and Tv series and he eventually became an experienced director.

He takes inspiration from Kurdish-Turkish director Yilmaz Guney, and Russian director Andrei Tarkovsky, and their award-winning films.

In 2012 he moved to the UK. He worked as a Director, D.O.P in top TV Channels. In the meantime he carried his academic career to the next level as he completed his MA Film and Tv production course at the University of Hertfordshire in 2020.

**Awards:** Turkish Cinema and culture minister - Best documentary script 2008,

Anatolia Cinema award - Best documentary director, The lift-off session January 2021 Official selection and Finalist for Twenty Marks (2020), Global Shorts Winner 2021 Best director

# Yasmine Alice - Producer



*[https://www.imdb.com/  
name/nm7829154/](https://www.imdb.com/name/nm7829154/)*

*[www.yasminealice.com](http://www.yasminealice.com)*

Yasmine Alice is a qualified lawyer who has moved to England in 2008 to attend law school. After graduating from University of Sussex with a LLB Law with German degree, and a year abroad at Rheinische Friedrich-Wilhelms-Universität Bonn, she attended University of Law to complete her LPC. She worked as a corporate lawyer for 5 years after graduation.

She was scouted for a tv series and transitioned into working as a tv reporter and actress. She worked as an assistant producer for the major Turkish tv network TV8 whilst working as an entertainment news correspondent. She speaks 5 languages fluently and is an actress who has worked on major productions and feature films as a lead, represented by DBA.

Yasmine is the founder of Bastet Productions and the producer of numerous documentaries which have gotten distribution on Trt World and TV8. Yasmine has 3 short films that have been released and currently doing the festival run. Yasmine is also in pre-production and funding stages for 2 other short films and she is working as a line producer for a pilot Netflix backed tv series.

Yasmine's vision as a producer is to make films based on true stories and have a societal impact.

**Awards:** Best Actress in Istanbul Film Awards and Official Selection in Lift-Off Film Festival for Anxious (2021)

# Daniel - Writer



[https://www.imdb.com/  
name/nm9844862](https://www.imdb.com/name/nm9844862)

Daniel Luke Allen is an award-winning screenwriter who has written for short films such as Twenty Marks (2021), and has since continued scripting writing on future projects. He graduated with a Bachelors degree in Film and TV Production at the University of Cumbria and a Masters degree at the University of Hertfordshire.

As an up-and-comer in the industry, he is striving to progress in his career and develop more stories on screen. His other creative endeavors lay in writing novels and novellas in the genre of sci-fi and fantasy.

[https://www.amazon.com/Daniel-Luke-Allen/e/  
B08XMSGVNB%3Fref=dbs a mng rwt scns share](https://www.amazon.com/Daniel-Luke-Allen/e/B08XMSGVNB%3Fref=dbs_a_mng_rwt_scns_share)

# Murat Erşahin - DOP



[https://www.imdb.com/  
name/nm7144230/1](https://www.imdb.com/name/nm7144230/1)

<https://www.muratersahin.co.uk/>

Born in Turkey. Murat is a London-based cinematographer with an extensive experience in the camera department.

Working in the different areas, such as AC, Focus Puller and gaffer, his credits include feature films, advertisement and music videos.

Working in renowned productions in Turkey as well as in the UK, including the BIFA nominated COUNTY LINES (dir. Henry Blake, official selection at the BFI London Film Festival).

And as a director of photography he has worked in narrative projects and music videos, collaborating with artists such as Noizy, Dutchavelli, Gzuz, Dappy, Ay Em, Carnage, Tolani, Varrosi and many others.

ALL IS VANITY is his first feature film as Cinematographer.

# Melek Güzel - 1st AD



Melek Guzel is a London-based filmmaker from Istanbul, Turkey. She started her career in the field of photography and graphic design in Istanbul. Since 2008, she's been actively working in the film industry. Projects, she's taken various roles on, include commercials for high-profile brands, feature length films, TV Shows, music videos, etc. She is working as a first assistant director since 2017. She was on board as 1st AD on Savas Alpaltun's previous short film 'Twenty Marks' as well.

[https://www.imdb.com/  
name/nm12308516/](https://www.imdb.com/name/nm12308516/)

# Mark Marnikovic - Editor



*[https://m.imdb.com/  
name/nm2922392/](https://m.imdb.com/name/nm2922392/)*

<https://www.markmarnikovic.co.uk/>

Mark Marnikovic is a UK based film editor with over 13 years of experience. During his studies he started working as an assistant editor and since then he is in the film industry. His numerous editorial credits involve prime time TV series, feature films, trailers and short films. He is known for his technological mastery and hardworking, modest nature. Because of his fast and creative editing skills he can handle tight deadlines and complex situations with ease and get the very best out of the footage. Mark is an easy going editor who likes to collaborate with other departments and look out for their interests. Working on award-winning projects with finest directors and producers, he is familiar with the balance between giving alternatives and taking initiatives. Although he has a tight schedule, his passion for cinema and teaching always leads him to help film students and young filmmakers with their projects in his free time.

Growing up in a multilingual family he speaks English, Turkish, Greek, Italian and conversational French. He is Italian, married, has a daughter and a golden retriever named Otto.

