



# SANTA MARTA GOLD

MOVIE DECK

2025

SANTAMARTA.GOLD





# LOGLINE

When the legendary cannabis strain "Santa Marta Gold" runs dry, low-level dealer Richard Delisi risks it all, plunging into a world of daring escapades, dangerous alliances, and ambitious smuggling operations stretching from Colombia to Miami. Delisi moves more than a million pounds of marijuana, becoming one of the East Coast's most prolific smugglers—until the ultimate betrayal brings his empire crashing down, landing him the harshest prison sentence ever handed down for a nonviolent marijuana crime.

# SYNOPSIS

In late-1970s Miami, cannabis dealer Richard “Richie” DeLisi and his brother/partner Teddy find themselves desperate when their top marijuana supplier vanishes. Their cash cow strain – the famed Santa Marta Gold from Colombia – is suddenly out of reach. Rather than lose their edge, Richie and Teddy hatch a bold plan: “Let’s go straight to the source.” With street-smarts and fearless determination, the pair travels to Santa Marta, Colombia, on a mission to find the finest weed on the planet. They purchase a farm in the Riohacha desert and, against all odds, build a supply pipeline back to the States. Armed with a fleet of old airplanes and boats, these underdog smugglers turn a side-hustle into a booming empire worth tens of millions. Montages of clandestine air drops and speedboat rendezvous show their operation growing larger and more daring with each run. Richie’s streetwise humor and charm earn him allies, while his product – Santa Marta Gold – becomes the hottest commodity from Miami to Brooklyn. At their peak, authorities estimated the DeLisi crew smuggled over 150,000 pounds of Colombian cannabis into the U.S., grossing around \$50 million between 1975 and 1980. Richie enjoys the ride of fast cars, palm-lined mansions, and a brotherhood bonded by smuggling thrills. But success comes at a high price. As the War on Drugs heats up in the 1980s, law enforcement closes in.



Richie refuses to traffic cocaine or use violence – he sees himself as an outlaw with a code, dealing only “the herb” and “never the hard stuff” – yet he becomes a prime target for authorities. After an early brush with the law in 1980, Richie faces his ultimate downfall in 1988 when an old friend-turned-informant double-crosses him. Lured by a deal that promises one last chance to rebuild his fortune, Richie walks into a federal sting. In a dramatic takedown, DEA agents swarm a Florida airfield as Richie’s crew unloads a fresh haul of Santa Marta Gold. Betrayed and arrested, Richie and his brother are hit with the full force of the law. Prosecutors dust off the draconian “Kingpin Statute” – a federal charge normally reserved for mafia bosses and cartel kingpins – to make an example of Richie. Under this law (21 U.S.C. §848), anyone who organizes a drug enterprise of 5 or more people and earns substantial income from it can be punished with decades in prison or even life. Richie, once flying high, is sentenced to 90 years behind bars – effectively a life sentence for a nonviolent marijuana offense. The film’s third act becomes intense and poignant—behind prison walls, Richie grapples with regret, loss, and the irony of paying for his crimes as cannabis becomes mainstream outside. We witness the toll on his family: by the time he’s eventually released 30+ years later, his parents, wife, and even a son have died while he was incarcerated. His surviving children struggle to recognize the aging man who missed a lifetime of memories. Richie’s humor and spirit are tested in the darkest way as he endures a punishment beyond all proportion. Santa Marta Gold concludes with a powerful emotional payoff – a now-elderly Richard DeLisi walking free into a world that has legalized much of what he sacrificed his life for, determined to tell his story so that “no one else suffers this fate for a plant.”

# tone and style

## High-stakes Action

RICHARD DELISI IS PORTRAYED WITH A WRY, MISCHIEVOUS CHARM. HIS ABILITY TO CRACK A JOKE UNDER PRESSURE AND OUTWIT RIVALS BRINGS MOMENTS OF LEVITY. THIS TONAL BALANCE ECHOES FILMS LIKE GOODFELLAS - INTENSE DRAMA PUNCTUATED BY DARKLY COMIC TURNS. RICHIE'S BANTER (FOR EXAMPLE, TEACHING COLOMBIAN FARMERS NEW YORK SLANG, OR QUIPPING "IT'S JUST WEED!" TO AN OUTRAGED JUDGE) GIVES THE AUDIENCE A LIKABLE ANTI-HERO TO ROOT FOR, EVEN AS HE CROSSES LEGAL LINES.



## Gritty Crime Drama

A RAW, UNFLINCHING LOOK AT THE DRUG TRADE, PORTRAYING SMUGGLING OPERATIONS AND PRISON LIFE WITH AUTHENTIC DETAIL. THE FILM EMBRACES THE GRIT AND TENSION OF BREAKING BAD'S METH LABS AND NARCOS' JUNGLE AIRSTRIPS - VIEWERS WILL FEEL THE DANGER IN EVERY DEAL AND FLIGHT.

