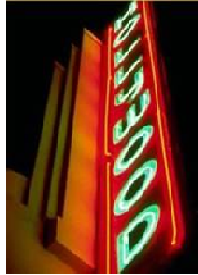


# TWO WORLDS. ONE GOAL.

## *Building China – U.S. Cultural Bridges and Economic Development through Sports, Entertainment, and Technology Diplomacy!*



### Entertainment Project Overview

This document provides information about an entertainment project structured to build China – U.S. cultural bridges and economic development through sports, entertainment, and technology diplomacy.

The entertainment project provides China and U.S. investors, corporations and consultants an opportunity to invest and or become marketing partners in the “Iron Ice” film and “Hat Trick” lifestyle sports brand intellectual properties (IP).

Investors and partners will participate in the development, production, and distribution of a feature length, action, PG hockey-themed film titled, “Iron Ice”, which will be independently produced and theatrically released for commercial success on a global basis. The business plans for the film includes specific phases to fully exploit the growing worldwide media market to generate the maximum investment return for investors.

The film features a Chinese national immigrant with his family settling in Northern Minnesota as the head of the family accepts an important position with a China owned multi-national mining company that acquires a Minnesota Taconite Mine. The oldest son bonds with a local of many generations through youth hockey.

This project has been selected to capitalize on the growth of films and hockey in China, the 2022 Olympics in China, and the growth of ecommerce, games, internet, travel, and winter sports.

The goals will be to monetize the film and sports IP on a global basis with comprehensive marketing strategies targeting the China, Canadian, United States and top film and ice hockey markets.

### China – U.S. Cross Border Entertainment Project

Marketing Completion Fund, Inc. (“the Company” or “MCF”) is a media company formed to finance, develop, and distribute original and existing intellectual property (“IP”) brands, content (AR, film, games, VR) and technologies and monetize revenue opportunities globally.

MCF will focus on IP projects (initially a China/US youth hockey film series) with generally the following attributes: international appeal, action-oriented; conducive to all-encompassing “immersion” branding and marketing featuring opportunities in gaming, virtual reality, co-branding participations, lead generation, charity events and similar.

The Company is developing and financing the production and distribution of a U.S – China Cross Border entertainment project that includes “Iron Ice”, a hockey-themed motion picture through Iron Ice Film, LLC (“the LLC”), and its subsidiary production company, Hat Trick Productions (the “Subsidiary”) as well as associated marketing opportunities in film games and merchandise.

The Company will simultaneously develop, finance, license and distribute the Hat Trick Sports Lifestyle Brand IP and the Hollywood Hat Trick Celebrity Teams and events IP which will be formed as a non-profit that will develop and manage the Iron Ice and Hat Trick celebrity sports teams and produce the Hollywood Hat Trick Celebrity Sports Entertainment and Technology Fan Fest and Expo modelled after the SXSW event held in Austin every year.

## MCF Intellectual Properties Portfolio

Original Content IP	Original Brand IP	Original Technology IP
Iron Ice Film	Hat Trick Sports Lifestyle Brand	Marketing Technology System
Iron Ice Games	Hollywood Hat Trick Event	IOT Smart Wear CRM Device
Iron Ice VR Training	Hollywood Hat Trick Teams	

**1 Feature Film IP**



Games \* Merchandise \* Licensing



**2 Sports Lifestyle IP**



HAT TRICK

Games \* Merchandise \* Licensing



HAT TRICK FUND RAISERS | HAT TRICK TRAVEL

**3 Celebrity Brand IP**



Celebrity Teams



**4 Technology IP**

Marketing Technology



IOT Smart Wear CRM



## 旅游目的地在这里 THE JOURNEY STARTS HERE

Over the next 5 years the company plans to develop, finance, produce and distribute three feature length films that follow the lives of two families – one from Beijing, China and the other from a fictional small city located in the Mesabi Iron Range in Northern, Minnesota.

Iron Ice is the first film in a planned slate of films to be filmed in China, the State of Minnesota and Los Angeles. The goals are; to be commercially successful, theatrically released action, PG films to be distributed on a global basis in all media to generate the maximum return to investors; stimulate economic development for the film, sports, and technology industries in China, Minnesota, and Hollywood: generate additional revenue streams from a comprehensive integrated marketing strategy that will include merchandise, ecommerce websites, apps, youth hockey fundraising and celebrity hockey charity events.

This general-release motion picture is an independent, commercial, action, PG film focusing on a teenage boy and father from China and high school hockey in the Midwest, specifically Minnesota. The goal is to produce sports drama like great past films like “The Blind Side” and “Hoosiers” that will generate international interest.

There is further intention to fund at least two sequels that follow the relationship of the high school friends through the Olympics and ultimately the National Hockey League finals as they transition from friends, teammates, and square off as adversaries.

### Script

A key element of the movie is the script: Iron Ice was selected from the talent of the writing team, the genre, and the favorable “coverage” it has received by entertainment professionals with studio development experience, talent agencies, distributors, and a wide range of industry professionals.

## The Genre and Demand

The film exploits the popularity of action, hockey, sports, coming-of-age, immigration, and relationship films – (i.e. Blind Side, Hoosiers, Miracle, Friday Night Lights, Rocky) Most importantly, there is strong demand for feature films like Iron Ice that are independently produced without the high cost and restrictions associated with the studio production system. In addition, there is a demand in China for movies incorporating Chinese actors and locations that convey a positive cultural message. We are confident that Iron Ice can satisfy this need at the same time bridging positive Western values.

