

A movie poster for "Dracula: Crimson Reign". The background features a large, bright full moon in the upper left corner. To the right, a gothic-style castle with multiple spires and towers is visible against a dark, cloudy sky. A single bat is seen flying in the upper right. The title "DRACULA" is written in large, white, serif capital letters across the middle. Below it, the subtitle "CRIMSON REIGN" is written in smaller, orange, serif capital letters.

DRACULA

CRIMSON REIGN



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OVERVIEW

Genre: Gothic Drama, Romance, Horror

Logline: The vampire lord Dracula embarks on a fateful journey to London, and a diverse alliance rises to challenge his growing reign of shadow and blood. At the heart of the conflict, love, friendship, and courage all lie at stake... but are they all on the same side?

Synopsis: The vampire lord Dracula embarks on a fateful journey to London, and a diverse alliance rises to challenge his growing reign of shadow and blood. At the heart of the conflict, love, friendship, and courage all lie at stake.

Anticipated Budget: \$10,000,000

Target Audience:

Primary Target: Females 18-54

Secondary Target: Males 25-54

Crossover Audience: Male and Female 50-70

Development: April 2024

Pre-Production: April 2025

Production: October 2025

Post-Production: December 2025

Completion: March 2026



PRODUCTION DETAILS

Production Company: M and M Film Productions International

Title: Dracula: Crimson Reign

Director: TBA

DOP: TBA

Length: 90 minutes

Producers: Monika Gergelova, Malcolm Winter, Josef Brandmaier, Daniel Baur

Genre: Gothic Drama, Romance, Horror

Certification Aim: PG 15

Format: Digital 4k (35mm)

Screenplay: Philip Daay

Line Producer: Gareth Davis

Language: English

Filming Location: Wales, South West England

Status: Pre-Production

Executive Producers: Josef Brandmaier, Daniel Baur, Monika Gergelova,
Malcolm Winter, Christian G. Fassetta

Intended release: Mid 2026

Sales Agent & Distribution: K5 International

Post Production VFX: Gorilla VFX

Marketing Executive: Michael Morris



SYNOPSIS

Youthful solicitor JONATHAN HARKER journeys to the ancient realm of Transylvania to finalize the sale of London property to a mysterious lord. Little does Jonathan know that his host is a cunning warlord who has survived for centuries, the vampire master COUNT DRACULA. Jonathan quickly finds himself inundated by supernatural encounters: sleep overwhelms him through the day against his will, wolves act in bizarre ways, and Dracula's three brides – LOREDANA, PETRONELA, and AMINE – taunt and torment him through the twisted hallways of Castle Dracula. The vampire lord himself possesses supernatural abilities to shapeshift and even control mortal minds. Indeed, despite Dracula's endless deceptions, Jonathan realizes the vampire intends to feed the man to his monstrous wives. Acting against all odds, Jonathan finally manages to awaken during the day and make a daring escape by falling into a deep and rapid river chasm.

Meanwhile, back in England, Jonathan's fiancée Mina Murray vacations with her best friend Lucy Westenra in the seaside town of Whitby. The women confide in each other their torments. Lucy reveals that she has three offers of marriage from three accomplished men: the courageous QUINCY MORRIS from Texas, the intellectual DR. SEWARD of Purfleet Asylum, and ARTHUR HOLMWOOD, a caring and loyal English nobleman. Lucy questions whether she loves any of them, but fate appears to dictate she must choose one or risk the welfare of her family. For her part, Mina anguishes over Jonathan's lack of communication on his journey to Romania. As they talk, an aimless ship – the *Demeter* – arrives and crashes upon the shores of Whitby strangely devoid of its crew. The elder vampire arrives in England.

That very night, Dracula lures Lucy out of her bedchamber to take a walk alone on a beautiful cliffside path. He uses his hypnotic charisma to seduce her. He softly tells her, *“Love lives and dies in your beating heart. It dances in the blood. Is this a dance you wish to perform if but once in your life?”* Unable to resist, Lucy gives herself – body, soul, and blood – to Dracula. After drinking of her essence, Dracula cuts himself and coats her lips with his own blood thus sealing her fate. Unless somehow cured of the vampiric curse, Lucy will slowly die and reawaken as his new vampire bride.

SYNOPSIS

Too late, Mina arrives on the scene, and Dracula is forced to flee or risk discovery. The two women make their way back to their bedchamber. In the morning, Lucy grows pale and sickly. Panicking over the previous night's eerie events, Lucy accepts the marriage proposal of Arthur Holmwood, judging him to be the best man capable of protecting her. Suddenly, Mina receives a letter from Jonathan. Mina learns her fiancé is in Budapest. He managed to survive his ordeal at Castle Dracula and now pleads with her to travel to Hungary. Mina feels profound relief at the news, but Lucy feels nothing but horror at the prospects of being alone at night. Forced to abandon her best friend in her hour of need, Mina quickly packs her belongings and leaves to catch the train to London.

Attempting to escape Dracula, Lucy flees from Whitby back to London to no avail. The vampire lord follows her home and drains her blood again at night. The next morning, with her daughter lying on Death's Door, Lucy's mother MRS. WESTENRA begs Dr. Seward – one of Lucy's suitors – for help. When Dr. Seward examines Lucy for ailments, he notices the puncture wounds on her neck and realizes her affliction may be supernatural. He immediately sends an urgent message to Amsterdam in order to summon PROFESSOR VAN HELSING, the famous vampire hunter.