## CONT'D

### DRAMA PUNCTUATED BY DARKLY COMIC TURNS

FROM CLANDESTINE MEETINGS ON MIAMI DOCKS TO WHITE-KNUCKLE FLIGHTS OVER THE CARIBBEAN, THE STORY DELIVERS HEART-POUNGING SET PIECES. IMAGINE ADRENALINE-FUELED SEQUENCES AKIN TO AMERICAN MADE'S AIRBORNE SMUGGLING RUNS AND BLOW'S FAST-PACED TRAFFICKING MONTAGES. GUNPLAY AND VIOLENCE ARE MINIMAL (TRUE TO RICHIE'S NONVIOLENT ETHOS), BUT THE THRILL OF THE CHASE KEEPS AUDIENCES ON THE EDGE OF THEIR SEATS.



### EMOTIONAL UNDERCURRENTS

**BENEATH** THE ACTION LIES A POWERFUL EMOTIONAL STORY OF FAMILY AND SACRIFICE. WE SEE THE STRAIN ON RICHIE'S LOVED ONES - A BROTHER WHO RISKS ALL FOR HIM, A WIFE AND CHILDREN LEFT WAITING AT HOME, AN AGING FATHER DISOWNING OR MOURNING HIS CHOICES. THE TONE HERE CHANNELS THE HUMAN DRAMA OF BLOW (2001) AND SCARFACE (1983) - EPIC CRIME SAGAS THAT, AT THEIR CORE, ARE TRAGIC FAMILY STORIES. SANTA MARTA GOLD WILL MAKE AUDIENCES CHEER FOR RICHIE'S AUDACITY, LAUGH AT HIS ANTICS, AND ULTIMATELY CRY FOR THE HEAVY PRICE HE PAYS.

# FANTASY CASTING



**RICHARD DELISI | SHIA LABEOUF**

**Shia LaBeouf** brings the emotional rawness, flawed charisma, and internal conflict essential to embodying the rise-and-fall saga of Richard DeLisi. In *Honey Boy*—which he wrote and starred in—LaBeouf exorcises demons with harrowing clarity, offering a performance lauded for its vulnerability and authenticity as he delves into trauma and redemption. In *The Peanut Butter Falcon*, he delivers a heartwarming, soul-driven portrayal that balances toughness with tenderness and won praise for its emotional depth.

## Character Fit

- **Complex anti-hero energy:** LaBeouf has mastered roles whose charm masks turmoil—precisely the dichotomy at the core of Richard’s character. His ability to shift between swaggering ambition and raw vulnerability makes him ideal for DeLisi’s transformation from street hustler to legendary smuggler.
- **Authentic emotional resonance:** Having written and performed deeply personal material, LaBeouf knows how to root a character in emotional truth. That capacity ensures Richie feels lived-in, gripping audiences from adrenaline-fueled high times to crushing loss.
- **Indie credibility with dramatic impact:** His indie credentials elevate projects like *Honey Boy* and *The Peanut Butter Falcon* into critical successes. That art-house traction translates well for *Santa Marta Gold*—a niche-driven film with universal stakes.

## IN CHARACTER

Picture Shia in a dimly lit Miami club, tossing one-liners with streetwise ease and colored-tinted confidence—then moments later caught mid-collapse in a prison cell, remorse flooding his features. He carries both the swagger of an empire-builder and the haunted quiet of a man paying for every foolish risk. That duality defines Richard DeLisi, and LaBeouf delivers it without compromise.

## SUMMARY

Shia LaBeouf is the emotional powerhouse and anti-hero virtuoso this story demands. He embodies the audacity, humor, and heartbreak of Richard DeLisi—giving Santa Marta Gold the chance to be both electrifying and unforgettable.

## RATIONALE

Shia LaBeouf is a bold, strategic choice: with FKA Twigs’s 2025 lawsuit settled with prejudice, all claims dismissed, LaBeouf is legally cleared and quietly re-emerging into public visibility. His recent performances in *Megalopolis* and the David Mamet play *Henry Johnson* confirm an actor rediscovering emotional power and raw intensity. By attaching him now, we gain Oscar-level artistry and moral complexity at a significantly lower cost than standard A-list talent—delivering the deep, layered portrayal Richard DeLisi’s story demands.

# CONT'D

**Kevin Spacey** is legendary for his mastery of characters who exude polished authority, moral ambiguity, and psychological intensity—from the manipulative detective in *L.A. Confidential* to the ruthless political chess-player of *House of Cards*. Agent Jones is not a one-dimensional lawman—he's intelligent, strategically adaptable, and quietly formidable. Spacey has built his career embodying figures who hide motives behind controlled charisma, while unsettling viewers with what's not said.

## Character Fit

- **Understated Gravitas:** Spacey's performances—as Jack Vincennes in *L.A. Confidential*—demonstrated that sleek diplomacy can conceal world-weary cynicism and moral conflict. That's exactly the duality Agent Jones requires: outward composure that masks inner strategic ruthlessness
- **Cold Intelligence:** In *House of Cards*, Frank Underwood's veneer of polished Southern charm masks calculated ruthlessness—parallel to how Agent Jones operates: personable yet undeniably dangerous in pursuit of justice or ambition
- **Dialogue & Presence Powerhouse:** Spacey's villainous turns (e.g. *The Usual Suspects*, *Se7en*) show his ability to dominate a scene with restrained menace. Agent Jones has quiet scenes of interrogation and moral reckoning—Spacey would hold those moments with electrifying tension

## IN CHARACTER

Picture Agent Jones arriving at a clandestine airstrip, impeccably dressed, voice calm and composed. His stadium-pitched charisma masks something uncanny. He questions Richie with gentle politeness—until a single micro-expression turns friendly banter into quiet threat. Every reaction he prompts is calculated; every silence loaded. That's Spacey's bread and butter: calm, dark, and impossible to look away from.