## Hockey Comes of Age on the Big Screen in China

The first film being produced is “**Iron Ice**”, a compelling coming-of-age, immigration story set against the expansive backdrops of Beijing, China, the Mesabi Iron Range in Northern Minnesota, and the Minnesota State High School Boys Hockey Tournament that was first played in 1945 and has become the highest attended high school event of its kind in the world.

The film features a Chinese national immigrant with his family settling in Northern Minnesota as the head of the family accepts an important position with a China owned multi-national iron mining company that acquires a Minnesota Iron Mine in the Mesabi Iron Range. The son, who is an up and coming star hockey player in Beijing aspires to play for the China National team and the 2022 Beijing Winter Olympics.

He does not want to go with his family to America but is encouraged by his best friend, who immigrated from Canada to China, is half Chinese and half Canadian and introduced him to the sport of hockey, who explains to him what a great opportunity it is to move to the United States and that he can become the Yao Ming of hockey for China. He can learn from some of the best in the number one hockey state in America. The family overcomes the cultural differences in the community and globalization challenges at the mining company. The son bonds with Minnesota locals of many generations through youth hockey and helps the team win the Boys State Hockey Tournament.

# IRON ICE



The IRON ICE feature length film is a compelling drama set against the expansive backdrop of Beijing, China, the Mesabi Iron Range in Minnesota, and the Minnesota State High School Boys Hockey Tournament and features a Chinese national immigrant with his family settling in Minnesota as the head of the family accepts an important position with a multi-national iron mining company. The oldest son bonds with a local of many generations through youth hockey and helps the team win the Minnesota State High School Boys Hockey Tournament.

Winter 2020

[www.ironicefilm.com](http://www.ironicefilm.com)

## Iron Ice Sizzle Reel Video

The Sizzle Reel is for private viewing only and created to provide an idea and feel for the film story.

Vimeo Password: **Hattrick**

### English Language



<https://vimeo.com/228179702>








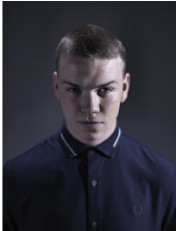





### Mandarin Language



<https://vimeo.com/228180264>

**Disclaimer:** The actors that are listed in the documents and in the Sizzle Reel are potential cast members and are not attached to the film project currently.

## Iron Ice Sizzle Reel Cast

Character	Alan Li	Vanessa Taylor	Tom Taylor	Mr. Li	Mrs. Li
Actors Name					
	Justin H. Min / Harry Shum Jr.	Erin Moriarty	Gabe Basso	Tzi Ma	Michell Yeoh
Character	Laura	Coach Ohiyesa	Xander	Buck	William
Actors Name					
	Sandra Bullock	Eric Schweig	Will Poulter	Ian McShane	Shao-Wen Hao
Character	Vlad	Quincy	Corporate		
Actors Name					
	Nikita Bogolyubov	Reg E. Cathey	Clem Cheung		

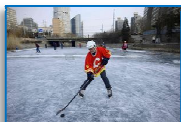
## Iron Ice Film Story



I live in the capital city of Beijing that has a population of 21.5 million people in the country of China located in East Asia that has a population of 1.371 billion people.



I love hockey. My best friend who is half Chinese and half Canadian immigrated to China and introduced me to ice hockey when I was 10 years old. We played inline hockey in the streets of Beijing and practiced everywhere, even on The Great Wall of China.



I started playing ice hockey at 13 on the frozen rivers of Beijing and trained and played on my first ice hockey team in the ice rinks around the city.



When I was 15 my friend and I made a pact that we would play for Chinese National Hockey team and tried out for the Chinese Youth Hockey team.



When China was awarded the 2022 Winter Olympics in 2015 we committed to another goal and that was to play on the China Olympic Ice Hockey team. After China won its bid to host the 2022 Olympics, President Xi Jinping vowed to get 300 million of his people "on the ice," an initiative to encourage winter sports.



My dad works for the Beijing Iron & Steel Company. His company produces the steel that is building China and countries around the world.



His company purchased a controlling interest in the Mesabi Iron Mine located in the Iron Range of Northern Minnesota. This is where all the iron ore came from that created the steel for World War II and helped build America. He has been charged with overseeing the management and operations of the mine for his company.



I learned to today that my family is moving to the city of Mesabi, Minnesota that has a population of 3,000 people. Minnesota is the hockey capital of the United States. I am encouraged by my friend to go to the United States and to become the Yao Ming of hockey for my country.



My goal is to become a member of the Mesabi Miners Hockey team and help them make it to the Minnesota State High School Boys Hockey Tournament, the largest high school sporting event in the world.



My goal is to help the Mesabi Miners win the Minnesota State High School Hockey Tournament again.

My dad's goals are to support me to become the best hockey player I can become and successfully overcome the cultural and globalization challenges he is facing at the mining company and with the city of Mesabi community.

## Mission

Our mission is to build cultural bridges and economic development with entertainment and sports diplomacy by developing profitable entertainment projects and film stories that tell a universal theme that applies to anyone regardless of cultural differences or geographic location.