# The Cast

**Casting will be done by Claire Bleasdale**

**Lloyd (Lead):** 65-80 years old, caucasian, British, middle class

**Jess:** 25-30 years old, Lloyd's daughter, British (Voice-over only)

**Courier:** 20-40 years old, any race, male

**Police Officer:** 30-40 years old, any race, male

**Father:** 40-45 years old, Turkish

**Mother:** 35-40 years old, Turkish

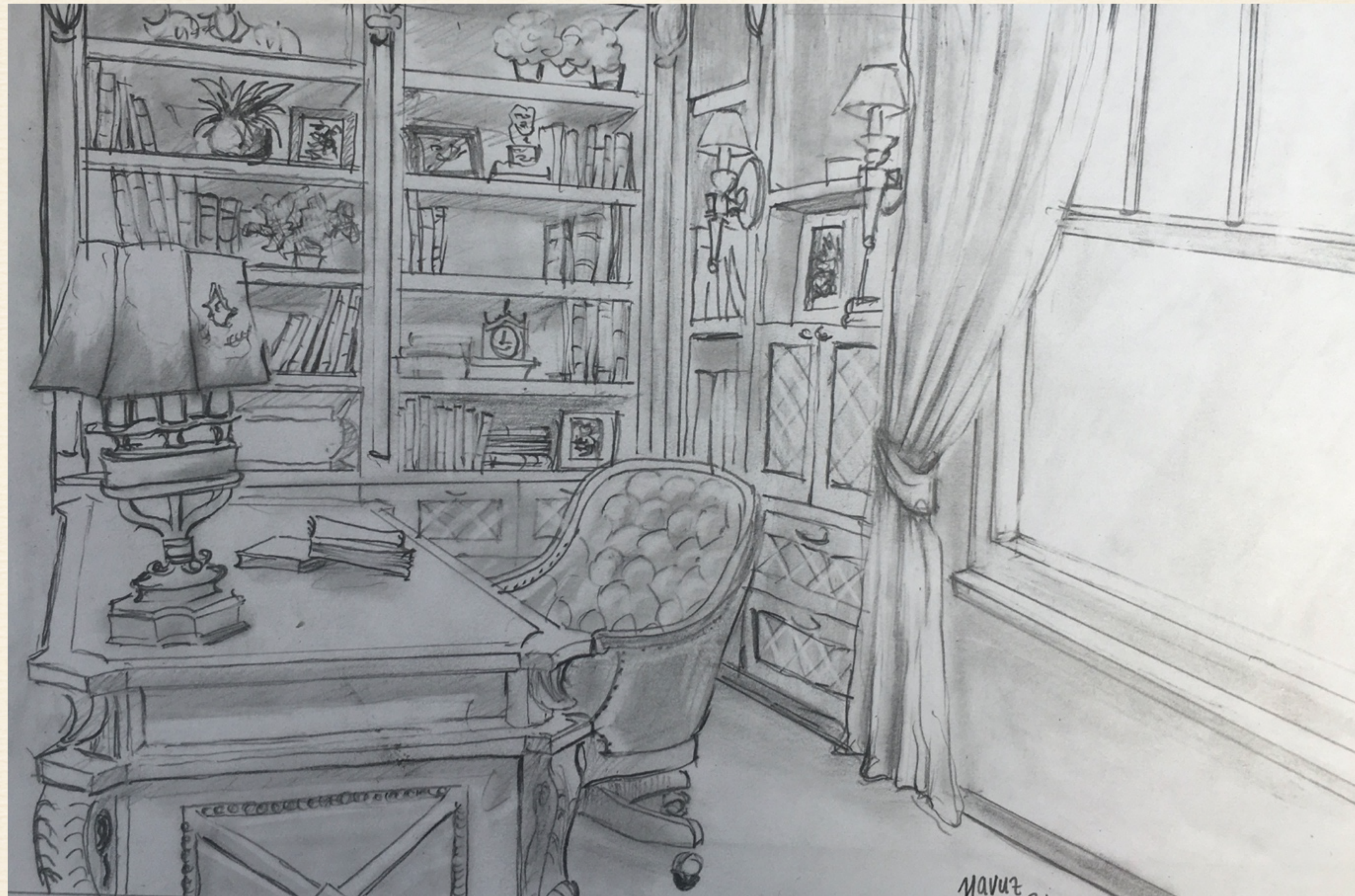
**The child:** 7-11 years old, Turkish

# *Mood-board - drawn by our Art Director, Yavuz Fazlıoğlu*

*Lloyd sees the party*



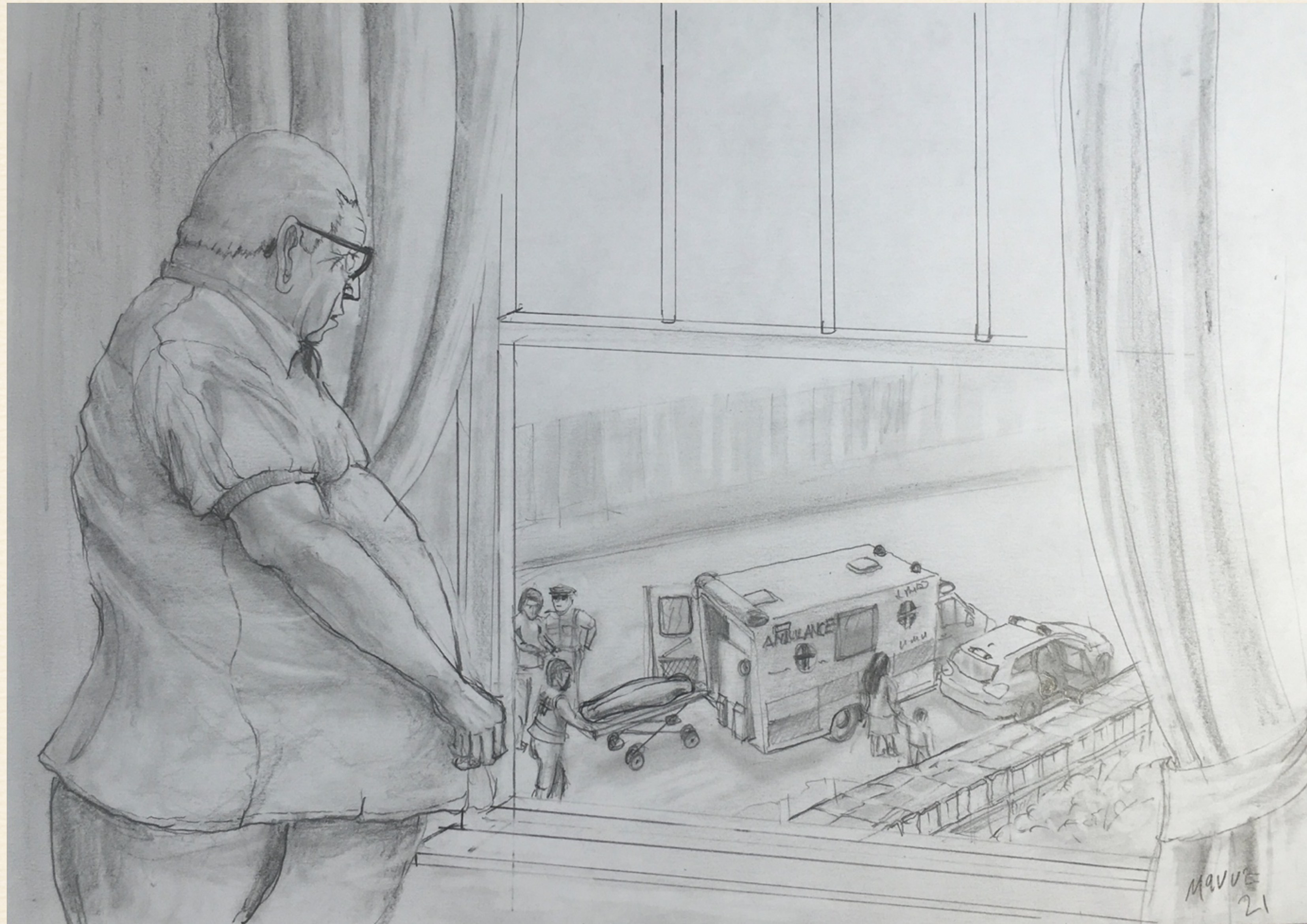
*Lloyd's working room*