## SUMMARY

Kevin Spacey's proven ability to embody calculated authority with hidden menace makes him a perfect match for Agent Jones. His uncanny skill for playing morally complex figures who command every scene ensures that Agent Jones will feel both compelling and unforgettable. Spacey brings not just star power, but the kind of unsettling gravitas that elevates *Santa Marta Gold's* dramatic conflict and thematic depth.

## RATIONALE

We strategically chose Kevin Spacey as Agent Jones because his professional hiatus has turned into a rare opportunity: after being found not liable in a 2022 civil lawsuit in New York and fully acquitted by a London jury in 2023, he's now quietly re-emerging in public life. That makes him available at a fraction of typical A-list rates, yet still brings Oscar-caliber talent, moral complexity, and gravitas to the antagonist role—delivering maximum impact at minimal cost.



**AGENT JONES | KEVIN SPACEY**

# CONT'D

**Walton Goggins** has built his career portraying complex, morally ambiguous characters—fast-talking yet unpredictable figures like Boyd Crowder in *Justified* and Shane Vendrell in *The Shield*—who captivate audiences with charisma and calculated edge. Bobby Turano, Richard DeLisi's partner in crime, is equally intricate: loyal and bold, but carrying secrets and shadows that threaten to ignite their empire.

## Character Fit & Strengths

- **Duality of charm and menace:** Goggins excels at roles that flip between affable and dangerous, making him ideal to portray Bobby—someone who enables Richie's rise while quietly harboring ambition and risk. His past performances display how he imbues every line with layered intent.
- **Electric ensemble presence:** Bobby is more than a sidekick—he's a driving force in the smuggling operation. Goggins has a knack for elevating supporting roles into scene-stealing turnpoints, turning secondary characters into vital friction points on screen.
- **Wry humor and emotional depth:** Bobby and Richie share brotherly energy marked by banter and tension. Goggins's background in blending dramatic irony with sly humor—seen in *Righteous Gemstones*—brings that dynamic to life with authenticity.



**BOBBY TURANO | WALTON GOGGINS**

## IN CHARACTER

Imagine Bobby Turano beside Richie in the humid Miami dusk: cracking jokes about Colombian growers one moment, another tightening his jaw as shadows in their operation deepen. Goggins's eyes shift—warm loyalty hardens into suspicion—communicating that he's both Richie's best friend and potential undoing.

## SUMMARY

Walton Goggins brings uncanny charisma, emotional complexity, and moral tension to the role of Bobby Turano. He personifies the bold risk-taker and unsettled ally—adding depth, unpredictability, and magnetism to Santa Marta Gold's core partnership.

# TARGET AUDIENCE & APPEAL

## CANNABIS CULTURE ENTHUSIASTS

SANTA MARTA GOLD DIRECTLY TAPS INTO CANNABIS FOLKLORE AND COUNTERCULTURE HISTORY. FANS OF MARIJUANA LORE WILL REVEL IN THE ORIGIN STORY OF THE LEGENDARY COLOMBIAN GOLD STRAIN AND RICHIE'S REBELLIOUS PURSUIT OF THE ULTIMATE HIGH. CAMEOS OF 1970S STONER CULTURE (SMOKE-FILLED NIGHTCLUBS, VINTAGE HIGH TIMES MAGAZINES, REGGAE SOUNDTRACKS) WILL DELIGHT THIS NICHE. WITH LEGAL CANNABIS NOW MAINSTREAM, THERE'S A HUGE AUDIENCE READY FOR A "FOLK HERO" STORY ABOUT "ONE OF US" WHO BEAT THE SYSTEM (IF ONLY FOR A WHILE).

## BROAD CRIME-THRILLER AUDIENCE

BEYOND NICHE GROUPS, SANTA MARTA GOLD IS DESIGNED TO CAPTIVATE GENERAL AUDIENCES THE WAY HIT CRIME SAGAS HAVE IN THE PAST. IF YOU ENJOYED THE CLANDESTINE DRAMA AND ANTI-HERO JOURNEY OF BREAKING BAD, THE RISE-AND-FALL DRUG LORD BIOPIC STYLE OF NARCOS, OR THE STYLISH SMUGGLING CAPERS OF BLOW, THIS FILM WILL GRAB YOU. IT'S A STORY OF AMBITION, BETRAYAL, AND REDEMPTION - UNIVERSAL THEMES THAT TRANSCEND THE CANNABIS BACKDROP. THE PACING, SUSPENSE, AND EMOTIONAL PAYOFFS ARE CRAFTED TO SATISFY FANS OF MAINSTREAM ACTION-DRAMAS. THINK: "CATCH ME IF YOU CAN MEETS NARCOS" - A THRILLING CAT-AND-MOUSE GAME SET IN A COLORFUL ERA OF CRIME. IMPORTANTLY, WHILE THE FILM WILL ATTRACT CANNABIS AFICIONADOS, IT DOES NOT ALIENATE THE BROADER AUDIENCE; YOU DON'T HAVE TO BE A "STONER" TO LOVE RICHIE'S HUMAN STORY OF RISK AND CONSEQUENCE.



