



# THE HARD ROCK

THE DARK CONSEQUENCES OF UNCHECKED GREED AND OBSESSION

A REGULUS FILMS PRODUCTION

# THE HARD ROCK OVERVIEW:

**"THE HARD ROCK"** is a gripping feature film that delves into the dark consequences of unchecked greed and obsession. Set against the backdrop of the vibrant nightlife, the story follows **KRON**, a charismatic 25-year-old with a growing gambling habit. His life takes an unexpected turn when he persuades his friends, **CLICHE** (the birthday boy), **DREW**, and **TIMOREAN**, to make an impulsive stop at a casino after a night out at the club. Lady Luck smiles upon them as they hit a jackpot, winning a staggering \$1.2 million.

However, **Kron's** gambling addiction spirals out of control, and he squanders his share in no time. Desperation and greed drive **Kron** to commit increasingly heinous acts, including theft, deceit, and even murder, all in a reckless attempt to reclaim his lost fortune. As **Kron's** dark side emerges, his friends are left in shock, realizing they never truly knew the person he had become.

The tension escalates as the truth behind the stolen jewelry, false accusations, and a series of mysterious murders is unveiled. **Cliche**, the birthday boy and **Kron's** closest friend, becomes suspicious of **Kron's** involvement in these crimes. When he discovers that **Kron** not only killed **Timorean** but also orchestrated the theft and covered it up, **Cliche** is faced with an unimaginable choice.



# THE HARD ROCK SYNOPSIS:

In "**THE HARD ROCK**", **Kron** is introduced as an affable and charismatic young man with a penchant for gambling. When he persuades his friends **Cliche**, **Drew**, and **Timorean** to make a detour to a casino after a night of clubbing, little do they know that their lives are about to take a dark and twisted turn.

Fortune favors the foursome as they hit a staggering \$1.2 million jackpot. Each friend decides to invest their share differently, setting the stage for their divergent paths. However, **Kron's** gambling addiction intensifies, and he quickly squanders his portion of the winnings, plunging into a deep and desperate financial abyss.

Driven by greed and desperation, **Kron** resorts to increasingly sinister methods to regain his lost fortune. He becomes involved in theft, lies, and eventually murder. His transformation shocks his friends, who find themselves entangled in a web of deceit and violence.

As the story unfolds, the truth behind a string of perplexing crimes is revealed. **Kron's** involvement in the theft of valuable jewelry, false accusations against innocent parties, and a series of murders becomes apparent. **Cliche**, who was once **Kron's** closest friend and the birthday boy, grows suspicious of **Kron's** actions.

In a heart-pounding climax, **Cliche** confronts **Kron**, uncovering his horrifying deeds. When **Cliche** learns that **Kron** not only killed **Timorean** but also masterminded the theft and covered up his involvement, he faces a harrowing decision. The film culminates in a shocking and deadly showdown, as the true nature of **Kron's** malevolence is exposed and justice is served in a way none of them could have predicted. "**THE HARD ROCK**" is a thrilling journey into the depths of human greed and betrayal, leaving audiences on the edge of their seats until the very end.



# THE HARD ROCK PROSPECTS:



DREWSKI as "Cliché"

