

NORMA'S SUN – SALES & PITCH SHEET

Genre: Drama / True Story / Female-Driven

Format: Feature Film – 120 min est. runtime

Source Material: Based on the award-winning memoir *Norma Jean's Sun* by Kris Courtney

Status: Development – Funding Stage

Production Budget: \$3.5M (adjusted from full \$4.79M to targeted initial financing)

Filming Locations: Kentucky • New Mexico • Georgia • Florida • Indiana

Unions: WGA • DGA • SAG-AFTRA

LOGLINE

With the birth of a severely disabled son and family history of imposing choices, a Statuesque Mother must navigate through heartache and divorce to discover her true love on a journey of alcoholism, secrets and uncertain reality to an ending that will touch your core!

PROJECT HIGHLIGHTS

- **Internationally Award-Winning Screenplay** – Winner of multiple screenplay competitions worldwide.
- **Female-Driven, Star-Lead Roles** – Casting three A-list actors:
 - **Leading Lady** – Award-caliber, emotionally complex role.
 - **Lead Male Actor** – Strong dramatic counterpart.
 - **Lead Youth** – Pivotal, emotionally compelling breakout role.
- **Proven Source Material** – Adapted from the critically acclaimed memoir *Norma Jean's Sun* by Kris Courtney.
- **Attached Key Crew:**
 - **Exec. Producer / Writer** – Kris Courtney – support@kriscourtney.com
 - **Line Producer (LP)** – Brandon Riley – brandon@radiantfirst.com
 - **Director of Photography (DP)** – Anthony Gutierrez – anthonygutierrez65@gmail.com
- **Music Assets** – Featuring the works of *Tom Petty, John Mellencamp, EG Kight, Chris Chickering.*
- **Marketable Themes** – Female empowerment, overcoming adversity, disability awareness, and the resilience of the human spirit.

SYNOPSIS

Norma's Sun is a raw, heartfelt true story set in the heart of America. A statuesque young mother's life is forever altered by the birth of a severely disabled son. Struggling with an unyielding family history, personal demons, and societal judgment, she must fight to reclaim her life, find true love, and face secrets long buried. Adapted from Kris Courtney's memoir, the film offers an uncompromising portrayal of resilience, human fragility, and hope.

BUDGET & ROI SNAPSHOT

Production Budget (Target Raise): \$3.5M

Comparable Films ROI:

- *The Glass Castle* (Budget: \$9.8M / Box Office: \$21.7M)
- *Room* (Budget: \$13M / Box Office: \$36.3M / Awards: Oscar Winner)
- *I, Tonya* (Budget: \$11M / Box Office: \$53.9M)

Projected Returns:

With strong awards positioning, festival buzz, and a female-driven A-list cast, *Norma's Sun* is positioned for a **3–5x ROI** through:

- **Domestic & International Box Office** (Drama, Awards Season Appeal)
 - **Streaming Licensing** (Netflix, Amazon, Apple TV+, Hulu)
 - **VOD / Blu-ray / TV Rights**
 - **Music Licensing Opportunities** (Soundtrack sales, live performance tie-ins)
 - **Charitable Partnerships** (Disability & Women's Advocacy Orgs)
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MARKETING & DISTRIBUTION STRATEGY

- **Awards Season Launch** – Submit to TIFF, Sundance, SXSW, Venice.
- **Targeted PR Campaign** – Leverage Kris Courtney's personal story & memoir fanbase.
- **Music Cross-Promotion** – Tie-in with John Mellencamp, EG Kight, Chris Chickering audiences.
- **Cause-Driven Screenings** – Partner with nonprofits & advocacy groups.
- **Hybrid Distribution** – Limited theatrical + streaming platform premiere.

UNIQUE SELLING POINTS

- **Based on a True Story** with national relevance.
 - **Award-Winning Screenplay** – International accolades prior to production.
 - **Three A-List Stars** – Strong awards and festival draw.
 - **Cross-Market Appeal** – Drama, music, memoir adaptation, and social relevance.
 - **Emotional Hook** – Family drama, disability awareness, love story, redemption arc.
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CONTACT

Kris Courtney – Executive Producer / Writer

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🌐 www.normasun.com