Van Helsing hurries to London and rushes to Lucy's bedside. Placing her under hypnosis, Van Helsing manages to communicate with Count Dracula. *"Hearken unto me, you unseen malefactor, the intellect lurking behind these so innocent eyes..."* Van Helsing tries to reason with Dracula in hopes the vampire lord would agree to abandon Lucy. Instead, Dracula taunts him. And so Van Helsing vows to destroy the elder vampire. *"Your words ring as hollow as the grave from which you draw strength. I am the architect of your doom, armed with the light you so scorn!"*

Realizing the true depths of Lucy's great peril, Van Helsing is forced to leave London for three days in order to gather special tools to fight against Count Dracula. He ominously warns Dr. Seward that the man must guard Lucy day and night during his absence. But a man of intellect like Dr. Seward is no match against an elder vampire. On the third night, Count Dracula hypnotically commands Lucy to seduce Dr. Seward. The man nearly succumbs to his lust. He flees Lucy's house in shame leaving her vulnerable to Dracula's predations. Again, the vampire master drains Lucy's blood with the intention to kill her.

SYNOPSIS

Van Helsing arrives the next morning in the nick of time. Realizing the young woman will die from blood loss, Van Helsing calls upon Arthur to donate his blood. He quickly performs a blood transfusion to save Lucy's life.

Afterward, Dr. Seward reveals to Van Helsing that he has a mysterious patient at Purfleet Asylum named Renfield. Dr. Seward suspects that Dracula is somehow in communication with the madman. They interrogate Renfield hoping to coax valuable details about Dracula from the man, but Renfield stonewalls them.

Dracula rages at Lucy's continued survival; he wants his bride. Despite all the men – Van Helsing, Arthur, Dr. Seward, and Quincy – guarding Lucy that night, Dracula uses his supernatural abilities to sow confusion. Once again, he lures Lucy out of her home and finally drains her dead of blood.

Van Helsing gathers the men, and together they plot their revenge. However, Arthur and Quincy aren't convinced that Van Helsing speaks the truth about their nocturnal enemy. The men finally unite in resolve after they stake out Lucy's grave, and she rises from the dead as a vampiress preying upon young children. With great anguish and difficulty, the men slay Lucy to put her soul to rest.

At last, Mina returns with Jonathan to London. They're married now, having realized the fragility of their lives. Van Helsing immediately seeks out Mina to learn the woman's account of Lucy's days at Whitby. To his shock, he learns that Mina is married to a man who not only survived Dracula but is intimately familiar with the vampire lord's homes in both Transylvania and London.

Van Helsing quickly gathers the men for a daylight strike upon all of Dracula's English properties. They break into Carfax Abbey and three other homes. Together, they desecrate 49 out of 50 of Dracula's precious coffins of earth. Without his coffins, Dracula cannot rest or recover his powers. The vampire lord devises a cunning counterstroke. While the men raid his homes, Dracula breaks into Mina's bedchamber and forces the woman to drink his blood. Like Lucy, Mina will now grow sick, die, and rise from death as a vampiress.

SYNOPSIS

The destruction of his coffins forces Dracula to use his last coffin to flee back to Transylvania aboard a ship called the *Czarina Catherine*. Furious about Dracula's assault upon her, Mina helps the men plan a swift overland journey to Transylvania using the Orient Express. They hope to intercept Dracula's final coffin and destroy him in the light of day.

The plan nearly works perfectly. The group reaches Transylvania. Van Helsing and Mina split off from the men. They reach Castle Dracula and slay the Count's brides – Loredana, Petronela, and Amine. Then, with the help of the other men, the entire group converges upon Dracula's entourage of gypsies at Borgo Pass.

After a brief gun battle, Van Helsing, Mina, and the men chase the gypsies away from their transport wagon. Jonathan quickly strides to Dracula's coffin, lifts the lid, and readies his blade to strike.

Suddenly, a rifle shot hits Jonathan from out of nowhere, and he falls to the ground. The men rush forth hoping to kill Dracula before the sun sets. But, Dracula's mysterious ally shoots them all dead. Horrified at their sudden defeat, Mina flees into the Carpathian Mountains. Dracula allows her to do so.

The vampire master calls to his ally, "You may come out now." Renfield merges from the shadows, and we learn that Dracula helped him escape Purfleet Asylum. Dracula reveals that despite their victory Van Helsing managed to save London because the vampire suffered grievously at the death of his brides. Now Count Dracula requires decades to recover, and needs Renfield to serve as his daylight guardian during that time. Renfield agrees in exchange for a promise of... eventual... immortality.

In the end, Dracula watches Mina run away, and he savors the idea of the young woman becoming his bride... or seeking revenge. Either choice is sure to entertain him over the long, lonely centuries to come.



EXECUTIVE SUMMARY

Overview: "Dracula: Crimson Reign" is a contemporary reimagining of Bram Stoker's classic horror tale, exploring the themes of obsession, power, and the eternal struggle between good and evil. Set in modern-day Transylvania and London, this film blends traditional Gothic horror with modern storytelling techniques, appealing to both long-time fans of the Dracula legend and new audiences.