## Capitalizing on China and Global Economic Trends

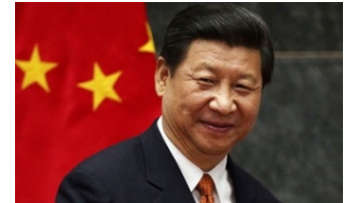
The entertainment project is capitalizing on the economic trends in China investments being made to prepare for the Beijing 2022 Winter Olympics, the growth of hockey in China, the growth of the China ecommerce, internet, film, sports and travel markets and investments that China is making in the global ecommerce, internet, film, sports, technology, and travel industries. In addition, major global brands, Hollywood studios, the NHL, sports, and technology companies are investing in the opportunities in the China ecommerce, film, internet, Olympics, sports, technology, and travel industries.

## The Investment

The Iron Ice film project has progressed step-by-step through its planned phases and is now ready for participation by investors. A unique structure, which includes specific elements to optimize the revenue stream and to protect the investors, has been utilized for this project. This structure involves keeping costs low, locating production in Beijing, China, and Minnesota (the city and state portrayed in the movie), and working with entertainment industry professionals in China, Hollywood, and Minnesota. The innovative structure ensures that very little of the investors' money is spent until distribution contracts are signed guaranteeing revenue, therefore limiting investors' downside risk. This is a very favorable structure for a multileveled entertainment investment.

## President Xi Jinping Vowed to get 300 million of his people "on the ice"

After China won its bid to host the 2022 Olympics on July 31, 2015, President Xi Jinping vowed to get 300 million of his people "on the ice," an initiative to encourage winter sports.



Energy tycoons in China and Russia quickly made a deal to create Beijing's first professional hockey club, and Russian President Vladimir Putin visited Beijing for the signing ceremony with Xi in June 2016. Kunlun Red Star was born. As part of its Olympic bid, President Xi Jinping and the Chinese government pledged a "three-hundred-million-person winter-sports" plan, hoping to boost its tepid participation numbers from less than 2 percent to 22 percent. *Hockey, one of the most popular sports in the Winter Olympics, is a key part of that strategy.*

## 2022 Beijing Olympics

The 2022 Beijing Olympics will assist China's status as a first-tier global power to prove that it can become a stable society with an economy driven by a solid and sizable middle class. *Beijing 2022 won't be just a two-week sporting event but the culmination of a multi-year campaign to promote leisure, recreation, and domestic tourism.*<sup>1</sup>



## Alibaba – China - Olympics



Alibaba executive chairman Jack Ma announced a 12-year partnership with the International Olympic Committee at the World Economic Forum. The partnership will help the IOC attract a younger, millennial audience. Alibaba is expanding its already-huge footprint by betting big on the next six Olympics Games, including the 2022 Winter Olympics.

Jack Ma called it a "historic" day for the company and a huge part of his strategy of steering the massive online shopping channel toward partnerships and deals that focus on "happiness and health" through sports. "More people need to get involved with sports and the Olympic spirit is about working together," Ma said, Alibaba will utilize its ecommerce platform to help the IOC engage with fans who are looking for Olympic-licensed products.<sup>2</sup>



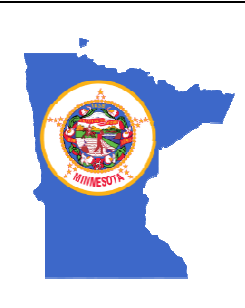



<sup>1</sup> <https://www.olympic.org/news/historic-visit-by-chinese-president-xi-jinping-emphasises-strong-ties-with-ioc>

## Economic Development

MCF has a business strategy for economic development through sports, entertainment, and technology diplomacy. The company is developing entertainment projects that focus on sports categories that are experiencing current and significant market growth in addition to significant investments being made into the category. Hockey is the first sports category selected and entertainment project IP being developed with plans and early stage development in process with the sports categories of soccer, basketball, football and rugby.

The following chart includes the locations and industry sectors MCF will be stimulating economic development and the estimated investment amount budget.

	China	California	Minnesota	Seattle
<b>Location</b>				
<b>Investment Budget</b>	\$5 million	\$4 million	\$5 million	\$5 million
<b>Industry Sectors</b>	Ecommerce, Film, Financing, Digital Marketing, Sports, Technology, Travel	Call Center, Ecommerce, Film, Digital Marketing, Investment Banking, Sports, Technology, Travel	Call Center, Film, Digital Marketing, Investment Banking, Sports, Technology, Youth Fund Raising	AI – Artificial Intelligence, AR – Augmented Reality, Ecommerce, Games, Technology, VR – Virtual Reality

## Iron Ice Film 1 LLC Income Statement 2018 - 2024

Projected Revenue 2018 – 2024:	Film Budget:	Game Budget:
\$131,035,000	\$10,000,000	\$5,000,000

The Company has plans to raise \$19,575,000 in total in a private offering. From this total amount the film budget is \$10,000,000 and the game budget is \$5,000,000 totaling \$15,000,000.

This capital formation is structured to use the funds from “B” and “C” Unitholders in the private offering and by investors and film financing partners who purchase membership units of the Iron Ice Film, LLC.

\*The capital formation is structured to produce a high-quality film at a \$10 million budget and flexible to accommodate an increase in the film budget for A-list talent, co-production and distributors.