*Lloyd calls the police*



*Lloyd sees the consequences*

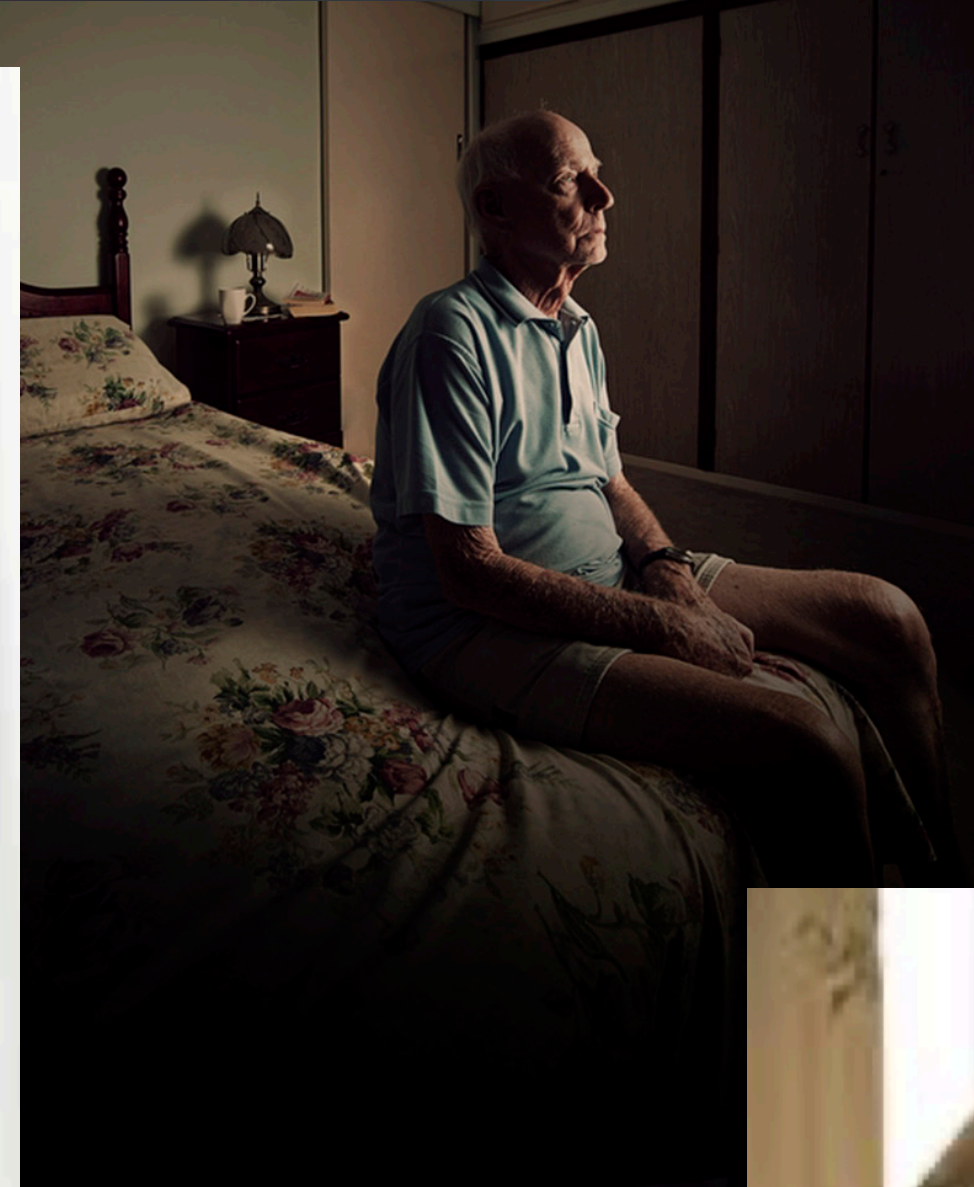


MAVUE  
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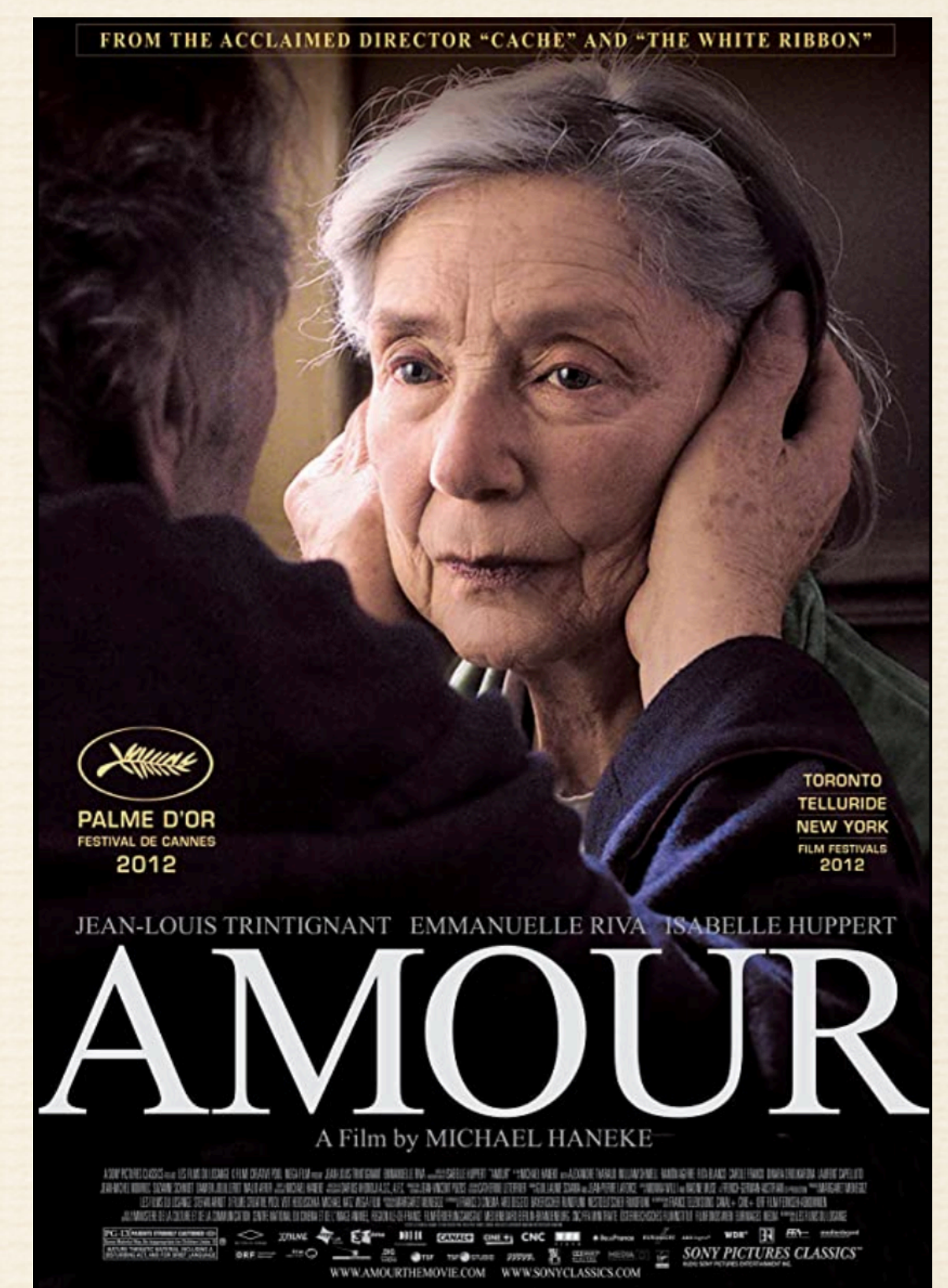
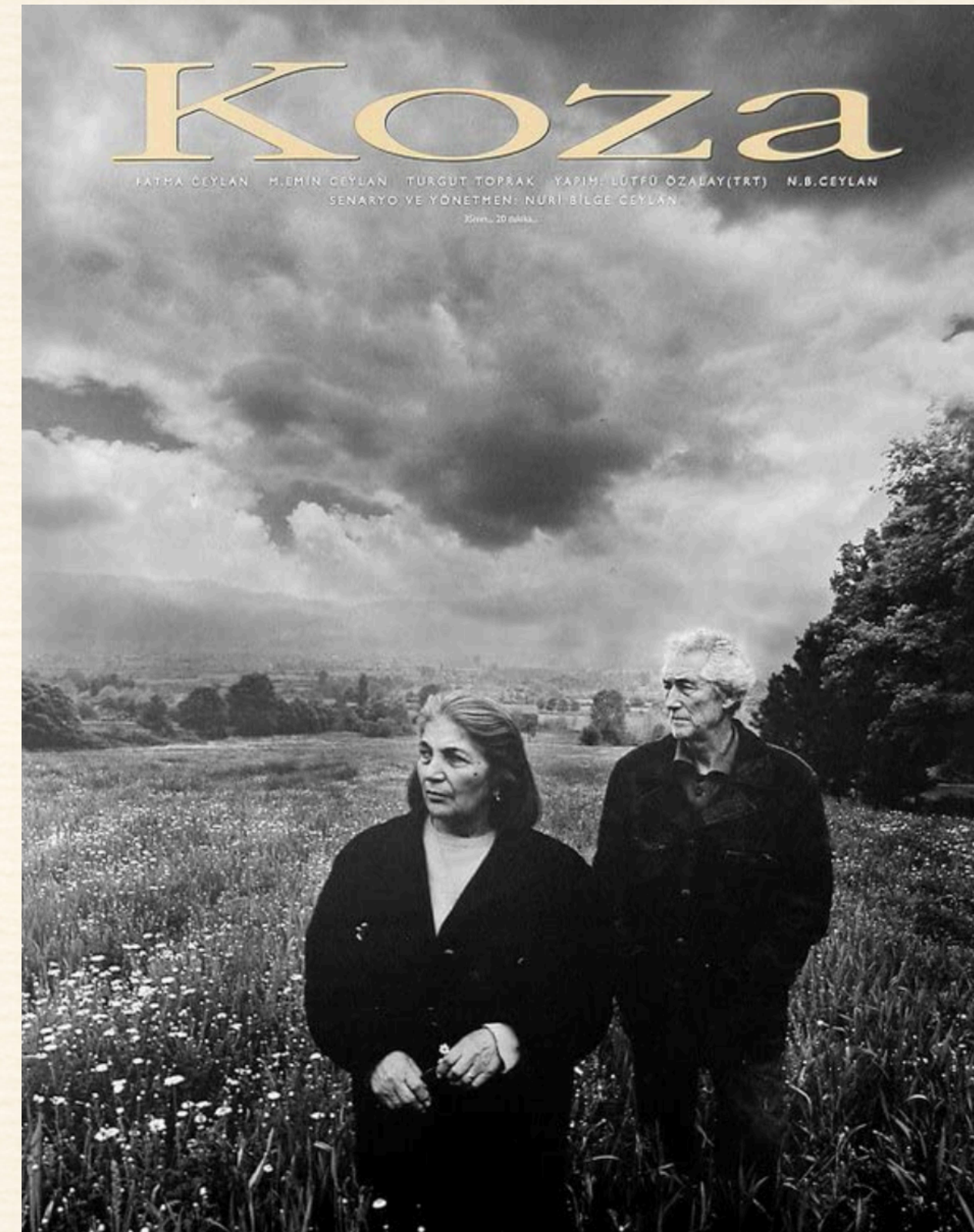
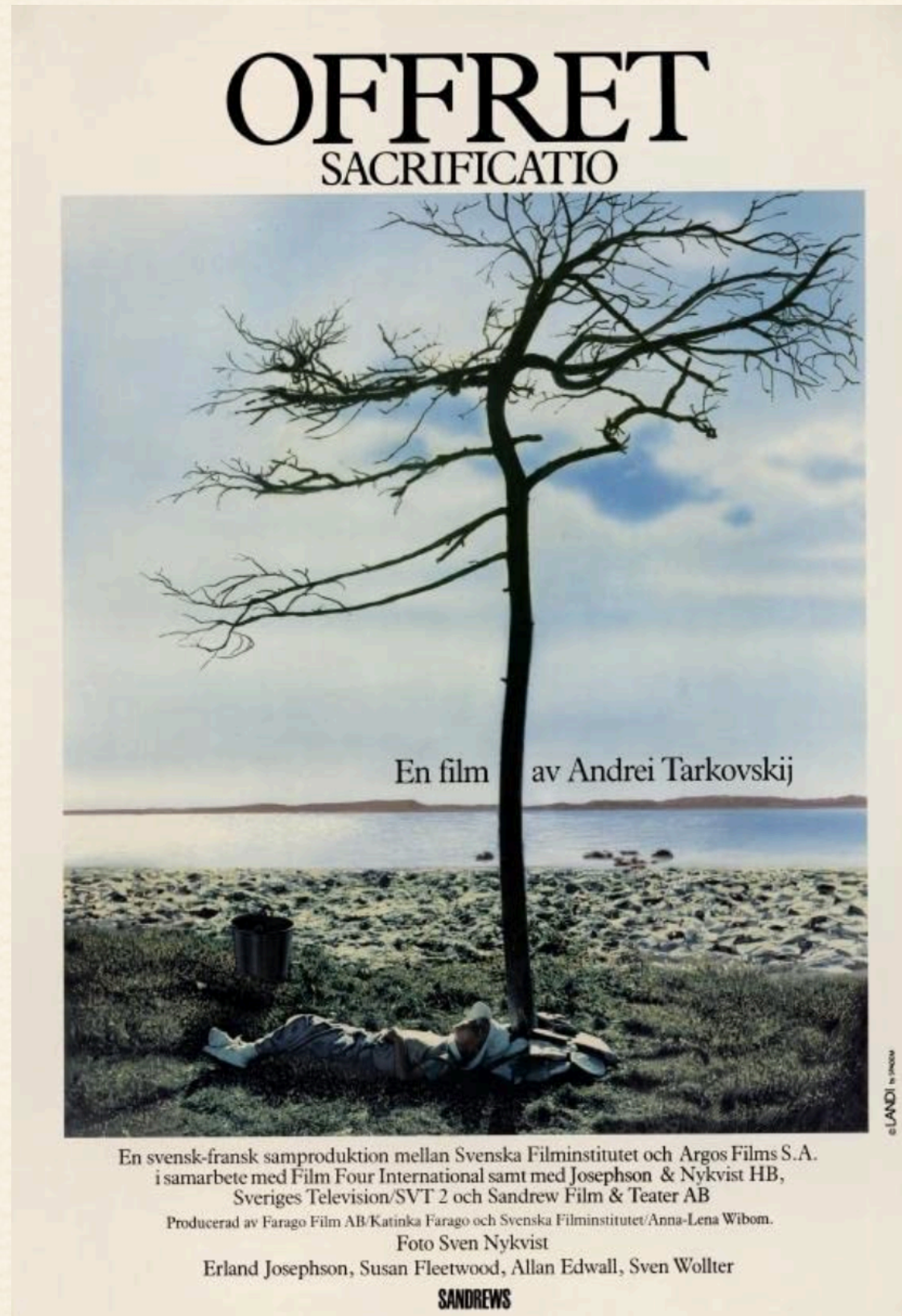
# Location