Plot Synopsis: The narrative follows Jonathan Harker, a young real estate agent, who travels to Transylvania to assist the enigmatic Count Dracula in purchasing a property in London. Unbeknownst to Jonathan, Dracula is a centuries-old vampire, driven by an insatiable thirst for blood and a desire to reclaim his lost love, Mina Murray, who bears a striking resemblance to his long-lost bride. As Jonathan becomes entangled in Dracula's dark world, he discovers the Count's true nature and the horrific legacy of his past. Meanwhile, Mina, engaged to Jonathan, begins to experience haunting visions and an inexplicable connection to Dracula. With the help of Dr John Seward and the fearless Lucy Westenra, they embark on a perilous journey to confront the vampire and save Mina from becoming his next victim.

Target Audience: "Dracula: Crimson Reign" targets a broad audience, including horror enthusiasts, fans of classic literature, and younger viewers seeking thrilling narratives. The film's blend of romance, suspense, and supernatural elements will resonate with both male and female demographics, appealing to viewers aged 18-45.

Production Team: The film will be directed by a visionary filmmaker known for their work in this genre, with a talented cast that includes a charismatic A List actor lead portraying Dracula, a promising young actor as Jonathan, and a well-known actress as Mina. The production team will include award-winning cinematographers and special effects artists to create a visually stunning experience.

Marketing Strategy: The marketing campaign will leverage social media platforms, engaging potential viewers with interactive content, behind-the-scenes footage, and exclusive trailers. Collaborations with horror conventions and literature festivals will help generate buzz. Additionally, partnerships with streaming platforms for exclusive content will expand reach and accessibility. Conclusion "Dracula: Crimson Reign" promises to be a captivating blend of horror, romance, and adventure, revitalizing a timeless story for a new generation. With a strong narrative, compelling characters, and a modern aesthetic, this film is poised to leave a lasting impact on the horror genre.

EXECUTIVE SUMMARY

CASE STUDIES:

There are many examples of films over the last few years that have been paving the way for the development of the film making methods that have now become so cost effective, that Hollywood would prefer to be kept under wraps in order to preserve their hugely expensive and fast becoming, economical production costs. Below is a list of films that added big production value using cost saving computer generated imagery and grossing big profits for their initial outlay:

YEAR	FILM	BUDGET	PROFIT
2005	Sin City	\$40,000,000	\$158,753,820
2007	300	\$65,000,000	\$456,068,181
2010	Monsters	\$500,000	\$4,242,978

The third film, Monsters, is of most significance because in actual fact it cost less than \$100,000 to make while the majority of the \$500,000 budget was used in marketing and distribution. Making this a very attractive and viable business model. Film production has always been a financial challenge with high cost, and higher risk elements that went with the territory but all this is changing. Reduce the cost, minimise the risk, maximise the return.

The Challenge, create a high production-value Film on a shoestring budget. Work seamlessly with tapeless Camera formats and HD footage. Save time and effort in moving Among software applications. Develop all the effects shots in Minimal time. Never compromise on the end result and with software and hardware prices constantly falling and the ever-growing number of young, talented artisans and technicians graduating from universities. We have managed to create a production system that dynamically changes how films are made and allows us to achieve all of the above with the added bonus of developing more ambitions films with video game spin-offs because the systems needed to produce video games and computer generated images are connected. We have a system that will allow us to produce a constant stream of world class films for a fraction of the cost



THE DIRECTOR'S VISION

DRACULA: CRIMSON REIGN is a bold, beautiful, and bloody return to what makes Dracula timeless. This is the Dracula film that's been waiting in the shadows: bold, beautiful, and bloody. Not just horror. Not just romance. A hypnotic experience in fear, desire, and the cost of immortality. Let me take you into the shadows.

We've seen Dracula as a monster. We've seen him as a lover. But Crimson Reign brings him back as both — seductive, terrifying, and profoundly tragic. A descent into madness, repression and obsession. The excitement of this script is the chance to explore the original Dracula with fresh eyes — staying faithful to the original story while reframing it as a psychological and emotional gothic horror, where every scene drips with dread, beauty, and consequence. Focus is to lean heavily into the gothic elements, creating a constantly oppressive and foreboding atmosphere. Mainly emphasize dark, desaturated colour palettes contrasting them with brief, almost jarring moments of daylight to highlight Dracula's power.

From director view, will always push for intense, emotionally raw performances. Jonathan's trauma would be evident in his demeanour. Van Helsing would be portrayed as a weary but determined veteran, conveying his deep knowledge and resolve. Dracula himself will be played with a menacing charm in his human form, contrasting with his bestial nature. Sound design will be crucial. Director will create an unsettling soundscape that deeply resonates and use an eerie score with human elements — whispered choirs, distant strings, the ticking of clocks and howling wolves. Sound is everything. Dracula doesn't just speak — he commands the air. There will be also favour practical effects for much of the movie, enhancing the realism and visceral impact of the transformations and injuries, rather than over relying heavily on CGI.

The tone and atmosphere would not be too dissimilar to *The Others* or *Pan's Labyrinth* — films that breathe through mist and candlelight. It's sensual, slow-burn horror.

Elegant, romantic, and bone-chilling. Cinematography wise, to shoot this like a fever dream. Shifting shadows. Candlelit faces. Mirrors that don't reflect. The architecture will loom — Castle Dracula becomes a character. The camera moves like a phantom. Slow, precise, deliberate. This is a story about loss of control — over one's body, desires, and fate. Dracula doesn't just feed — he consumes identity. His victims are drawn to him not by force, but by the invitation of release. That's the horror: people want to surrender. At its core, *Dracula: Crimson Reign* is about forbidden longing. Jonathan, Lucy, even Mina — they're all characters at war with themselves. The Count offers escape — from marriage, duty, repression. But what he gives, he takes away.