Iron Ice Film, LLC	2018 - 2024
<b>Description</b>	
<b>Revenue</b>	
Iron Ice Film I	\$ 55,000,000
Iron Ice (VR, Mobile, Game)	\$ 55,000,000
Iron Ice Merchandise	\$ 10,535,000
Iron Ice Sports Nutrition	\$ 10,500,000
<b>Total Revenue</b>	<b>\$ 131,035,000</b>

<sup>2</sup> <https://www.olympic.org/news/ioc-and-alibaba-group-launch-historic-long-term-partnership-as-alibaba-becomes-worldwide-olympic-partner-through-2028>

Iron Ice Film, LLC	2018	2019	2020	2021	2022	2023	2024
<b>Description</b>							
<b>Revenue</b>							
Iron Ice Film I	\$ -	\$ -	\$20,000,000	\$15,000,000	\$10,000,000	\$ 5,000,000	\$ 5,000,000
Iron Ice (VR, Mobile, Game)	\$ -	\$ -	\$15,000,000	\$15,000,000	\$15,000,000	\$ 5,000,000	\$ 5,000,000
Iron Ice Merchandise	\$ 35,000	\$ 500,000	\$ 1,000,000	\$ 1,500,000	\$ 2,000,000	\$ 2,500,000	\$ 3,000,000
Iron Ice Sports Nutrition	\$ -	\$ 500,000	\$ 750,000	\$ 1,000,000	\$ 1,250,000	\$ 1,500,000	\$ 2,000,000
<b>Total Revenue</b>	\$ 35,000	\$ 1,000,000	\$36,750,000	\$32,500,000	\$28,250,000	\$ 14,000,000	\$15,000,000
<b>Variable Costs</b>							
Iron Ice Film I	\$ -	\$ -	\$ 7,000,000	\$ 5,250,000	\$ 3,500,000	\$ 1,750,000	\$ 1,750,000
Iron Ice (VR, Mobile, Game)	\$ -	\$ -	\$ 5,250,000	\$ 5,250,000	\$ 5,250,000	\$ 1,750,000	\$ 1,750,000
Iron Ice Merchandise	\$ 12,250	\$ 175,000	\$ 350,000	\$ 525,000	\$ 700,000	\$ 875,000	\$ 1,050,000
Iron Ice Sports Nutrition	\$ -	\$ 175,000	\$ 262,500	\$ 350,000	\$ 437,500	\$ 525,000	\$ 700,000
<b>Total Variable Costs</b>	\$ 12,250	\$ 350,000	\$12,862,500	\$11,375,000	\$ 9,887,500	\$ 4,900,000	\$ 5,250,000
<b>Fixed Costs</b>							
Iron Ice Film I	\$ -	\$ -	\$ 5,000,000	\$ 3,750,000	\$ 2,500,000	\$ 1,250,000	\$ 1,250,000
Iron Ice (VR, Mobile, Game)	\$ -	\$ -	\$ 3,000,000	\$ 3,000,000	\$ 3,000,000	\$ 1,000,000	\$ 1,000,000
Iron Ice Merchandise	\$ 7,000	\$ 100,000	\$ 200,000	\$ 300,000	\$ 400,000	\$ 500,000	\$ 600,000
Iron Ice Sports Nutrition	\$ -	\$ 100,000	\$ 150,000	\$ 200,000	\$ 250,000	\$ 300,000	\$ 400,000
<b>Total Fixed Costs</b>	\$ 7,000	\$ 200,000	\$ 8,350,000	\$ 7,250,000	\$ 6,150,000	\$ 3,050,000	\$ 3,250,000
<b>Net Income</b>							
Iron Ice Film I	\$ -	\$ -	\$ 8,000,000	\$ 6,000,000	\$ 4,000,000	\$ 2,000,000	\$ 2,000,000
Iron Ice (VR, Mobile, Game)	\$ -	\$ -	\$ 6,750,000	\$ 6,750,000	\$ 6,750,000	\$ 2,250,000	\$ 2,250,000
Iron Ice Merchandise	\$ 15,750	\$ 225,000	\$ 450,000	\$ 675,000	\$ 900,000	\$ 1,125,000	\$ 1,350,000
Iron Ice Sports Nutrition	\$ -	\$ 225,000	\$ 337,500	\$ 450,000	\$ 562,500	\$ 675,000	\$ 900,000
<b>Total Net Income</b>	\$ 15,750	\$ 450,000	\$15,537,500	\$13,875,000	\$12,212,500	\$ 6,050,000	\$ 6,500,000
<b>Total Net Income %</b>	45.0%	45.0%	42.3%	42.7%	43.2%	43.2%	43.3%
<b>LLC Monthly Net Income</b>							
<i>Iron Ice Film I (Monthly)</i>	\$ -	\$ -	\$ 666,667	\$ 500,000	\$ 333,333	\$ 166,667	\$ 166,667
<i>Iron Ice (VR, Mobile, Game) (Monthly)</i>	\$ -	\$ -	\$ 562,500	\$ 562,500	\$ 562,500	\$ 187,500	\$ 187,500
<i>Iron Ice Merchandise (Monthly)</i>	\$ 1,313	\$ 18,750	\$ 37,500	\$ 56,250	\$ 75,000	\$ 93,750	\$ 112,500
<i>Iron Ice Sports Nutrition (Monthly)</i>	\$ -	\$ 18,750	\$ 28,125	\$ 37,500	\$ 46,875	\$ 56,250	\$ 75,000
<b>Total LLC Montly Net Income</b>	\$ 1,313	\$ 37,500	\$ 1,294,792	\$ 1,156,250	\$ 1,017,708	\$ 504,167	\$ 541,667