## TRUE CRIME & SOCIAL JUSTICE ADVOCATES

THE FILM HOLDS STRONG APPEAL FOR VIEWERS PASSIONATE ABOUT JUSTICE REFORM AND REAL-WORLD CRIME STORIES. RICHIE'S CASE - A NONVIOLENT MAN GIVEN A 90-YEAR TERM - HAS BEEN COVERED BY OUTLETS LIKE CBS AND THE GUARDIAN, GALVANIZING PUBLIC OUTRAGE. AUDIENCES WHO SUPPORTED FILMS LIKE JUST MERCY (TRUE STORY OF WRONGFUL SENTENCING) OR DOCUMENTARIES LIKE THE HOUSE I LIVE IN (CRITIQUING THE WAR ON DRUGS) WILL BE DRAWN TO SANTA MARTA GOLD'S UNDERLYING MESSAGE. IT'S BOTH AN ENTERTAINING CRIME THRILLER AND AN EYE-OPENING LOOK AT THE ABSURDITY OF DRACONIAN DRUG LAWS. THE SOCIAL JUSTICE NARRATIVE GIVES THE FILM WEIGHT AND RELEVANCE BEYOND THE THRILLS.

# DIRECTOR & CREATIVE TEAM

## DIRECTOR



**TERRY MCDONOUGH**

Terry McDonough is a master of character-driven tension, gritty visual storytelling, and complex anti-heroes. Best known for directing multiple early episodes of the Emmy-winning series *Breaking Bad* and its acclaimed spinoff *Better Call Saul*, Terry McDonough brings a sharp cinematic eye and deep emotional intelligence to every project he touches. His ability to balance suspense, dark humor, and moral ambiguity makes him the perfect creative force behind *Santa Marta Gold*. With additional directing credits spanning high-profile dramas like *Killing Eve*, *The Expanse*, and *The Street*, McDonough is renowned for elevating true crime narratives and morally complex characters with authenticity and edge. His work helped define the look and tone of one of television's greatest crime sagas—and he now brings that same level of prestige and intensity to *Santa Marta Gold*. Verbally attached, pending funding and scheduling, McDonough is excited to explore Richard DeLisi's extraordinary true story and build a film that fuses high-stakes action with poignant emotional depth.

## PRODUCER



**NATE HAMMER**

Nate Hammer is a filmmaker and creative producer with a passion for real stories, bold narratives, and cultural impact. With over a decade of experience producing cinematic content across cannabis, justice, and counterculture spaces, Nate brings a sharp editorial eye and deep emotional intuition to *Santa Marta Gold*. His work has been featured by platforms like *High Times*, *ALTRD.TV*, and *Leafly*, and he has collaborated with industry icons including Kyle Kushman, Ed Rosenthal, and Jim Belushi. Nate co-founded *Santa Marta Gold* alongside Richard DeLisi and his son Rick, combining his narrative instincts with the trust and access required to tell this story from the inside out. A seasoned storyteller and agile producer, he is committed to delivering a film that balances adrenaline-fueled drama with a powerful message about incarceration, family, and justice. With a track record of turning raw, real-world stories into polished media with mass appeal, Nate is leading the charge to bring *Santa Marta Gold* to audiences around the world.

## WRITER



**RUSS MCDONALD**

Russ McDonald is a multi-hyphenate filmmaker and visionary storyteller known for pushing the boundaries of cinematic innovation. With over 20 years in the industry, Russ has worked as a writer, director, and producer across both traditional and cutting-edge media. As a founding member and president of the LA Red User Group, he played a key role in championing digital acquisition and RED camera technology, helping shape the future of digital filmmaking. A U.S. Navy veteran, Russ brings discipline, grit, and technical mastery to every project. His micro-budget feature *Eddie's Night Out* was shot in just 10 days and stands as a testament to his efficiency and creative drive. His recent sci-fi series *Timeline Alpha* was recognized by the 2023 Austin Film Festival for its visionary storytelling. With deep experience in CG, post-production, and screenplay development, Russ is a creative force dedicated to telling bold, high-concept stories with cultural impact.