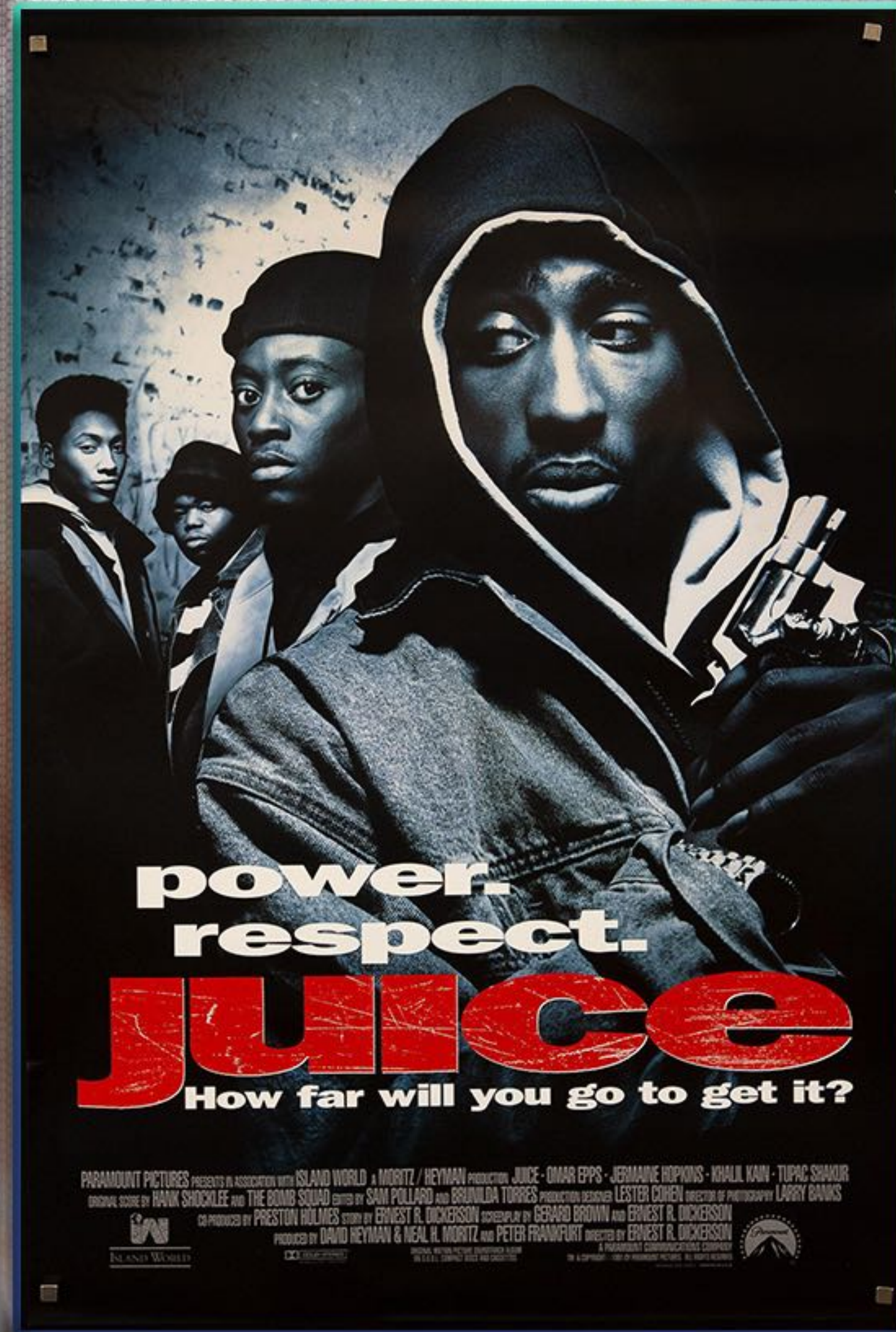