# Lloyd



# Similar Films / Cinematic References



# Schedule

***Shooting will take 3 days in 1 location.***



**Pre-production: started in February 2021**

**Filming starts: 3 consecutive days in September 2021**

**Shooting Day 1: filming**

**Shooting Day 2: filming**

**Shooting Day 3: filming**

**Voice-overs: 1 day before or after shooting dates**

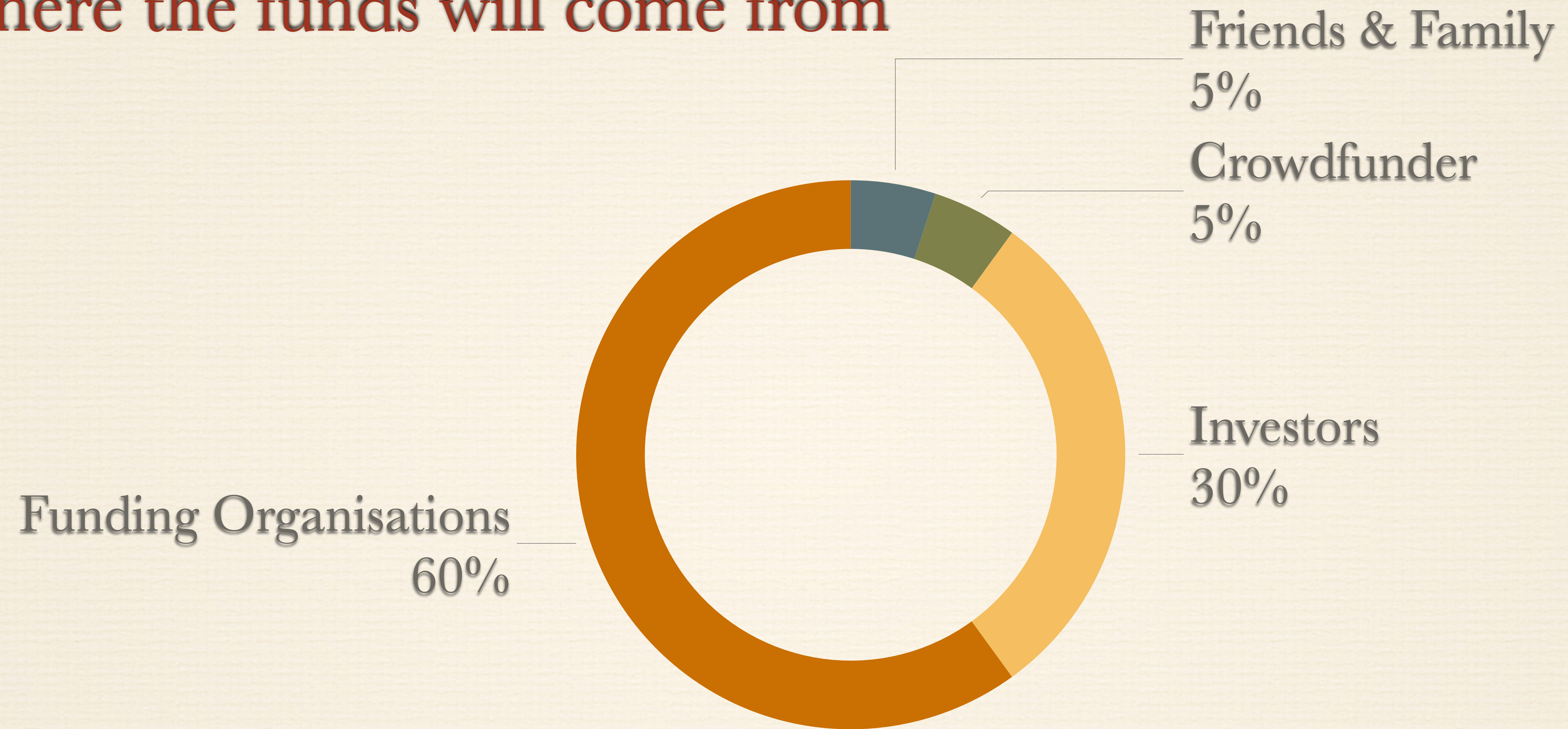
**Post-production: 20 days approximately**