## Film Market Segmentation

### Iron Ice Film Trilogy

The main market segments of Iron Ice Film Trilogy are moviegoers from 18 to 24 of all nationalities and gender. Geographically speaking, these demographics are worldwide. However, MCF will focus on the China and Northern American Market with the following demographics:

#### China

- Under 25 years old as they made up 51% of movie audience in 2015
- People living in second tier cities accounted for 41%
- Third tier cities had the highest amount of growth
- 70% of people who commented on a film on social media are moviegoers aged 25 below, mostly women who were passionate when recommending works they enjoyed, which made them a major force for marketing
- 7% movie addicts are college students from Shanghai Hangzhou and Beijing<sup>3</sup>

#### Northern America (USA and Canada)

- In 2016, 18 to 24-year olds went to the movies an average of 6.5 times over the year, up 0.6 from 2015. This was the largest increase of any age group. Per capita attendance was next highest for 12 to 17- year olds. Per capita attendance also increased for 25-39-year olds and 50-59-year olds compared to the previous year.

<sup>3</sup> <http://www.globaltimes.cn/content/967195.shtml>



- Per capita attendance increased for African Americans and Asians/Other Ethnicities compared to 2015. In 2016, Asians/Other Ethnicities reported the highest annual attendance per capita, going to the cinema an average of 6.1 times in the year.
- Three of the top five grossing films in 2016 attracted majority female audiences. Finding Dory drew the largest proportion of females, with 55 percent of its box office coming from women. The Jungle Book drew the most ethnically diverse audience, followed by Finding Dory and Captain America: Civil War.





## Iron Ice Film Budget (\$10 Million)

Acct #	Category Title	Total
1100	Continuity	194,150
1200	Producers Unit	649,300
1300	Direction	325,900
1400	Cast	1,990,655
1500	Travel & Living	351,403
<b>Total Fringes</b>		263,869
<b>TOTAL ABOVE-THE-LINE</b>		<b>3,775,277</b>
2000	Production Staff	313,752
2100	Extra Talent	217,050
2200	Art Dept	101,450
2300	Set Construction	220,750
2400	Set Striking	15,500
2500	Set Operations	191,014
2600	Special Effects	38,050
2700	Set Dressing	220,210
2800	Property	184,875
2900	Wardrobe	230,548
3100	Makeup & Hair	64,485
3200	Lighting	182,360
3300	Camera	202,850
3400	Sounds	52,280
3500	Transportation	387,949
3600	Location	500,918
3700	Film & Lab	148,390
3900	Rehearsals	70,600
4000	Second Unit	29,550
4100	Tests	3,000
4200	Facilities	1,000
<b>Total Fringes</b>		<b>163,763</b>
<b>TOTAL PRODUCTION</b>		<b>3,540,344</b>
4500	Film Editing	362,925
4600	Music	275,000
4700	Post Prod Sound	190,400
4800	Film & Lab	106,086
4900	Titles	100,500
<b>Total Fringes</b>		<b>20,412</b>
<b>TOTAL POST PRODUCTION</b>		<b>1,055,323</b>
6500	Publicity	66,500
6800	General Expense	186,200
8800	Delivery Charges	100,000
<b>Total Fringes</b>		<b>922</b>
<b>TOTAL OTHER</b>		<b>353,622</b>
<b>Total Below-The-Line</b>		<b>4,949,289</b>
<b>Total Above and Below-The-Line</b>		<b>8,724,566</b>
Completion Bond		294,837
Contingency		849,457
Insurance		131,155
<b>GRAND TOTAL</b>		<b>10,000,015</b>

## Film Industry Research


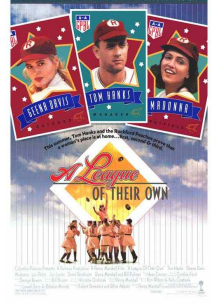
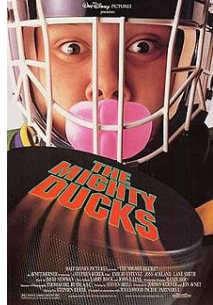
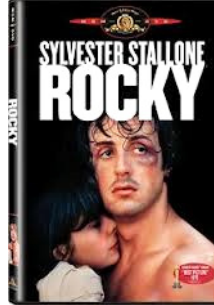
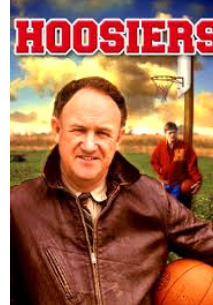
### China Box Office Highest-Grossing Films

				
Film Title	Wolf Warrior 2	The Mermaid (Mei ren yu)	Monster Hunt	Furious 7
Country	China	China	China Hong Kong	USA Japan
Year	2017	2016	2015	2017
Budget	\$30,100,000	\$60,720,000	\$56,000,000	\$190,000,000
Domestic	\$2,703,941	\$3,232,685	\$32,766	\$353,007,020
China / Foreign	\$867,604,339	\$550,577,543	\$385,252,051	\$383,000,000
Worldwide	\$870,308,280	\$553,810,228	\$385,284,817	\$1,516,045,911