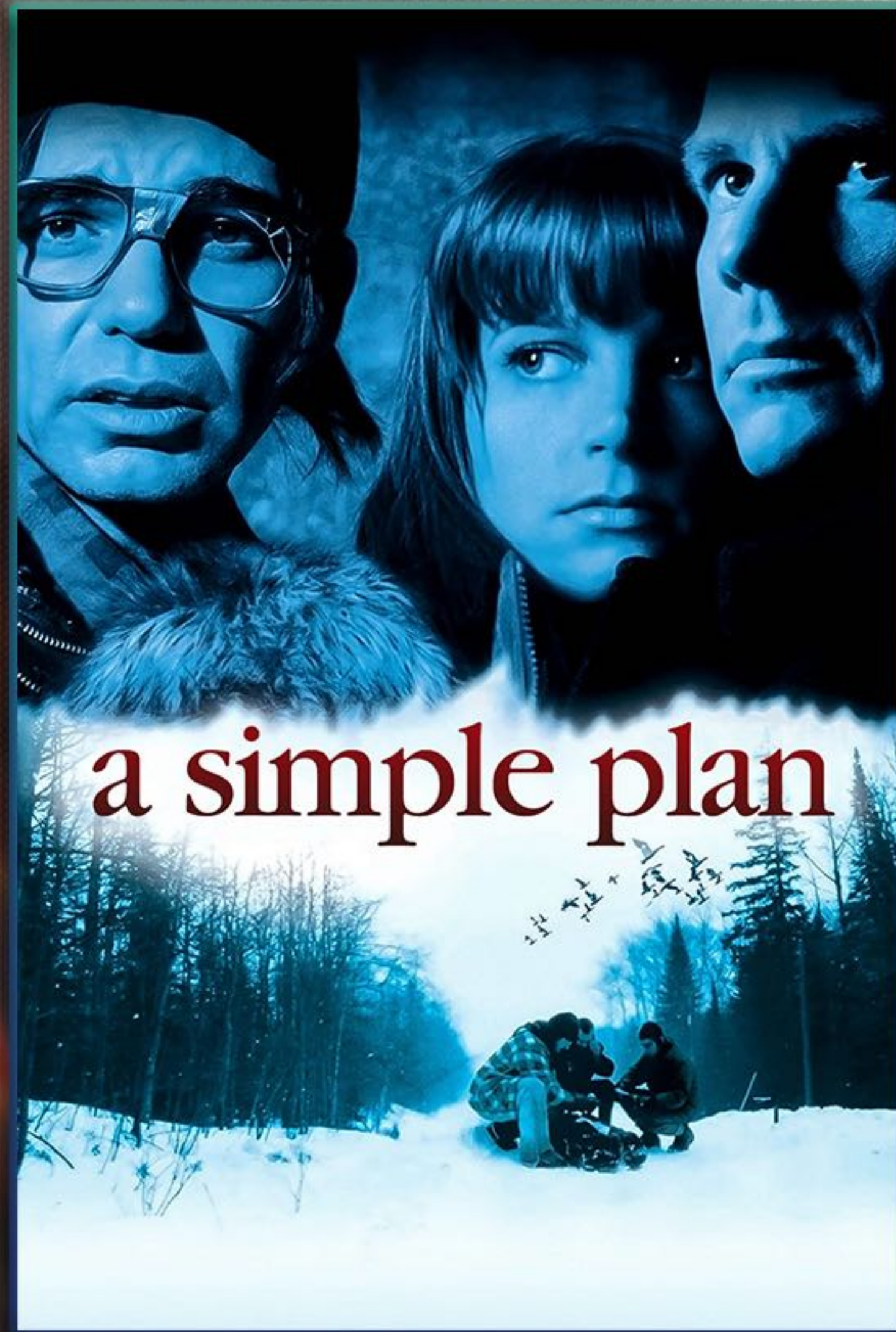