**Estimated completion date: December 2021**

We are raising  
£20,980

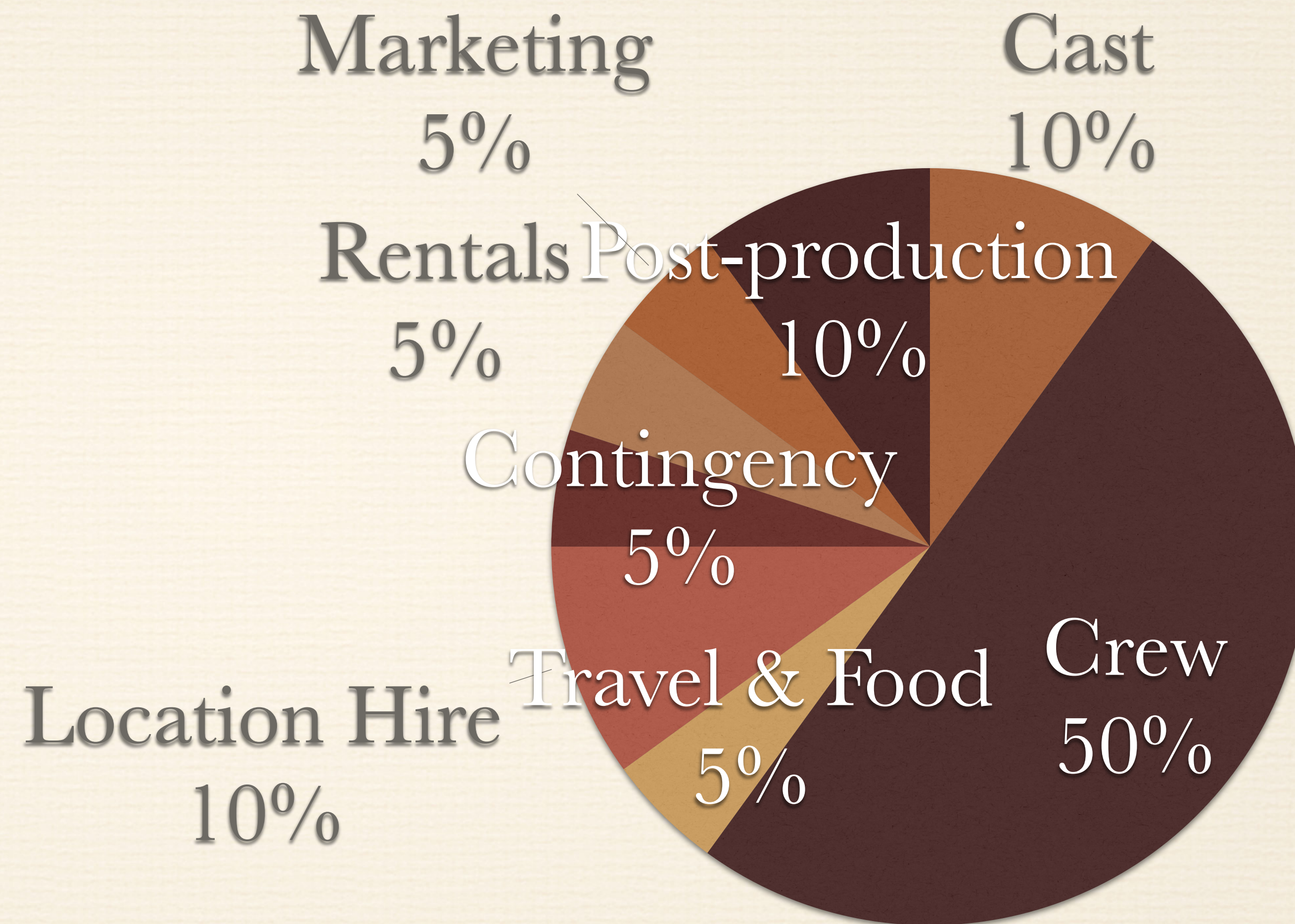
ACCT NO.	DESCRIPTION				PER DAY	ACTUAL
1	PRODUCER				£ -	£ 2,000.00
2	DIRECTOR				£ -	£ 2,000.00
3	WRITER				£ -	£ 2,000.00
TOTAL ABOVE THE LINE:						£ 6,000.00
4	LEAD CAST				£ 300.00	£ 900.00
5	EXTRAS x 6				£ 80.00	£ 480.00
6	DOP				£ 400.00	£ 1,200.00
7	FOCUS PULLER				£ 200.00	£ 600.00
8	1ST AD				£ 200.00	£ 600.00
9	2ND AC				£ 200.00	£ 600.00
10	ART DIRECTOR				£ 200.00	£ 600.00
11	SOUND RECORDIST				£ 250.00	£ 750.00
12	RUNNER X 2				£ 100.00	£ 600.00
13	CAMERA KIT HIRE				£ 250.00	£ 750.00
14	LOCATION HIRE				£ 100.00	£ 300.00
15	TRAVEL				£ 10.00	£ 550.00
16	LIGHTS HIRE				£ 300.00	£ 900.00
17	EDITOR (7 DAYS)				£ 350.00	£ 2,450.00
18	POST SOUND (3 DAYS)				£ 250.00	£ 750.00
19	MUSIC + COMPOSER				£ -	£ 1,000.00
20	MARKETING				£ -	£ 300.00
21	HARDDRIVE				£ -	£ 150.00
22	FOOD				£ 100.00	£ 300.00
23	BTS CAMERA (1 DAY)				£ 100.00	£ 100.00
24	FESTIVAL SUBMISSIONS					£ 250.00
25	CASTING					£ 200.00
26	SET DESIGN					£ 200.00
27	COSTUME					£ 100.00
TOTAL BELOW THE LINE:					£ -	£ 14,630.00
	ACCESS SUPPORT				£ -	£ -
	INSURANCE					£ 150.00
	CONTINGENCY @10%					£ 200.00
TOTAL OTHER:						£ 350.00
GRAND TOTAL:					£ -	£ 20,980.00