At the glance don't see this as a horror gimmick or a brand. But seeing this as a character-driven, visually sumptuous descent into Gothic hell — told with intelligence, emotional truth, and an obsessive eye for detail.

CHARACTERS

Count Dracula



Male, Romanian, 30's to late-60's, Romanian. Wears loose regal black robes to accommodate his shapeshifting abilities. Toned body, clean-shaven and aquiline features. Count Dracula is an undead vampire and the titular villain. As such, he is the most important role in this project. His actions drive the conflict against all the other characters. A centuries-old vampire, his age range listed above reflects the variety of his appearances throughout the story, both as a young and elderly man. Dracula is charismatic, brooding, menacing, utterly ruthless, and profoundly cunning. However, his personality is underpinned by a tragic sense of eternal loneliness and boredom that compels him to take risks and invite potentially lethal challenges to his existence. Because of his years as a medieval warlord, Dracula often displays an archaic sense of honor and respect towards formidable enemies, such as Van Helsing.

Mina Murray (Harker)

Main Female Protagonist

Appearance Female, English, late-20s to early-30's. She wears Victorian attire befitting a schoolmistress. Mina Murray a.k.a. Mina Harker is the main female protagonist. She is Jonathan Harker's fiancé and eventually becomes his wife over the course of the story. While Mina acts like a proper Victorian woman most of the time, she additionally possesses a quick mind and an uncanny retention of details. These qualities enable Mina to swiftly formulate a plan that made it possible for the heroes to intercept Dracula during their chase across Europe as well as to slay his three vampire brides. Her willpower also allows Van Helsing to exploit her psychic bond with Dracula and use it against the vampire lord.



Professor Abraham Van Helsing

Main Male Protagonist

Appearance: Male, Dutch, 50's, stylish silver hair, sharp eyes, and deep facial lines. His clothes blend the ideas of being a scholar and a hunter. A legendary vampire hunter from Amsterdam who hails from a long line of hunters in his ancestry. He also serves as Dr. Seward's professor and mentor. Van Helsing quickly assumes the leadership of the heroes when it becomes known that Dracula is hunting Lucy. His guidance and knowledge of vampire lore are crucial to combating vampire lord. He is wise, compassionate, and eccentric.



CHARACTERS

Jonathan Harker

Supporting Protagonist Appearance: Male, English, late-20s' to early 30's. He wears well-tailored business attire. Jonathan Harker's journey to Transylvania sets the entire story into motion. At first, Jonathan only concerns himself with finalizing a real estate deal with Count Dracula. However, strange occurrences overwhelm him, and he quickly realizes that he's in a struggle for his life. Jonathan is dutiful, morally upright, and courageous. His intimate knowledge of Dracula's homes in both England and Romania allow the heroes to strike grievous blows against the vampire lord.



Renfield

Supporting Antagonist Appearance: Male, English, late-20s to early-40s, obsessive, erratic, moments of lucidity intermixed with bouts of violent madness. He mostly wears inmate's clothes. Unknown to the heroes, Renfield becomes Dracula's secret ally and is the means by which the vampire lord gains an invitation into Purfleet Asylum. Renfield's loyalty to Dracula stems from his delusional obsession of somehow gaining immortality. His relationship to both Dr. Seward and Dracula adds complexity to the story and highlights themes of control and the allure of madness. This man's strange behavior and erratic statements provide important insight to the heroes regarding Dracula's powers and intentions. Furthermore, Renfield also serves as a barometer of Dracula's unseen proximity and influence over the heroes.



Lucy Westenra

Supporting Protagonist

Appearance: Female, English, 19, golden-red hair. She often wears elegant dresses made of fine fabrics adorned with trimmings. Lucy is Mina's best friend since childhood and Dracula's first victim upon his arrival on British shores. Vivacious, flirtatious, and angelic, Lucy is the story's great tragic figure. She longs to live a life of substance yet lacks the knowledge and experience to articulate her feelings or to take action. Dracula senses her desperation and finds himself drawn to her as a dark fulfillment of her unspoken longings. As an inexperienced teenager, Lucy has only recently grown aware of both her beauty and its effect on men. While she doesn't dress scandalously, she does wear outfits that emphasize her figure often out of obligation to her mother's expectation that she attracts suitors. Her transformation from innocence to savagery highlights Dracula's malevolence and solidifies the heroes' resolve to confront him. But through her, we also realize that Dracula too seeks intimacy and companionship.



CHARACTERS



Quincy Morris

Supporting Protagonist Appearance: Male, American/Texan, late-30s to mid-40s, clean-shaven, longhair, courageous, wears a Bowie knife, amiable, and self-sacrificing. He often wears a southern style jacket befitting of someone accustomed to performing ranch work. An American cowboy, Quincy Morris is Lucy's third and final suitor. He's also Arthur Holmwood's best friend and companion in their global adventures together. Quincy brings a practical perspective to the other heroes, often challenging their more rigid approaches to their dilemmas. As a former military officer, Quincy provides the heroes the necessary weaponry to battle against Dracula's human allies. He plays crucial roles in all the pivotal confrontations against the vampire lord.

