



Company: Promised Land Theater Productions
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Industry: Theater
 Production Company

Company Established:
 1992

**Number of Staged
 Productions:** 12

Financing Sought:
 \$1.5 million; staged as
 \$500 thousand (first city and
 working capital) and \$1 million
 (subsequent 10 city tour)

Use of Proceeds:
 Auditions (10 cities)
 Marketing initiatives
 Venue acquisition
 Production costs
 Royalties and licensing fees
 Working capital

**Estimated Production
 Net Revenue:**
 \$7.2 million

**Estimated Production
 Costs:**
 \$1.5 million

**Estimated Production
 Profit:**
 \$5.7 million

Production Time Frame:
 10-12 months.

**Expected Investment
 Payback Time Frame:**
 1 year.

Production Overview:

Promised Land Theater Productions™, headquartered in Boston MA, is a theater production company currently seeking to raise \$1.5 million dollars to bring to the stage and to the screen its newest and most exciting theatrical production: *Gone Too Soon*®. St. Jones®, author of *Gone Too Soon*, was born in the United States and moved to Panama days after the assassination of Dr. Martin Luther King Jr., where at the helm of YouthQuake, an ecumenical organization he founded, produced an annual Easter Drama Cantata for twelve consecutive years in both countries.

Gone Too Soon:

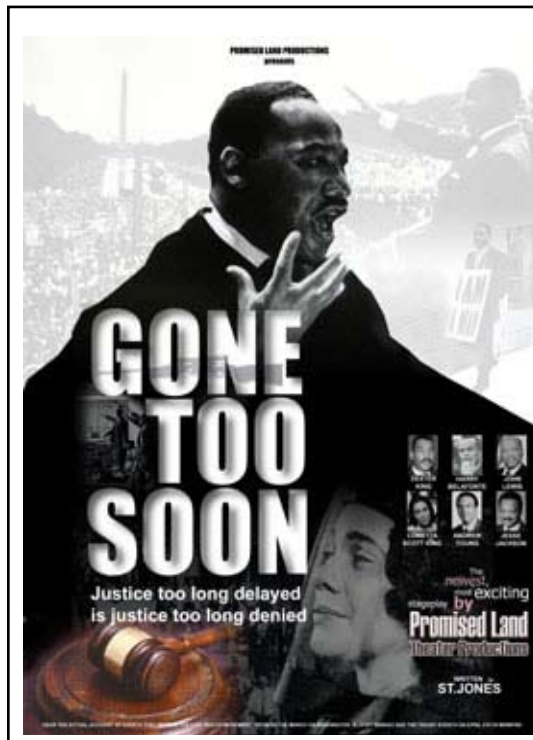
Gone Too Soon is an inspiring theatrical production that re-lives the successes and setbacks of Dr. Martin Luther King Jr. and the civil rights movement of the 1960's through court depositions by six of his closest associates. This two-act contemporary play is set in an Atlanta courtroom where Coretta Scott King uses a rarely known Tennessee statute to present new witnesses directly to the grand jury and bypass the district attorney's refusal to hear new evidence in the assassination of Dr. King on the balcony of a Memphis motel.

The Market Opportunity:

With very few exceptions, the local black theater productions have been limited to religious gospel plays describing the struggle of a family's commitment to God through a series of hyped renditions of church choir favorites followed by tumultuous amen's within a church-like setting. *Gone Too Soon* promises to reach out to diverse and forgotten market segments of this country. Our strategy is to build a "grass roots" theatrical following for the production and provide our investors with a prompt and profitable return and subsequent film right options.

Production Objectives:

This production will reinforce Dr. King's vision by making the younger generation aware of his contributions to the civil rights movement. Audiences who attend the fifty scheduled performances across the US, will be inspired, educated and entertained while contributing to his legacy for years to come.



Sponsorship Targets

- Bank of America
- BellSouth
- The King Center for Nonviolence and Social Change
- Washington, D.C. National Memorial
- 100 Black Men of America, Inc
- The Coca-Cola Company

Selected Cities

- Atlanta
- Miami
- Chicago
- Los Angeles
- Dallas
- Boston
- New York
- Nashville
- Washington D.C
- Charlotte
- New Orleans

Copyright Information:

Gone Too Soon is registered with:

The Writers Guild of America East: Reg. No. 129489-00.

United States Copyright Office
FORM PA: Pau-2-442-138 on August 11, 1999.

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Target Demographics:

Minorities
Theater enthusiasts
Civil Rights leaders
College students

Production Time Line:

Production design: month 1
Auditions: month 2
Rehearsals: month 3-5
Performances: month 6-11

Previous Productions:

Portraits of our Savior
From Bethany to Galilee
A Man Called Peter
Barrabas
The Messiah
Moses and the Promised Land
Resurrection
Apocalypse
Paradise Lost
He Lives
Let My People Go
Jesus the Verdict
Jury Duty

Websites:

www.gonetoosoon.com
www.promisedlandtheater.com
www.stjones.com

Financial Summary

	Production costs	Net revenue	Profit
First city (Atlanta)	\$ 300,000	659,400	359,400
10 City tour	\$1,200,000	6,500,000	5,300,000
Corporate sponsorships		500,000	500,000
Totals	\$1,500,000	7,209,400	5,709,400

Gone Too Soon Synopsis:

After the untimely death of James Earl Ray in 1999, Martin Luther King Jr.'s confessed assassin, Coretta Scott King uses a rarely known Tennessee statute to bypass the district attorneys refusal to hear new evidence in the case. Code 4012-104 allows the King family an opportunity to present to a special grand jury confidential files, new witnesses and errors of previous investigations that have surfaced thirty years after the assassination of Dr. King on the balcony of a Memphis motel.

The district attorney, trenched in overturning this appeal to re-open the case, uses all the government's evidence to keep those who marched alongside Dr. King from having the conspiracy laden sealed transcripts by the House Select Committee on Assassinations made public.

This two-act contemporary play is set in an Atlanta courtroom before a grand jury that is compelled to deliberate the case based solely on the evidence presented. Under oath, Dexter King, John Lewis, Jesse Jackson, Harry Belafonte, Andrew Young and Coretta Scott King re-enact, pivotal moments of the struggle with historical accuracy through dramatic cross-examinations, songs, speeches and choreography.



DEXTER KING



HARRY BELAFONTE



JOHN LEWIS



CORETTA SCOTT KING



ANDREW YOUNG



JESSE JACKSON

Memorable scenes are brought to life as they unfolded during the Montgomery bus boycott of 1957, the 1963 march on Washington, the tragic events on Bloody Sunday of 1965, to the rousing Promised Land speech the night before his premature death on April 4, 1968.

The verdict, based upon the final closing arguments by the District Attorney and the opposing council, examines the current status of civil rights in this country and the issues we still need to overcome as a people to reach the Promised Land set forth in the dream by Martin Luther King Jr.