# CONT'D

## RICK DELISI EXECUTIVE PRODUCER



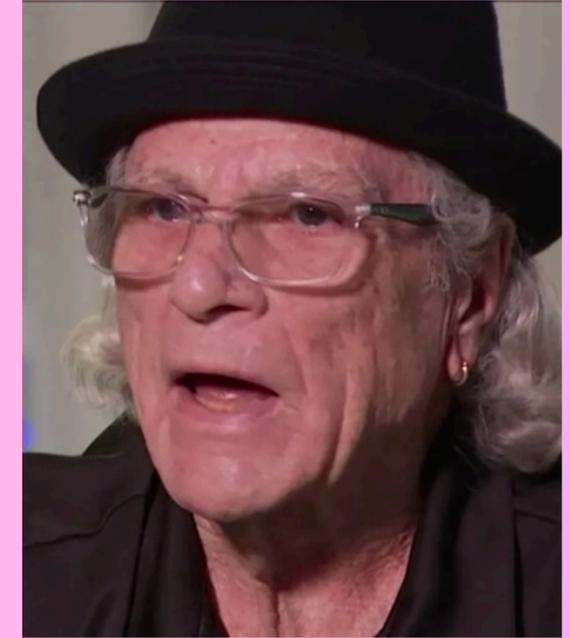
Rick DeLisi is the driving force behind bringing his father's incredible story to the screen—rooted in advocacy, authenticity, and personal legacy.

Rick co-founded Santa Marta Gold with Richard DeLisi and producer Nate Hammer, ensuring that the film is shaped from the heart of the story. As Richard's son, Rick not only grants the project unparalleled access and trust, but also serves as a key consultant—bringing lived experience and emotional truth to every creative decision.

Rick's journey is entwined with the mission of the Last Prisoner Project and the DeLisioso brand, which he helped establish alongside his father following Richard's release after 32 years in prison for a non-violent cannabis offense. Together, they've become leading voices in cannabis justice reform and legacy market advocacy. Rick's insight and personal journey were featured in national media and podcast platforms—including a powerful interview on *Grow Weed at Home* with Kyle Kushman, where he reflected on the emotional toll of his father's sentence and the founding of Santa Marta Gold as a narrative vessel for reform and healing.

Rick's role guarantees that Santa Marta Gold remains an authentic, deeply personal film—one that balances smuggling drama with social justice. His dual perspective—as the son and collaborator—drives the film's emotional core and ensures it truly honors Richard's legacy while confronting the broader implications of cannabis sentencing.

## RICHARD DELISI CONSULTANT



Richard DeLisi is the real-life inspiration behind Santa Marta Gold — the central figure whose resilience, history, and voice ensure the film's authenticity and moral core.

Richard built his reputation as one of America's most prolific cannabis smugglers in the 1970s, transporting over 150,000 pounds of Colombian marijuana into Florida and Brooklyn, ultimately grossing millions before being sentenced in 1989 under racketeering and federal cannabis laws to a 90-year prison term — despite lacking any history of violence or firearms. Seen as one of the longest-serving nonviolent cannabis inmates in U.S. history, he spent 32 years in prison, emerging in December 2020 thanks to efforts by the Last Prisoner Project.

While incarcerated, Richard taught self-improvement classes, mentored inmates, and prepared for life beyond bars; he learned to read and write, earning a reputation as an ideal inmate and advocate for reform. After release, he co-founded the DeLisioso brand with his son Rick to fight for cannabis justice and share his life story.

As a consultant on Santa Marta Gold, Richard contributes firsthand insight, emotional depth, and personal authority—ensuring the screenplay reflects not just the smuggling saga, but the human cost of his sacrifices, the tragedy endured by his family, and the broader injustice of cannabis sentencing in America.

# COMPARABLE PROJECTS & BOX OFFICE POTENTIAL

*Hollywood has a rich history of drug-crime films and underdog tales breaking out commercially – Santa Marta Gold stands poised to join those ranks. Here are a few comparable projects underscoring our film’s potential and positioning.*



## SOUND OF FREEDOM

**SOUND OF FREEDOM (2023) - A RECENT “ANTI-CULTURE” ACTION-THRILLER THAT PROVED NICHE TOPICS CAN SMASH THE BOX OFFICE. CENTERED ON A RISKY SUBJECT (CHILD TRAFFICKING) AND PRODUCED OUTSIDE THE HOLLYWOOD STUDIO SYSTEM, SOUND OF FREEDOM STUNNED THE INDUSTRY BY GROSSING \$249.1 MILLION WORLDWIDE ON A LEAN \$14.6 MILLION BUDGET. THE FILM TARGETED A PASSIONATE NICHE AUDIENCE THROUGH GRASSROOTS MARKETING (VIA ANGEL STUDIOS) AND THEN EXPANDED TO GENERAL AUDIENCES THROUGH WORD-OF-MOUTH. SANTA MARTA GOLD CAN MIRROR THIS SUCCESS MODEL: WE’LL TAP INTO THE CANNABIS COMMUNITY AND JUSTICE REFORM ADVOCATES AS OUR ENTHUSIASTIC BASE - MUCH LIKE SOUND OF FREEDOM DID WITH FAITH-BASED GROUPS - AND CROSS OVER TO MAINSTREAM ACTION FANS WITH OUR HIGH-QUALITY STORYTELLING. THE TAKEAWAY: A MODESTLY BUDGETED FILM WITH A COMPELLING TRUE-STORY HOOK CAN DELIVER BLOCKBUSTER RETURNS. WE AIM TO REPLICATE THIS FORMULA, POSITIONING SANTA MARTA GOLD AS A MUST-SEE UNDERDOG SENSATION THAT CAPTURES NATIONAL ATTENTION.**