Loredana

Supporting Antagonist Appearance: Female, Romanian, 30s, wavy masses of golden hair, unnatural eyes like sapphires, and ruby lips. She often wears elegant, diaphanous gowns. A crown princess during her living days, Loredana is the first, oldest, and most powerful of Dracula's brides. Loredana stalks, taunts, and torments Jonathan Harker through the halls of Castle Dracula. Her relationship to Dracula highlights the desperation, constant hunger, and loneliness of a vampire's eternal life. As powerful as they are, in the end they are wretched creatures. Dracula possesses a psychic with all his "brides" and thus they become points of vulnerability for the heroes to attack.



Dr. John "Jack" Seward

Supporting Protagonist Appearance: Male, English, mid-30s, stoic, scholarly, and clean-shaven. He often wears highly-tailored Victorian suits. The second among Lucy's suitors, Dr. John "Jack" Seward is professional, reserved, and stoic to a fault, so much so that Lucy eventually selects Arthur over him. And so throughout the story Dr. Seward struggles with his unrequited feelings for her, especially since it becomes his sole duty in the first few nights to guard her – alone – against Dracula's insidious power. Rational but open-minded, Dr. Seward heads the Purfleet Asylum and serves as the story's bridge to both Van Helsing and the eccentric Renfield.



BEING AN EXECUTIVE PRODUCER



FESTIVAL DE CANNES



M & M Film Productions International are thankful for their many Executive Producers, because without them independent films simply wouldn't get made. Their support makes the magic happen.











Executive Producers are part of the entire journey of the film.

Their support kickstarts the production and they're there on stage with the cast and crew when the awards are given.

Premium Executive Producers enjoy an exclusive all-expenses paid 4-day experience in Cannes Film festival with the producers. Entry to all parts of the Cannes Film Festival.



PERKS BREAKDOWN

DRACULA CRIMSON REGION	CO-ASSOCIATE PRODUCER	ASSOCIATE PRODUCER	CO-EXECUTIVE PRODUCER	EXECUTIVE PRODUCER	PREMIUM EXECUTIVE PRODUCER
OPEN & END CREDIT 	✓	✓	✓	✓	✓
SET VISIT 		✓	✓	✓	✓
REGULAR UPDATES 	✓	✓	✓	✓	✓
POSTER CREDIT 				✓	✓
APPEAR IN SCENE AS AN EXTRA 			✓	✓	✓
INVITE TO FESTIVAL SCREENINGS AND AWARDS 				✓	✓
COMPANY BRAND/ LOGO IN END CREDITS 				✓	✓
OPEN CREDIT SINGLE CARD 				✓	✓
INVITE TO THE PREMIER 	✓	✓	✓	✓	✓
INVITE TO CANNES FILM FESTIVAL 					✓



INVESTOR INTERACTION



PERKS & BENEFITS

Private film/TV screenings form part of the production and release cycle. To show off the film/series to its best advantage, special preview screenings are routinely held in low seat-count theatres offering high-quality projection and sound equipment. These events, which are usually accompanied by food and drink, also feature commentary from the film's producers, writers or actors. The guest list for a private screening typically includes VIP media personalities, investors, and key marketing and distribution executives.



NAME IN THE CREDITS



PHOTOS WITH THE STARS



MEMORABILIA

As an investor, if available you will have access to film memorabilia, including autographs, brochures, props, advertising material and scripts. These are not just great keepsakes — if a film goes on to be successful, they can also be valuable in their own right. (below only examples)



MARKETING PLAN

1. Define the target audience: Determine the specific demographic and psychographic characteristics of the target audience. For a film about Dracula, the target audience may include fans of horror movies, vampire enthusiasts, and fans of the original Dracula story.
2. Develop a compelling brand identity: Create a strong and memorable brand identity for the film, including a captivating title, logo, and tagline that resonate with the target audience. The brand should reflect the dark and mysterious nature of the Dracula story.
3. Create a dedicated website: Build a visually appealing and user-friendly website that serves as the central hub for all information related to the film. The website should feature a captivating homepage, synopsis, cast and crew details, trailers, behind-the-scenes content, and links to social media accounts.
4. Engage on social media: Establish active social media accounts on platforms such as Facebook, Instagram, X, and YouTube. Share regular updates, behind-the-scenes content, teaser trailers, and interact with the audience through contests, polls, and Q&A sessions.
5. Generate buzz with teaser trailers: Create a series of teaser trailers that build anticipation and intrigue around the film. Release them strategically on social media platforms, film festivals, and relevant websites to generate buzz and attract attention.
6. Collaborate with influencers: Partner with influential individuals in the horror and vampire genre, such as horror movie reviewers, bloggers, social media influencers, and vampire enthusiasts. Offer them exclusive access to behind-the-scenes content, interviews, and premiere events to generate positive word-of-mouth and increase visibility.
7. Leverage traditional media: Reach out to film critics, journalists, and bloggers who specialize in horror or vampire-related content. Provide them with press releases, exclusive interviews, and screening opportunities to generate media coverage and reviews.

8. Host premiere events: Organise premiere events in key cities, inviting the cast, crew, influencers, and media. Create a red-carpet experience, offer photo opportunities, and engage in live interviews to generate media coverage and increase the film's visibility.

9. Cross-promotion and partnerships: Collaborate with relevant brands, organisations, and events to cross-promote the film. For example, partner with vampire-themed bars, Gothic fashion brands, or horror conventions to reach a wider audience and create mutually beneficial promotions.

10. Online advertising: Utilise targeted online advertising campaigns on platforms such as Google Ads, social media ads, and video streaming platforms to reach the target audience. Optimise the campaigns based on audience demographics, interests, and keywords related to vampires and horror movies.