				
Film Title	Transformers: Age of Extinction	Kung Fu Yoga	Mojin: The Lost Legend	Journey to the West: The Demons Strike Back
Country	United States	China India	China	China Hong Kong
Year	2017	2017	2015	2017
Budget	\$21,000,000	\$65,000,000	\$37,000,000	\$63,900,000
Domestic	\$245,439,076	\$362,657	\$1,243,810	\$880,346
China / Foreign	\$858,614,996	\$253,849,588	\$258,124,638	\$245,740,052
Worldwide	\$1,104,054,072	\$254,212,245	\$259,368,448	\$246,620,398

## Hollywood Sports Films Box Office

				
Film Title	The Blind Side	Miracle	Remember the Titans	Rudy
Studio	Warner Bros	Walt Disney	Walt Disney	TriStar Pictures
Year	2009	2004	2000	1993
Budget	\$29,000,000	\$28,000,000	\$30,000,000	\$12,000,000
Domestic	\$255,959,475	\$64,378,093	\$115,654,751	\$22,750,363
Foreign	\$53,248,834	\$67,615	N/A	N/A
Worldwide	\$309,208,309	\$64,445,708	N/A	N/A

				
Film Title	A League of Their Own	Mighty Ducks	Rocky	Hoosiers
Studio	Sony	Walt Disney	United Artists	Orion Pictures
Year	1992	1992	1976	1986
Budget	\$40,000,000	\$10,000,000	\$1,100,000	\$6,000,000
Domestic	\$107,533,928	\$50,700,000	\$117,235,147	\$28,607,000
Foreign	N/A	N/A	N/A	N/A
Worldwide	N/A	N/A	N/A	N/A
Domestic Video Sales	N/A	\$54,000,000	N/A	N/A

## China by the Numbers

- Total China box-office revenue in 2016 year was \$6.58 billion compared to \$6.78 billion in 2015.
- Imported international films — the majority of which are U.S. studio titles — accounted for 41.7 percent of total box office in 2016, compared to 38.4 percent revenue share in 2015. Revenue was up 10.9 percent for the year.
- Chinese viewers have developed a taste for quality video on digital devices.
- For 2017, the number of Smartphone users in China is estimated to reach 601.8 million, with the number of Smartphone users worldwide forecast to exceed 2 billion users by that time
- In December 2016, around 77 percent of China internet users watched online videos.
- In China, the internet giants, they are very active and deeply engaged in the film industry and a driving force of the industry focused on users and data and they offer innovation in the industry.”

## Financial Performance of Studio Distributed Films (In Millions)

Budget Range	Number Of Films	Average P & A	Domestic Box Office	Average Worldwide Rentals	Average Worldwide Costs	Average Gross Profits	Average KPI Number
\$60 Million+	9	\$28,911	\$140,563	\$301,370	\$123,186	\$178,184	2.45
\$50 Million to \$59 Million	9	16,056	35,483	82,584	74,971	7,613	1.10
\$40 Million to \$49 Million	25	21,696	82,176	154,900	75,659	79,241	2.05
\$30 Million to \$39 Million	63	17,912	61,329	29,324	63,323	66,001	2.04
\$20 Million to \$29 Million	145	12,839	35,715	72,466	42,606	29,860	1.70
\$15 Million to \$19 Million	170	9,788	21,586	45,865	31,393	14,472	1.46
\$10 Million to \$14 Million	183	7,385	16,070	34,198	22,967	11,231	1.49
Under \$10 Million	182	4,408	8,067	17,825	12,522	5,303	1.42
Average	786	\$9,866	\$26,412	\$55,067	\$32,647	\$22,419	1.69

\*\*Data from Motion Picture Investors Publication

## Film Project Research

### China

China, officially the People's Republic of China (PRC), is a unitary sovereign state in East Asia and the world's most populous country, with a population of over 1.381 billion. Covering approximately 9.6 million square kilometres (3.7 million square miles), China is the world's second-largest state by land area and third- or fourth-largest by total area. Governed by the Communist Party of China, it exercises jurisdiction over 22 provinces, five autonomous regions, four direct-controlled municipalities (Beijing, Tianjin, Shanghai and Chongqing) and the Special Administrative Regions Hong Kong and Macau, also claiming sovereignty over Taiwan. China is a great power and a major regional power within Asia, and has been characterized as a potential superpower. Capital: Beijing



Population: 1.371 billion (2015) World Bank

President: Xi Jinping

Currency: Renminbi

Official language and national language: Standard Chinese

Official languages: Mandarin Chinese, Standard Mandarin

Government: Unitary state, Communist state, Socialist state, One-party state, People's democratic dictatorship

<https://en.wikipedia.org/wiki/China>

**"Beijing"** in regular Chinese characters

Literal Meaning "Northern Capital" Beijing, China's massive capital has history stretching back 3 millennia and a population of 21.5 million. Yet it's known as much for its modern architecture as its ancient sites such as the grand Forbidden City complex, the imperial palace during the Ming and Qing dynasties. Nearby, the massive Tiananmen Square pedestrian plaza is the site of Mao Zedong's mausoleum and the National Museum of China, displaying a vast collection of cultural relics.