## BLOW

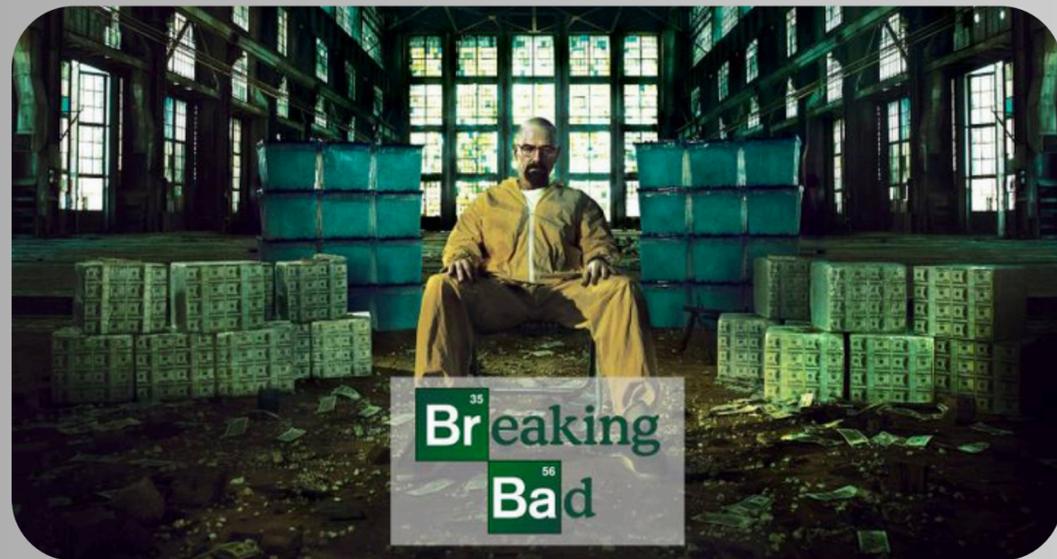
**A BIOGRAPHICAL CRIME DRAMA ABOUT REAL-LIFE DRUG SMUGGLER GEORGE JUNG (PLAYED BY JOHNNY DEPP), BLOW IS A CLASSIC REFERENCE POINT FOR OUR FILM. IT PORTRAYS THE 1970S/80S DRUG TRADE WITH STYLE AND EMOTIONAL WEIGHT VERY MUCH IN LINE WITH WHAT SANTA MARTA GOLD OFFERS. BLOW HAD A LARGER BUDGET (AROUND \$30 MILLION) AND GROSSED \$83 MILLION WORLDWIDE<sup>[12]</sup> - A SOLID SUCCESS THAT PROVED AUDIENCES’ APPETITE FOR TRUE CRIME SMUGGLING STORIES. MORE IMPORTANTLY, BLOW ACHIEVED CULT STATUS OVER TIME; IT’S FREQUENTLY CITED BY FANS OF THE GENRE AND HAS A LASTING CULTURAL FOOTPRINT. BY COMPARING OURSELVES TO BLOW, WE SIGNAL THAT SANTA MARTA GOLD WILL DELIVER THAT SAME MIX OF GLAMOUR AND GUT-PUNCH TRAGEDY - BUT UPDATED FOR TODAY’S AUDIENCE AND WITH THE FRESH ANGLE OF CANNABIS (VERSUS COCAINE). WE INTEND TO SURPASS BLOW’S PERFORMANCE BY LEVERAGING MODERN MARKETING AND THE CURRENT PUBLIC INTEREST IN MARIJUANA LEGALIZATION ISSUES.**



# COMPARABLE PROJECTS & BOX OFFICE POTENTIAL

## BREAKING BAD

WHILE A TV SERIES, BREAKING BAD'S PHENOMENAL SUCCESS HIGHLIGHTS THE MAINSTREAM FASCINATION WITH THE DRUG UNDERWORLD. IT GREW FROM A NICHE SHOW TO A CULTURAL PHENOMENON, WITH ITS FINALE DRAWING 10+ MILLION VIEWERS AND GARNERING WIDESPREAD CRITICAL ACCLAIM. WHY DOES THIS MATTER FOR SANTA MARTA GOLD? BECAUSE IT SHOWS THAT AUDIENCES WILL INVEST IN AN ANTI-HERO'S JOURNEY - IF THE STORYTELLING IS TOP-NOTCH. WALTER WHITE'S TRANSFORMATION FROM MR. CHIPS TO SCARFACE GRIPPED THE WORLD; RICHARD DELISI'S REAL-LIFE TRANSFORMATION FROM A POT DEALER NEXT DOOR TO AN INTERNATIONAL SMUGGLING KINGPIN IS JUST AS GRIPPING AND UNIQUE. FANS WHO LOVED THE TENSION AND MORAL COMPLEXITY OF BREAKING BAD WILL FLOCK TO OUR FILM, ESPECIALLY KNOWING SANTA MARTA GOLD IS A TRUE STORY WITH EQUALLY DRAMATIC TWISTS. ADDITIONALLY, HAVING BREAKING BAD ALUMNUS TERRY MCDONOUGH DIRECTING DRAWS A DIRECT LINE TO THAT SERIES' QUALITY, GIVING US A MARKETING EDGE: "FROM THE DIRECTOR OF BREAKING BAD" SPEAKS VOLUMES.