11. Engage with the fan community: Actively engage with the fan community by responding to comments and messages on social media, hosting fan events, and encouraging fan-generated content. Create a sense of community and make fans feel involved in the film's journey.

12. Post-release marketing: Continue the marketing efforts even after the film's release. Share audience reactions, reviews, and behind-the-scenes content to keep the conversation going and attract new viewers.

The revenues of a Dracula movie can also vary widely depending on factors such as the film's quality, marketing efforts, competition in the market, release timing, and audience reception. Dracula movies have historically performed well at the box office, attracting a dedicated fan base. Successful Dracula movies have the potential to generate hundreds of millions of dollars in worldwide box office revenues.



SALES AND DISTRIBUTION



M and M Film Productions International has planned and budgeted for our own theatrical UK release of the film. This form of cinema self-distribution will guarantee screenings across key UK locations, such as London, Birmingham and Somerset. We're planning screenings across a minimum of 150 + locations across the UK.

Not only will these screenings produce ticket sale revenues, but they are also intended to drive online sales and further reviews and promotion. We'll utilise our existing contacts with independent cinemas in order to make a limited home territory distribution as economical and extensive as possible.

Upon finishing the edit, we'll be attending EFM and Cannes with an aim to secure international sales and distribution for the film.

DISTRIBUTION AND PROMOTION



Dracula: Crimson Reign has real potential for international appeal. This aspect will support our revenue ambitions. As the film's story is universal it is anticipated that it will be released least in the USA, UK, Europe, Africa, Asia, Australia, South America and the Far-East. All have very healthy markets and it is believed that there are strong possibilities to position Dracula: The Crimson Reign in these markets.

Dracula: Crimson Reign has the potential to follow the strong and productive path of other Drama, Horror and Romance films in reaching its target audience. It's a whole different way to circulate a film, and there are indeed certain films that circulate exclusively on the film festival circuit.

The amazing thing is that films can actually prove financially successful as well as critically successful by following this route — by simply being on the film festival circuit — especially if their festival run creates a demand for them in various home video formats.

Capabilities:

- Franchise: Prequels
- Franchise: Sequels
- Video Games
- Comic Books
- Graphic Novels
- Streaming TV Series
- OTT Streaming
- Merchandising
- DVD/Red Box

Cannes | Sundance | Toronto
Berlin | London | Raindance
Tribeca | Slamdance

1,500,000

Attendees

PLUS accredited press delegates

4,000,000

Online Followers

FILM COMPARISONS



INTERVIEW WITH THE VAMPIRE (1994)

Estimated Budget: **\$25,000,000**
Opening Weekend Gross: N/A
Gross Estimated Receipts: **\$223,641,412**



VAMPIRE IN BROOKLYN (1996)

Estimated Budget: **\$14,000,000**
Opening Weekend Gross: N/A
Gross Estimated Receipts: **\$48,643,489**



DRACULA UNTOLD (2003)

Estimated Budget: **\$70,000,000**
Opening Weekend Gross: N/A
Total World Wide Box Office: **\$220,241,723**



BRAM STOKERS DRACULA (1992)

Estimated Budget: **\$40,000,000**
Opening Weekend Gross: **\$30,521,679**
Total Worldwide Box Office: **\$215,862,666**



DRACULA 2000 (2001)

Estimated Budget: **\$28,000,000**
Opening Weekend Gross: N/A
Total World Wide Box Office: **\$64,910,164**



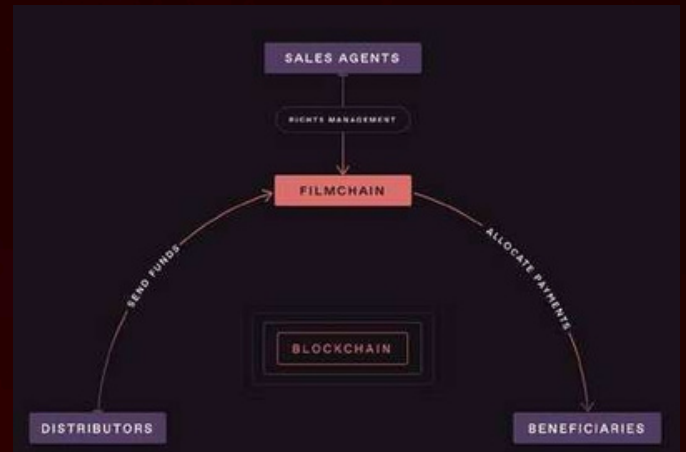
COLLECTION AGENCY

FilmChain is the fintech solution for money to flow from point of sale to Rights Holders' pockets. Transparent, real-time, no friction, no crypto.

Money Flow

Collecting funds and allocating payments is what they do! Running on a combination of smart contracts and trusted banking partners, their system is secure and transparent, all the way through.

- Acts as Collection Service
- The first automated, cloud-based, collection system.
- Offers Legal Support
- Provides the Collection Account Management Agreement (CAMA).
- Creates Transparency
- Provides access for Signatories to verify all transactions and payment slips.



Enables Collaboration

Gather consensus and create governance for all the project stakeholders.

Brings Clarity

Visualise the recoupment schedule and enable instant withdrawals.