# Where the funds will come from



# How the funds will be used

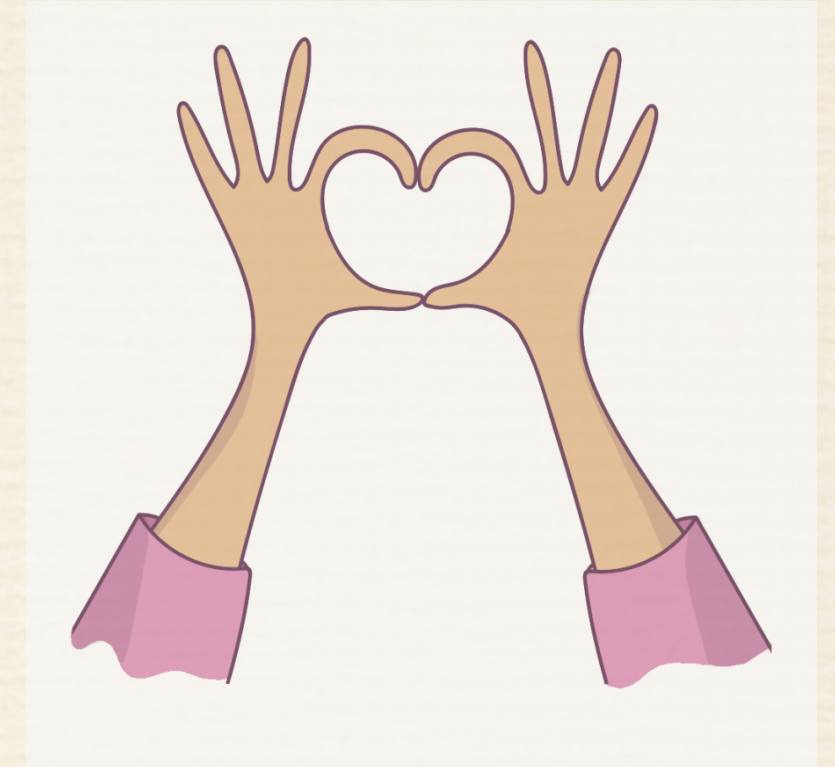
- Cast
- Crew
- Travel & Food
- Location Hire
- Contingency
- Rentals
- Marketing
- Post-production



# Why should you fund this film?

The benefits you will receive from funding our film are:

1. **Executive Producer** title for our most generous sponsors
2. A **special thanks** in the credits to all our sponsors
3. **Tax benefits** for your charitable donations
4. **Supporting** the arts and ethnic minorities in film industry
5. An **invitation** to all screenings, premieres and festivals
6. **A free copy of the film** to watch and keep forever
7. **Special gifts** - Behind the scenes footage, interviews and memorabilia from set!
8. **Forever friends** with the team!



# How will we fund this film?

1. **Funding Organizations** we have applied to (next page)
2. **Investors**
3. **Crowdfunding** (Kickstarter)
4. **Virtual House Party!** - we are hosting a party on Zoom with artists and singers performing live, where we will pitch our film to everybody attending, collect ticket sales towards our film and accept donations. We will launch our party strategically on the 3rd day of launching our crowdfunding campaign.

# Funds we have applied to (2021)

	Application Date	Response by	Amount
From The Heart Productions	April 29	tbc	\$3,000 + mentorship
BFI	April 26	September	max £15,000 + creative oversight
Genera	tbc	tbc	upto £5,000
Shore Scripts	March 3rd	June 14th	\$15k 1st place \$10k 2nd place
Indieto Films Incubation	tbc	tbc	help with funding and distribution
First Flights	April 29	June	£7,000.00

# Strategic Partners Who Support Our Film

- Our first partner is Campaign To End Loneliness, a non-profit organization in the UK, with +33k following on Facebook. They will share our campaigns and news about our film on social media. (<https://www.campaigntoendloneliness.org/>)
- Our second partner is Mayor of Enfield, good friends with our director, who will provide us with premises to host our premiere screening in London for free.

# Who is our audience?

Our film is suitable for audiences +12 years old. It is about a subject that has worldwide appeal; Covid 19, which has taken over 2.5 million lives globally. The whole world has witnessed, struggled, quarantined and experienced changes to their usual lives because of Covid 19.

The story is set in the UK, so the film will obviously have a guaranteed UK audience. There are also many Turkish immigrants in our film, which will also be of interest to our Turkish viewers in Turkey and Turkish immigrants around the world. Our audience reads the news, such as BBC, Daily Mail, Metro and the Sun, considering the fact that our film is based on a true story we read on Metro.

Our strategic partners are the Mayor of Enfield (Turkish), both Turkish and Kurdish community centres, who have all promised to host screenings for our film. So from that, we will initially and automatically have interest from our Turkish and Kurdish audience. But our goal is wider. In our film, the audience will empathize with Lloyd and perhaps see their grandparents in him. Anyone and everyone who has a grandparent should be able to enjoy this film on another level. According to GOV.UK, people have felt much more anxious, lonely, depressed and worried since March 2020. Lloyd is feeling all of the above, which makes him so much more relatable. The way in which we plan to attack festival season and get a distribution deal, we hope to make this film as accessible as possible globally.

As a summary, our audience is 18-50 year old, indie-film loving, news-reading, well-cultured, film-festival attending people who donate to charitable organizations such as AGE UK.