*These comparables illustrate that our target budget and genre have strong precedent for success. With savvy marketing and compelling execution, Santa Marta Gold can be the next breakout crime drama that both makes money and leaves a mark in pop culture.*



## THE GENTLEMEN

A MORE LIGHT-HEARTED TAKE ON A MARIJUANA KINGPIN (IN LONDON), THE GENTLEMEN COMBINED CRIME, HUMOR, AND STYLISH DIRECTION TO THE TUNE OF \$115 MILLION WORLDWIDE ON A MID-RANGE BUDGET. THIS REINFORCES THAT AUDIENCES WILL TURN OUT FOR A WELL-CRAFTED CANNABIS CRIME CAPER, EVEN WITHOUT A-LIST IP - IT'S ALL ABOUT THE EXECUTION. SANTA MARTA GOLD WILL SIMILARLY MIX ACTION AND WIT, BUT WITH THE ADDED ADVANTAGE OF A TRUE STORY'S STAKES.

CONT'D

# BUDGET, ROI STRATEGY AND PRODUCTION STRATEGY

## ESTIMATED BUDGET

**\$10 M (ALIGNED WITH SOUND OF FREEDOM'S \$14.5 M PRODUCTION COST)**

**SMART, MID-TIER SPENDING: ENABLES HIGH-IMPACT VISUALS AND PERIOD AUTHENTICITY WITHOUT OVERREACH—DESIGNED FOR STRONG PROFIT POTENTIAL.**

## REAL LOCATIONS & PRACTICAL EFFECTS

**SHOOT IN MIAMI & THE EVERGLADES (FLORIDA) AND SANTA MARTA (COLOMBIA) USING REAL PLANES, BOATS, AND ENVIRONMENTS INSTEAD OF EXPENSIVE CGI. THIS ECHOES THE GRITTY REALISM ACHIEVED IN NARCOS.**

## TARGETED ACTION DESIGN

**DELIVER SUSPENSEFUL SEQUENCES—E.G. A CLANDESTINE AIRFIELD BUST OR A STEAMY BOAT CHASE—EXECUTED WITH EXPERT STUNT COORDINATION RATHER THAN EXPENSIVE SPECTACLE. THINK SICARIO OR ARGO TENSION..**

## PERIOD AUTHENTICITY ON A BUDGET

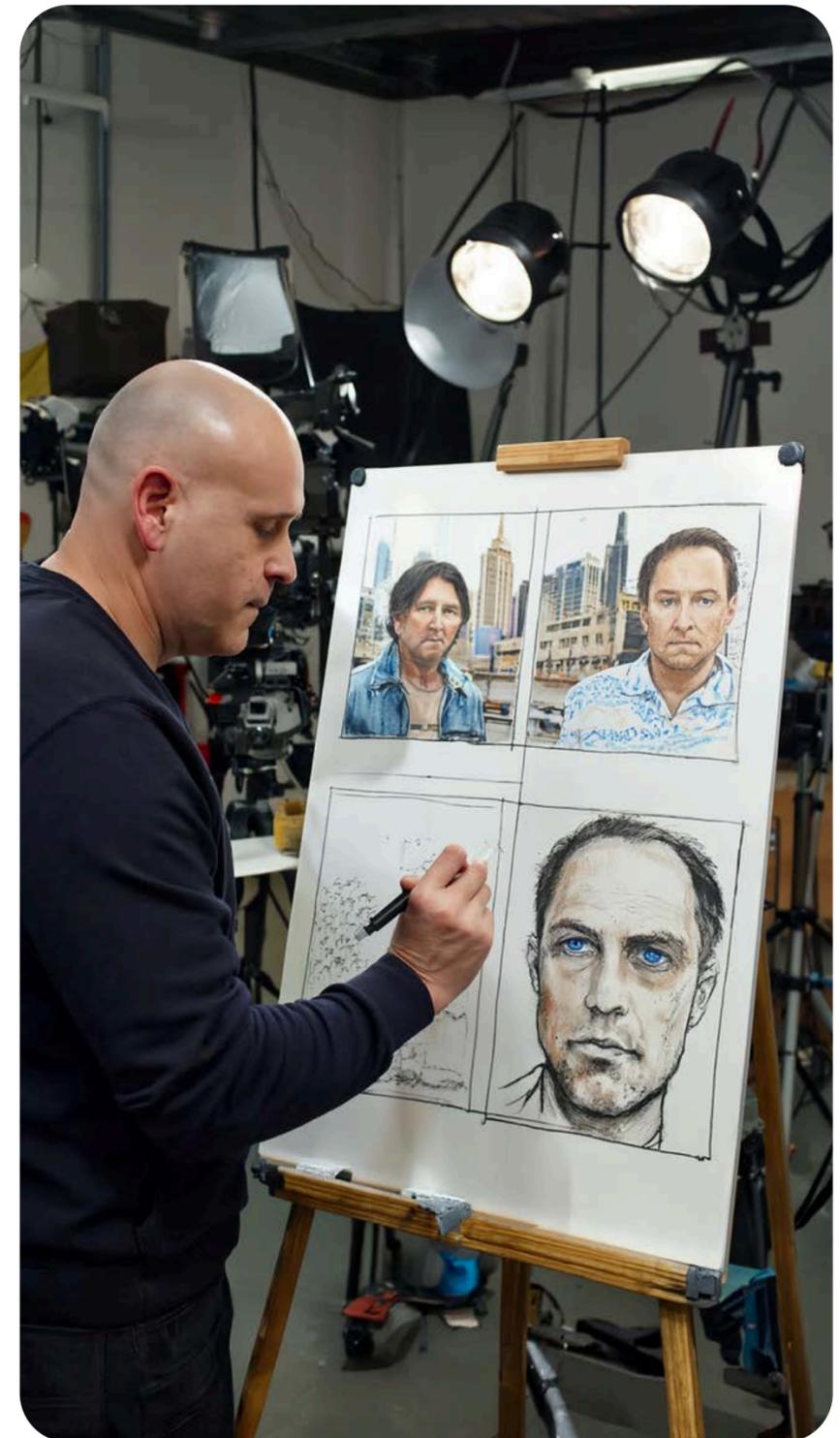
**USE VINTAGE WARDROBE, CLASSIC CARS, AND A REAL DC-3 CARGO PLANE. WITH RICHARD DELISI AS CONSULTANT, EVERY PROP, VEHICLE, AND SOUNDTRACK CHOICE WILL FEEL ROOTED IN THE 70S-80S ERA LIKE BREAKING BAD'S ATTENTION TO DETAIL.**