Manages Deadlines

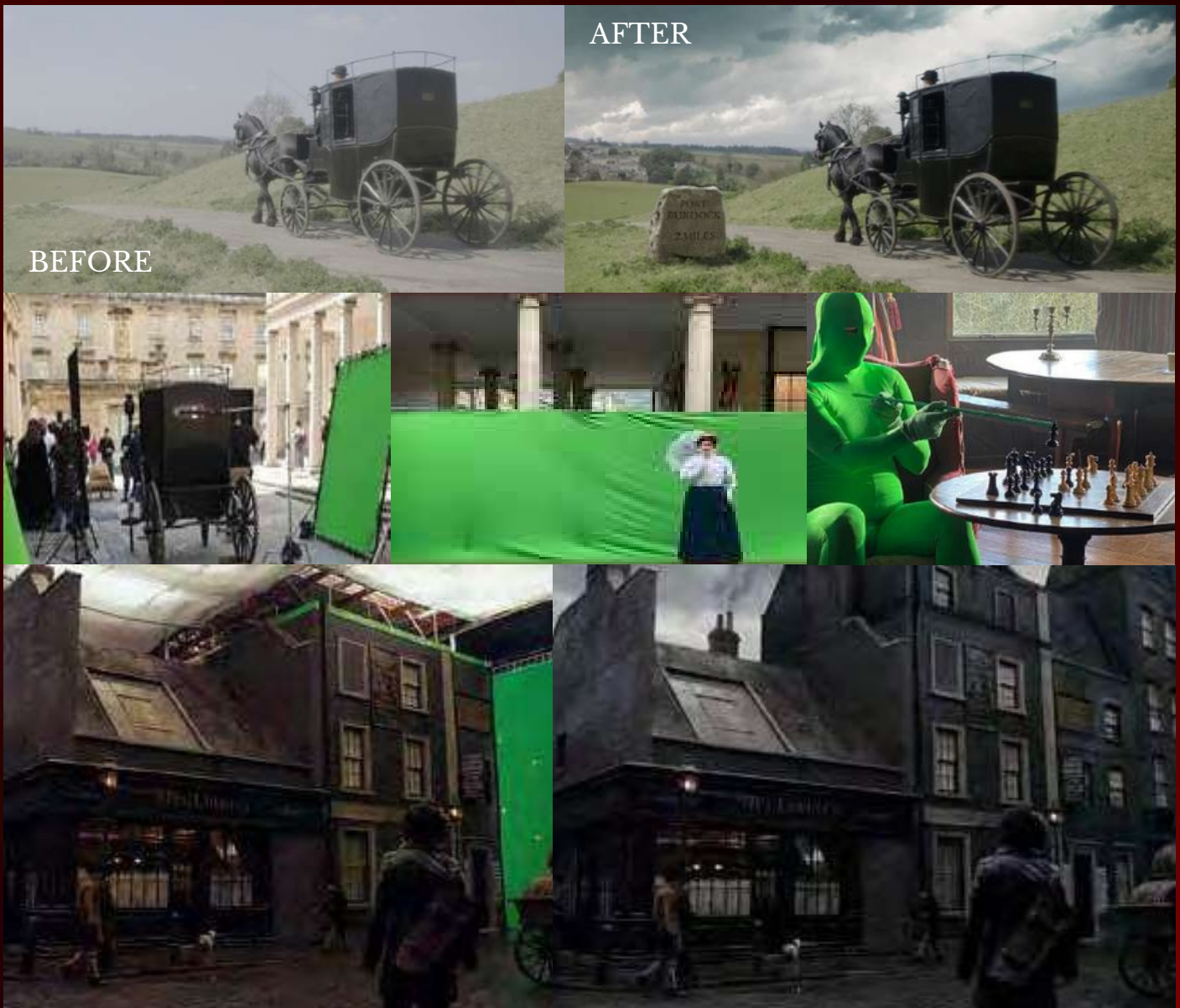
Assist rightholders with system to chase payments.



CUTTING EDGE EFFECTS

Dracula: Crimson Reign will have not only incredible special effects makeup, VFX but as well the set decks will make these projects production value en par with mega budget studio films.

We will use the same cutting-edge effects that were used on Tim Burton's Sweeney Todd and Marvel at Victorian London which will be recreated with the magic of digital effects artistry and computer generated images. Our VFX expert Alan Tabret from Fear the Invisible Man one of our recent films, will create in collaboration with the post production house, a realistic Gothic feel to our dramatic story.



CGI IS NO LONGER THE DOMAIN OF THE BIG BUDGET STUDIOS. WELL-MADE INDEPENDENT FILMS CAN NOW COMPETE WITH HOLLYWOOD AT THE BOX-OFFICE.



We have setup a system that will allow us to produce a constant stream of world class films for a fraction of the normal cost. In the current climate this will put us in a very good position to become established on the global stage. With software and hardware prices constantly falling and the ever-growing number of young, talented artisans and technicians graduating from universities, we have managed to create a production system that dynamically changes how films are made and allows us to achieve all of the above with the added bonus of developing more ambitious films with video game spin-offs since the systems needed to produce video games and computer generated images are connected.

With unique experience in both industries this allows us to build this into the infrastructure, based on an exceptional script penned by a team of talented writers that can do justice to such a powerful story. With a soundtrack to transport the audience, this film will have international appeal including the crucial US market.

ABOUT



M and M Film Productions & M and M Film Productions International is a UK and International production company headed by Monika Gergelova (CEO) , Malcolm Winter (MD) & Christian Fassetta(CFO). With a combined 30 years of experience in both film industry production and distribution. Collectively they bring decades of motion picture experience to the company.