北京

<https://en.wikipedia.org/wiki/Beijing>

### Hockey Market

The Global market size of ice hockey is played in over 80 countries by 6 million people with the largest markets being Canada and United States. The registered player growth is 1-2% per year and the true rate higher due to unregistered players

It is estimated that 135 million people worldwide watch hockey. The NHL cites research from Scarborough and Simmons/PMB that shows its fan base as 58 million people in the United States and 13 million in Canada, it considers 12 million in the U.S. and 8.5 million in Canada part of a growing "avid" cohort who watch games league-wide

#### Play Hockey

- 80 countries
- 6 million play hockey

## Watch Hockey

- 135 million worldwide
- 58 million in United States
- 13 million in Canada

## China Hockey

Ice hockey is a minor sport that is gaining popularity in China.

The Chinese Ice Hockey Championship has been held since 1953. The country's top team, China Dragon, plays in the multi-national Asia League Ice Hockey. China has men's, women's and junior national teams.



中国冰球协会

Kontinental Hockey League is the other top tier league the Chinese compete in.

Andong Song was the first Chinese player drafted by the New York Islanders in the 6th round (172nd overall) in the 2015 NHL Entry Draft. The China national ice hockey teams are making major preparations for improvements in order to be competitive for the 2022 Winter Olympics.

Article: Meet the Chinese Billionaire Who Wants to Grow Hockey in the World's Biggest Market<sup>4</sup>

### About China Hockey

Member Since	25 July 1963
Total Players	1,101
Male Players	222
Junior Players	585
Female Players	294
Total Referees	95
Indoor Rinks	154
Outdoor Rinks	206
Nation Population	1,367,485,388
Men's World Ranking	37
Women's World Ranking	16

Hockey in China

## Beijing International Ice Hockey

Beijing International Ice Hockey (BIIH) is a league made up of 140 expatriates and Chinese nationals that all share the passion of playing ice hockey in China. Players and supporters take an immense amount of pride to be a part of; not only a hockey league, but a way of life. Each year, players take flight to a variety of tournaments in and around Asia to compete in friendly and competitive matches. The goal of this league has never been forgotten; to create lasting experiences for our members, on and off the ice.



<http://www.beijingshockey.com/>

<sup>4</sup> <http://www.thehockeynews.com/news/article/meet-the-chinese-billionaire-who-wants-to-grow-hockey-in-the-world-s-biggest-market>

## Global Hockey

The International Ice Hockey Federation (IIHF; French: Fédération Internationale de hockey sur glace) is a worldwide governing body for ice hockey and in-line hockey. It is based in Zurich, Switzerland, and has 74 members. It manages international ice hockey tournaments and maintains the IIHF World Ranking.

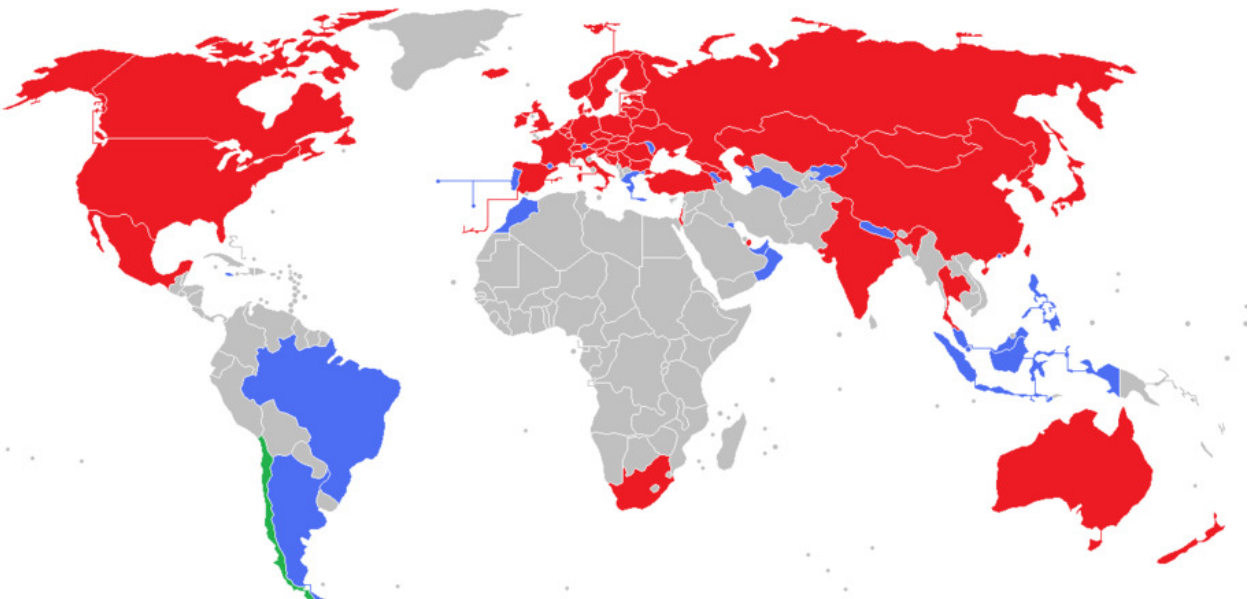


- Global market size of ice hockey played in over 80 countries by 6 million people with largest markets being Canada and U.S.
- Growth of China hockey and winter sports.
- There are 74 countries that are members of the International Hockey Association.