FAT N FUNNY as "Drew"



DESI BANKS as "KRON"

# THE HARD ROCK COMPARABLES:



# THE HARD ROCK INVESTMENT STRATEGY & DISTRIBUTION:

## ROI:

Investors in our project will have the opportunity to recoup 100% of their investment in the first position, ensuring that their initial capital is returned before any further distribution of net profits takes place. This means that investors will be given priority when it comes to recouping their funds.

## DISTRIBUTION:

One of the key factors contributing to the potential profitability of our project is the existing partnerships we have established with three distributors. These distributors have limited theatrical placements, **VOD** (Video on Demand) licensing partnerships with popular platforms such as **STARZ**, **BET**, **TV ONE**, and **TUBI**. These platforms have a significant viewership and provide a strong opportunity for our film "**THE HARD ROCK**" to reach a wide audience.

The deals we have with these distributors typically follow an 80/20 split, where 20% of the revenue generated from streaming distributions goes to the distributors and 80% is allocated to the filmmakers. Payouts are made at the end of each quarter, ensuring a steady and regular flow of income.

The logo for STARZ, featuring the word "STARZ" in a bold, sans-serif font with a color gradient from yellow to cyan.The logo for BET, featuring the word "BET" in a bold, sans-serif font with a green-to-yellow gradient, followed by a green star.The logo for tvone news+sports, featuring the word "tvone" in a bold, sans-serif font with a red-to-orange gradient, and "news+sports" in a smaller font below it.The logo for tubi, featuring the word "tubi" in a bold, sans-serif font with a red-to-purple gradient.

# **THE HARD ROCK** MARKETING & TARGET AUDIENCES:

## **MARKETING:**

In terms of marketing, we have devised a comprehensive strategy that utilizes popular social media outlets such as INSTAGRAM, FACEBOOK, and TIKTOK. These platforms have extensive user bases and are highly effective in reaching and engaging with the target audience. By leveraging the power of social media, we aim to create a significant buzz and generate widespread awareness for our film **"THE HARD ROCK"**, thus increasing its chances of success.

## **TARGET AUDIENCES:**

In conclusion, when considering comparable films in the same genre, we are confident that **"THE HARD ROCK"** will perform admirably through limited theatrical and streaming distribution sales. By analyzing the success of similar movies, we have identified a strong demand for this type of content among the target audience. With the established partnerships with distributors who have access to popular streaming platforms, we expect **"THE HARD ROCK"** to attract a substantial viewership and generate considerable revenue.



# THE HARD ROCK MEET THE CREATOR:

## RODERICK "RAB" HOPKINS

**RODERICK "RAB" HOPKINS** is a Miami native raised in the Sunshine State. At just 12 years old, he began his creative journey crafting **EASTER**, **CHRISTMAS**, and **BLACK HISTORY** plays for his church.

Driven by a passion for writing, he honed his skills at **MIAMI DADE COMMUNITY COLLEGE** and pursued a career in screenwriting.

To date, **Roderick "Rab" Hopkins** has authored three compelling screenplays. With numerous other works in the pipeline, **Hopkins'** stories are destined to grace television screens everywhere.

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# THE HARD ROCK MEET THE DIRECTOR:

## ANTWAN SMITH

**ANTWAN SMITH** is an acclaimed award-winning Director with a portfolio of three studio-distributed feature films. He has earned recognition from esteemed publications such as HIP HOP WEEKLY and THE SOURCE MAGAZINE, along with a spotlight on Miami's "DECO DRIVE" show.

In 2010, Smith secured the MTV-2 **"GUERRILLA MUSIC VIDEO OF THE YEAR"** award. His 2012 debut independent film, **"BLOODLINE: THE SIBLING RIVALRY"**, earned him a nomination for **"BEST DIRECTOR"** and the prestigious **"BEST INDEPENDENT FILM"** title at the BEST IN FLORIDA AWARDS. Further cementing his reputation, Smith claimed **"BEST FILM"** at MIAMI'S URBAN FILM FESTIVAL in both 2016 and 2018 for his works **"FADE AWAY"**. August 2023 saw him triumph once more, as he clinched the **"BEST LOCAL FILM"** award for his hit indie feature, **"CUZO"**, featuring a stellar cast including Glenn Plummer and Dennis LA White.

Antwan Smith's highly anticipated 2024 feature film, **"VENDETA"**, boasts a star-studded ensemble with Ky-Mani Marley (Shottas), Paul Campbell (First Sunday), and Majah Hype. With these achievements, Antwan Smith is unquestionably establishing himself as a leading force in the realm of directing.



# **THE HARD ROCK** CONFIDENTIALITY:

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