We develop, produce and finance Feature Films and TV productions. Focusing on intelligent storytelling and quality entertainment, always striving to captivate the marketplace with our expanding portfolio of exciting, thoughtful and diverse films and TV dramas.

M and M Film Productions and M and M Film Productions International are committed to a close relationship with talent to produce a portfolio of exciting, thoughtful and unique films and TV dramas that will excite the marketplace.

THE PRODUCERS



Monika Gergelova
- IMDb



Josef Brandmaier
-IMDb



Malcolm Winter
- IMDb



Daniel Baur
-IMDb



Christian Fassetta
- IMDb



ABOUT



K5 International is an independent entertainment company focused on producing, financing, and distributing premium content. CEO Daniel Baur recently rebooted K5 International with a new team headquartered in Cologne, Germany.

K5 International's upcoming slate includes mafia thriller **NOVEMBER 1963** directed by Roland Joffé starring John Travolta, Mandy Patinkin and Dermot Mulroney, romantic comedy **PRINCESS** with Lucy Hale and action feature **THE BUTLER** starring Jean Reno and horror thriller **MERCILESS** directed by Martin Villeneuve with Jonathan Majors and Melanie Liburd

K5 International re-started its activity with Kevin Costner's four-part film series **HORIZON: AN AMERICAN SAGA** premiering at the Cannes Film Festival and Venice Film Festival, release widely by Warner Bros. Newline in the US in the summer of 2024.

K5 International represents Kevin Costner's catalog with titles such as **DANCES WITH WOLVES** (12 nominations for Academy Awards in 1991, won 7 Academy Awards including Best Director and Best Picture), **OPEN RANGE**, **MR. BROOKS**, **SWING VOTE** and **BLACK OR WHITE**.

K5 International's catalog includes Jim Jarmusch's **PATERSON** with Adam Driver, Andrew Niccol's **ANON** with Clive Owen and Amanda Seyfried, and **THE RELUCTANT FUNDAMENTALIST** directed by Mira Nair with Riz Ahmed, Kate Hudson and Kiefer Sutherland.

K5 International is a home for filmmakers and producers selectively focuses on projects with creative integrity and commercial appeal.

K5 International is a member of IFTA - Independent Film & Television Alliance.

Josef Brandmaier has produced and/or financed 350+ international feature films as well as TV series, including **TERMINATOR 3**, **MISSION IMPOSSIBLE 2 & 3**, **LARA CROFT: TOMB RAIDER**, **THE ILLUSIONIST**.

He has worked for 21 years for UniCredit group as director of the Media Team and industrial advisor. Josef has provided structured finance to many feature films and TV series, e. g. SKY's new TV series **DAS BOOT**. Josef has strong links to the Chinese film industry. He has worked as consultant on multiple projects there and has produced 3 feature films in China.

ABOUT



SHOWCASE INVESTMENTS

Showcase Investments Limited

Founded in December 2024 by accomplished investors with a strong track record in fundraising and finance, Showcase Investments is dedicated to opening doors to lucrative film opportunities for everyday investors. Our mission is simple yet bold: to combine financial expertise with the creative magic of filmmaking, empowering investors to build wealth while becoming part of world-class storytelling.

In a landmark move, Showcase Investments signed an exclusive three-year partnership deal with M and M Film Productions Limited, making us the sole fundraising and investment arm for all upcoming film and television projects. This game-changing alliance merges financial strategy with creative excellence, giving investors streamlined access to premium productions with strong global appeal and return potential. Together with M and M, we're not just investing in films - we're shaping the future of global entertainment.



Paul Oliver brings over 25 years of experience in the international corporate sector, including project management, finance, and fund management. Throughout his career, Paul has held key leadership roles, including multiple directorships and board positions across five companies. In recognition of his exceptional contributions to the industry, Paul was granted the prestigious title of Freeman of the City of London in 2013.

More recently, Paul has transitioned into the entertainment industry, where he leverages his financial background to invest in and raise capital for new film and TV productions. This combination of corporate experience and a passion for the creative arts allows him to bridge the gap between business and entertainment, helping to bring innovative projects to life. With a proven track record in leadership, strategic investments, and industry innovation, Paul continues to build on his legacy, fostering growth in both corporate and entertainment sectors.



Leah Wilkie with 26 years of extensive experience across the corporate, hospitality, and networking industries, Leah has recently made an exciting transition into the entertainment sector. Leveraging a robust background in business development and investment, she now focuses on raising capital and investing in innovative film and television productions. She believes in the transformative power of entertainment and is committed to fostering an environment where collaboration and success thrive. Leah continues to explore new opportunities within the industry, eager to contribute to projects that inspire and resonate with audiences around the globe.



Georgina Smith with nearly 30 years of experience in sales and marketing, Georgina has cultivated a dynamic career defined by strategic insight and creative flair. Her background in the creative arts brings a distinctive perspective to her work, enriching every campaign with originality and purpose. As a key member of the Showcase Investments team, she plays an essential role in bringing film projects to life driving fundraising efforts and delivering impactful sales and marketing support.

Contact



DRACULA : CRIMSON REIGN

**2 Chesterfield Buildings, Westbourne Place
Bristol, England, BS8 1RU, UK**

+4402070303394

info@mandmfilmproductions.com

www.mandmfilmproductions.co.uk

Company no: 14820322

