

Rough Diamond Films x Harding University

A Cupid Christmas: A Heartwarming Hometown Holiday Movie

Pitch for \$25K for Film Production, Social Media, and Legacy Building

Conditional upon requested \$50K (or proportional amount) from the Searcy A&P Board

Film Logline: When a “Dear Santa” letter from a little girl to reunite her parents by Christmas is rejected, an elf with big dreams steals Cupid’s arrows and embarks on a mission to the small town of Searcy, Arkansas to pull off a Christmas miracle.

Why Searcy? Why Now?

This project is perfectly positioned to highlight Searcy's unique charm and capabilities. Because Searcy was just voted the Cutest Christmas Town in the South by Southern Living Magazine, it's now on the radar as a potential place to visit, work, and live.

"A Cupid Christmas" is more than just a charming G-rated holiday film; it's a strategic investment in establishing Searcy, Arkansas as a vibrant, film-friendly destination. Just as Walmart's presence has transformed Fayetteville into a hub of innovation and quality of life, Harding University and our film's production can similarly elevate Searcy. We envision Searcy becoming a go-to location for high-quality cinematic storytelling, fostering local talent, and attracting alumni for future economic opportunities.

The "A Cupid Christmas" Impact & Our Request:

Our \$100K budget, with \$50K conditionally secured from the Searcy A&P Board, demonstrates significant local commitment. We are requesting an additional \$25K from HU’s advertising budget specifically to hire local alumni filmmakers and intern Film Majors at Harding. These funds will simultaneously amplify our social media presence and help solidify Searcy as a creative hub. This isn't just about making a movie; it's about building a brand for Searcy to draw HU alumni back to the area. Your \$25K investment will directly fund production of the film and a comprehensive social media and community engagement campaign, turning "A Cupid Christmas" into a living advertisement:

- **Harding University Talent Integration (Cast & Crew):** This film offers unparalleled, real-world experience for Harding University's impressive talent pool. We will actively recruit Harding students for both cast and crew roles, providing invaluable hands-on training in acting, production, technical work, and more. This direct collaboration highlights the exceptional skills nurtured within Harding's Film and Media Production and Theatre departments.
- **Authentic Social Media Journey:** Our strategy goes beyond traditional marketing. In conjunction with Jack Shock and the University Communications and Marketing team, we will leverage the genuine enthusiasm of our cast, crew, and a select group of Harding students who will document their journey throughout the entire

filmmaking process to increase interest in Harding, both for potential students and returning alumni. This includes:

- Consistent, authentic social media posts (photos, videos, live streams) from set, showcasing the magic of filmmaking unfolding in Searcy.
- Cast members actively posturing for social media, sharing their experiences in Searcy, highlighting local businesses, and inviting their own followers to join the "A Cupid Christmas" adventure. This organic engagement will amplify our reach exponentially.
- Brinson Davenport, alumni creator of the award-winning Harding documentary "the ambassadors", will produce a documentary short, highlighting The Cutest Christmas Town in the South.
- Community Spotlight: Our social media will actively promote Searcy's film-friendly atmosphere, ease of logistics, and incredibly supportive community. We'll feature interviews with local residents, business owners, and city officials, vividly illustrating the viability and appeal of working and living in Searcy.
- Establishing Christmas Traditions: Beyond the film's release, a portion of the funds will establish annual "A Cupid Christmas" screening events with a portion of proceeds directly supporting Arkansas foster care kids. Also in the works is a combined effort to establish the first annual Searcy Christmas market, partnering with the Creative Group of Arkansas, Holiday of Lights, and the Searcy farmer's market. This will transform the film into a permanent fixture of the town's festive calendar, driving recurring local tourism and creating a lasting legacy for your investment.
- The Team: Our dedicated team, including talented Harding professors, alumni, and seasoned local filmmakers Bryan Lee Hudkins, Brinson Davenport, Rachel Doyle, Dr. Charles Bane, and Joshua Hardin, is committed to creating a heartwarming film and delivering on our promise to elevate Searcy's profile. We are ready to roll cameras and share Harding University, located at the heart of the Cutest Christmas Town in the South, with the world.

Bryan Lee Hudkins | Director, Writer

Rachel Doyle | Line Producer, Writer

Brinson Davenport | Producer, Cinematographer



