

WHEN HARDSHIP BECOMES PURPOSE.

LIONHEARTS

MOVIE

directed by
Chris Moreland



Lionhearts Fitness invites public to grand opening

...and it requires members to give back by participating in monthly community service projects and Challenges, the main aim of the program serves as a... (text continues, partially obscured)



MEDIA BUILD SOMETHING

AGENDA

01 PROJECT OVERVIEW

02 OBJECTIVE & GOALS

03 TARGET AUDIENCE

04 KEY MESSAGE

05 DELIVERABLES & TIMELINE

06 BUDGET & OUTLOOK



MEDIA BUILD
SOME
THING

LION
HEARTS
MOVIE

When grief turns into inspiration.

INTRODUCTION

MEDIA BUILD
SOME
THING
presents

LIONHEARTS MOVIE

Lionhearts began as a story about obstacle course racing.

It became a story about resilience, loss, and the quiet strength it takes to keep moving forward.

This film explores how people use physical challenge not to escape hardship—but to face it head-on.

DEFINING CLEAR OBJECTIVES

BUILD MEDIA
SOMETHING

 **LIONHEARTS**
MOVIE



/01

ENCOURAGE PHYSICAL AND EMOTIONAL WELL-BEING

Showcase how discipline, movement, and shared struggle help people process grief, rebuild confidence, and reconnect with themselves.

/02

HIGHLIGHT OCR'S COMMUNITY

Capture the culture of obstacle course racing as a support system—one built on accountability, encouragement, and showing up for others.



TARGET AUDIENCE

DEMOGRAPHICS

Adults 25–45, men and women, active or aspirationally active.

PSYCHOGRAPHICS

Purpose-driven. Community-minded. Drawn to stories of resilience, self-improvement, and earned strength.

PAIN POINTS & NEEDS

Overwhelmed by shallow motivation content. Looking for stories that feel real, earned, and honest.





LIONHEARTS
MOVIE

**Inspiration is
born through
hardship.**

LIONHEARTS SHOWS THAT HARDSHIP ISN'T SOMETHING TO AVOID—IT'S
SOMETHING WE MOVE THROUGH.

NARRATIVE DIRECTION

LIONHEARTS MOVIE

/01 **GROUNDED & HUMAN**

It's real people, real pain, and real progress—captured honestly.

/02 **OBSERVATIONAL, NOT PREACHY**

The story unfolds through action and conversation, not narration or slogans.

/03 **EARNED INSPIRATION**

Any motivation that comes from this film is earned through effort, failure, and perseverance.



LIONHEARTS MOVIE



**Building
something
that lasts.**

/02

CORE FILM

A mid-length documentary centered on resilience, loss, and personal growth through sport.

/03

SUPPORTING ASSETS

Short-form clips, stills, and written materials for outreach, screenings, and partnerships.

/03

STRUCTURED TIMELINE

A clear production and release plan that respects both creative integrity and practical execution.

This budget reflects a lean, intentional production—focused on story, not spectacle.

ESTIMATED PROJECT BUDGET

PRODUCTION COSTS

\$25,000 (50%)

- Creative development: \$8,000
- Photoshoots & video production: \$12,000
- Graphic design & content creation: \$5,000

MEDIA PLACEMENT

\$18,000 (36%)

- Social media ads: \$10,000
- Print & outdoor media: \$5,000
- Influencer collaborations: \$3,000

MISCELLANEOUS EXPENSES

\$7,000 (14%)

- Licensing fees: \$2,000
- Team coordination & meetings: \$1,500
- Contingency fund: \$3,500

HOW YOU HELP

AND WHAT YOU GET FOR HELPING

Supporting Lionhearts Movie with financial supports means helping tell a story that will outlive a single event, race, or season. These dollars will help take this documentary and its message of hope and perseverance to audiences across the world.

SPECIAL EVENTS AND FIRST ACCESS

- Supporting this documentary at any level gets you access to early screenings, special events, and access to behind the scenes footage, interviews, and images before anyone else.

VISIBILITY ON SCREEN

- Executive Producer
- Product Features
- Pre-Title Credits Logo Placement
- Film Credits Logo Placement
- Friend of the Film

PHYSICAL MEDIA

- Buy copies of Lionhearts Movie on DVD for Lionhearts to distribute at their events.
- Inserts and coupon codes (paid placement)

CONTACT US



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THANK YOU

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