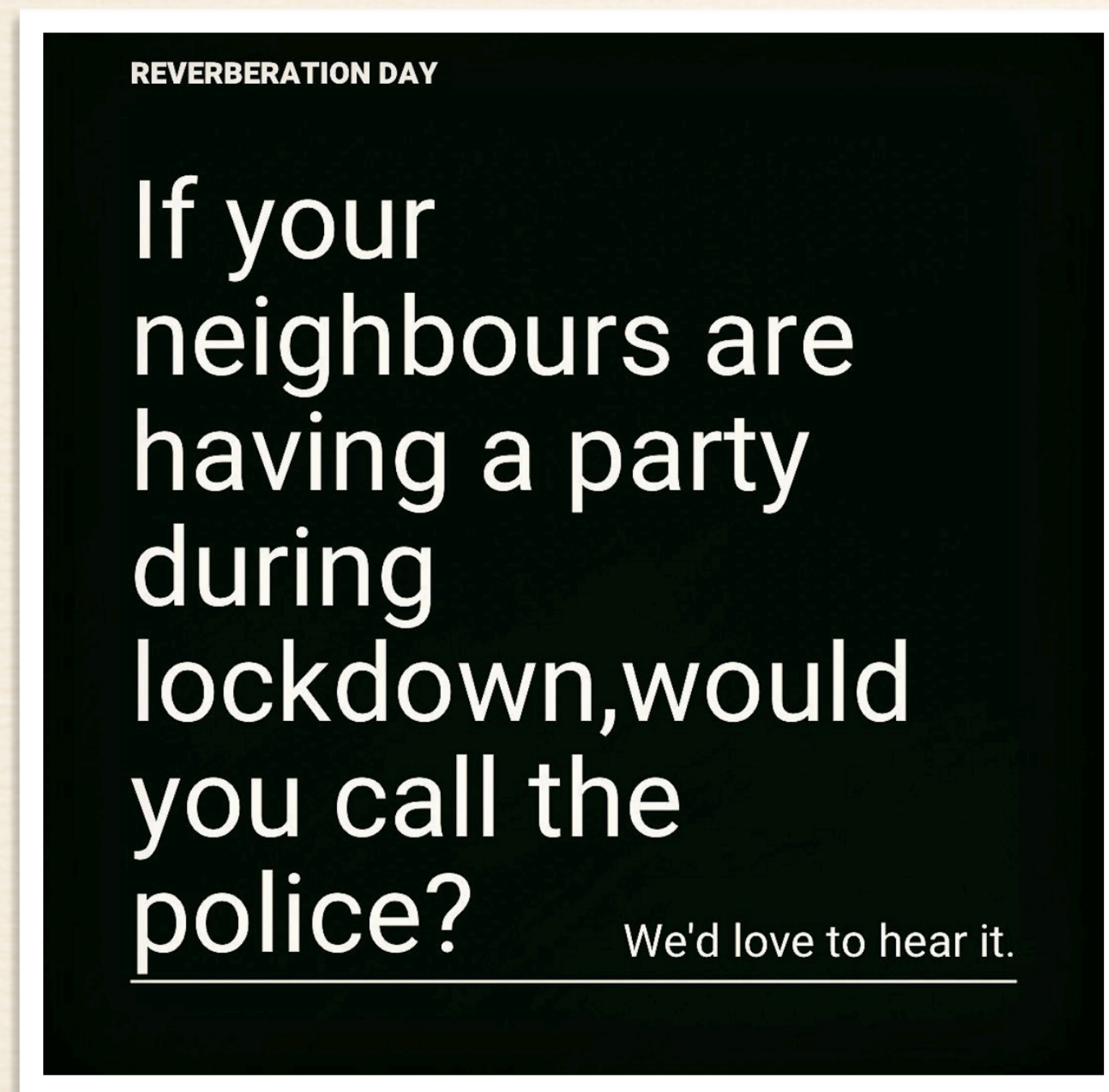
# Distribution & Marketing plan

1. **Festival Submissions & Awards season:** starting immediately upon completion of post-production. We will give 1-2 years for our film to complete a festival run, along with winning awards and doing press.
2. **Distribution:** The team's first short film Twenty Marks is doing the festival circuit and winning a lot of awards at the moment! We have been in contact with a few distributors and we hope to build a close relationship with whoever we decide to go with. We will work with the same company for Reverberation Day too. We will also add our film to Cinemarket.
3. **Community screenings:** We will have screenings at our Turkish and Kurdish community centres around London, organized by our Strategic Partner. Our producer Yasmine works as an emcee for Shorts on Tap in London (see photos), a leading short film screening event and community and she will arrange to have the film screened there.
4. **Sales:** We will make our film available to buy on Vimeo. We will also sell extra content such as Behind-the-scenes videos and interviews with the cast and crew. We will make DVDs and online format available for purchase on iTunes, Amazon Prime Video and Google Play.



# Our Social Media Strategy

When we launch our Crowdfunding campaign, we will post the following on Facebook and Instagram and boost it with paid ads:



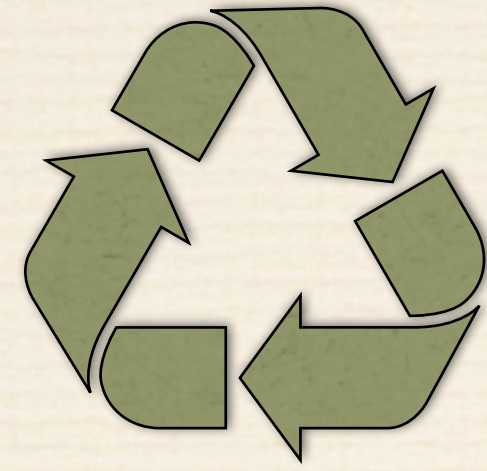
We hope to gain a lot of attention on this post. We plan to get people debating and talking in the comments section, which will obtain the traction we need to drive people to our crowdfunding page. We will strategically start this ad campaign on the 3rd day of our crowdfunding.

It will also be an amazing opportunity to do market research to see if our audience agrees or disagrees with Lloyd's decision in the film. We will target the ad based on our target audience for the film.



# Covid-19 Safety

- ❖ Our team has Coronavirus basic awareness on production training.
- ❖ PPE masks will be used by all crew members. The equipment will be sanitized before and after use.
- ❖ Health declaration forms will be signed by everybody before the shoot. Everybody will be tested 3 days and 1 day before the shoot. Everybody will quarantine a week before the filming. Off-screen voices and extras will be filmed outside and away from our lead.
- ❖ We will serve cold food on set. There won't be a makeup artist.
- ❖ We are aware of our lead actor's age. We will take the utmost precautions, liaising with him and his agent. Our lead actor will eat, rest and use bathroom facilities separately from the rest.
- ❖ We will have backups for crew members and our lead actor.
- ❖ Our **Covid-19 Supervisor** will be our writer Daniel Luke Allen, who has received training. He and the producer will be on set at all times to enforce the use of masks, social distancing and hand sanitizers. We will have further distancing rules for our lead actor.



# Carbon footprint

- ❖ On the location shoot, we will use locally available power sources to reduce the use of generators. We will dispose of our Electronic Waste and Electrical Equipment correctly. Our crews will use bicycles as much as they can for transport to reduce emissions. We will use daylight and practical lights during the shoot to reduce electric energy. Only during the take, we will run the camera and other electronic devices.
- ❖ The art department will use set constructions that will enable easy dismantling and recycling. We will avoid the use of un-recyclable materials, such as polystyrene, expandable foam, and MDF board.
- ❖ We will use reusable water bottles. We will not use a green box so we will avoid using any graphics or effects. We will work on time code so we will avoid long watching and editing hours.

# Diversity and Equality

Here are some fun facts about our team:

- ❖ 1/3 of our head of production is female-identifying!
- ❖ 70% of our cast and crew is of immigrant and minority background!
- ❖ Our cast has one +70 year old member!
- ❖ 10% of our crew and cast is a LGBTQI+ member!
- ❖ We have professional child-actors joining us!



# Social Media & Contact details

**Instagram:** <https://www.instagram.com/reverberationday/>

**IMDB:** <https://www.imdb.com/title/tt13976790/>

**Teaser:** <https://www.youtube.com/watch?v=eA1dHmZZ6Ws>

For all inquiries, please **contact Yasmine Alice** (Producer)

Email: [yasminealicemgmt@gmail.com](mailto:yasminealicemgmt@gmail.com)

Tel: +447947944792



*Bastet Productions*