## REAL LOCATIONS & PRACTICAL EFFECTS

**SHOOT IN MIAMI & THE EVERGLADES (FLORIDA) AND SANTA MARTA (COLOMBIA) USING REAL PLANES, BOATS, AND ENVIRONMENTS INSTEAD OF EXPENSIVE CGI. THIS ECHOES THE GRITTY REALISM ACHIEVED IN NARCOS.**

## GRASSROOTS & NICHE MARKETING

**EMULATE SOUND OF FREEDOM'S "PAY-IT-FORWARD" MODEL, WITH EARLY SCREENINGS FOR CANNABIS AND JUSTICE REFORM COMMUNITIES AND PARTNERSHIPS (E.G., LAST PRISONER PROJECT). FUEL ORGANIC BUZZ THROUGH THESE PASSIONATE NICHE GROUPS.**



# UNDERLYING MESSAGE & WHY NOW?



## BUILT ON TRUTH & TIMELY RELEVANCE

- **SANTA MARTA GOLD** IS MORE THAN A CRIME THRILLER—IT'S A STORY ABOUT JUSTICE IN AN AGE OF HYPOCRISY.
- CANNABIS NOW FUELS A MULTI-BILLION-DOLLAR LEGAL INDUSTRY, YET MANY PEOPLE—EVEN FOR NONVIOLENT MARIJUANA OFFENSES—REMAIN IMPRISONED. AN ESTIMATED 32,000 AMERICANS ARE
- SERVING SENTENCES TIED TO CANNABIS TODAY, EVEN AS PUBLIC OPINION HAS SHIFTED DRAMATICALLY: NEARLY 90% NOW SUPPORT LEGALIZATION IN SOME FORM.
- RICHARD DELISI LOST DECADES FOR SMUGGLING WEED—WHILE SOCIETY THRIVES ON THE SAME PLANT. THAT INJUSTICE IS THE EMOTIONAL AND MORAL HEART OF THE FILM.
- AUDIENCES WILL EXPERIENCE THE THRILL, THEN CONFRONT THE COST: A 90-YEAR SENTENCE, A FAMILY SHATTERED, AND A LEGACY DEFINED BY BOTH BOLD RISK AND LEGAL ABSURDITY.
- LIKE SOUND OF FREEDOM, SANTA MARTA GOLD AIMS TO SPARK CULTURAL CONVERSATION—ABOUT EXPUNGEMENT, REFORM, AND WHO STILL FACES PUNISHMENT FOR CRIMES THAT MODERN LAWS NO LONGER CRIMINALIZE.

IN SHORT: THIS ISN'T JUST THE NEXT BIG MOVIE—IT'S THE RIGHT FILM AT THE RIGHT MOMENT, PAIRING GRIPPING DRAMA WITH URGENT RELEVANCE.

# LET'S MAKE HISTORY

THANK YOU FOR EXPLORING THE JOURNEY OF **SANTA MARTA GOLD**. WE INVITE YOU TO BE PART OF THIS IMPACTFUL, TIMELY, AND THRILLING STORY.



SCAN TO WATCH OUR **CONCEPT VIDEO**



 **NATE HAMMER**

**+1 714 325-0753**

**WWW.SANTAMARTA.GOLD**