Registered player growth 1-2% per year; true rate higher due to unregistered players Global Hockey

The International Ice Hockey Federation (IIHF; French: Fédération Internationale de hockey sur glace) is a worldwide governing body for ice hockey and in-line hockey. It is based in Zurich, Switzerland, and has 74 members. It manages international ice hockey tournaments and maintains the IIHF World Ranking.

- Global market size of ice hockey played in over 80 countries by 6 million people with largest markets being Canada and U.S.
- Growth of China hockey and winter sports.
- There are 74 countries that are members of the International Hockey Association.
- Registered player growth 1-2% per year; true rate higher due to unregistered players



The current members of the IIHF. (Red indicates full members, blue indicates associate members, green indicates affiliate members and black indicates suspended members).

## Hockey Product Sales

Hockey is an outdoor team sport, the equipment for which includes sticks, protective gear, footwear, and others. Different disciplines of hockey are ice hockey, roller hockey, field hockey, and underwater hockey. These disciplines of hockey use different types of equipment, which include ice hockey, roller hockey, field hockey, and underwater hockey. The global popularity of ice and field hockey is currently witnessing a significant growth in the rate of participation.<sup>5</sup>

Global hockey equipment market: \$650 million

<sup>5</sup> <https://www.prnewswire.com/news-releases/the-global-hockey-equipment-market-is-forecasted-to-grow-at-a-cagr-of-313-during-the-period-2017-2021-300546700.html>

## Minnesota Hockey

- Minnesota is the No. 1 state in terms of hockey-playing population with a record high of 54,951 in 2011-12 and produces the Most NHL Players Born in the U.S.
- The Minnesota High School Boys Hockey program comprised of 155 teams is the most popular high school sport and the Hockey Tournament is currently the largest state sports tournament in the United States with 22 tournaments eclipsing 100,000 in yearly attendance.
- University of Minnesota Gophers Hockey teams
- Minnesota Hockey Association boys and girl's hockey teams
- Minnesota Wild professional hockey team



## NHL Viewership on NBC



The NHL cites research from Scarborough and Simmons/PMB that shows its fan base as 58 million people in the United States and 13 million in Canada. Of those, it considers 12 million in the U.S. and 8.5 million in Canada part of a growing "avid" cohort who watch games league-wide (note: by league reckoning, this accounts for 3 out of 10 Canadian adults). That leaves almost 50 million fans that fall into this danger zone of caring mostly for their local team.

## Olympic Hockey



- Hockey at the Olympics is considered the Games' most prestigious event.<sup>6</sup>
- All eyes will once again be on Beijing for the 2022 Winter Olympics

## USA Hockey



- USA Hockey has a membership of nearly 595,000 people.
- Since 2005- 06, hockey participation has grown by 15.6% nationwide

## Beijing, 2022 Winter Olympics

(Beijing 2022 was a successful bid by Beijing, China and the Chinese Olympic Committee for the 2022 Winter Olympics. The IOC selected the host city for the 2022 Winter Olympics at the 128th IOC Session in Kuala Lumpur, Malaysia on July 31, 2015, which Beijing won. This makes Beijing the first city to host both Summer and Winter Olympic Games.

The 2022 Winter Olympics, officially known as the XXIV Olympic Winter Games, and commonly known as Beijing 2022, is a multi-sport event that will take place in Beijing and towns in the neighboring Hebei province from 4 to 20 February 2022.



<sup>6</sup> [https://en.wikipedia.org/wiki/Ice\\_hockey\\_at\\_the\\_Winter\\_Olympics](https://en.wikipedia.org/wiki/Ice_hockey_at_the_Winter_Olympics)



Dates: Feb 4, 2022 – Feb 20, 2022

Host city: Beijing, China

Opening ceremony: 4 February

Closing ceremony: 20 February

Nations participating: 90 (estimated)

Events: 102 in 7 sports (15 disciplines)

[https://en.wikipedia.org/wiki/2022\\_Winter\\_Olympics](https://en.wikipedia.org/wiki/2022_Winter_Olympics)

## Olympics

- More than 1 billion viewers worldwide watched the opening ceremony of the 2008 Beijing Olympics, which broke all ratings records. The IOC estimates some 342 million people watched the start of the 2016 Rio Games, about the same number that saw the opening ceremony of the London Olympics four years ago.
- IOC, a Television and Marketing Services company reported that viewership of the 2016 Rio Olympics was on par with that in 2012 London Olympics, when some 3.6 billion people — or around half of the world's total population of 7 billion — caught at least one minute of the Olympic Games.
- Fans worldwide have access to more Olympics coverage than ever before. Networks in 2016, according to the IOC, have increased TV coverage 25 percent compared to 2012, with 125,000 hours of output, with digital coverage jumping to 81,500 hours available, 2.5 times what was on offer in London.
- Timo Lumme, managing director of IOC Television and Marketing Services, told *Reuters* that NBC's online viewership of the 2016 Summer Olympics achieved more than 2 billion streaming minutes and was higher than the activity for the previous five Olympics combined,

[www.hollywoodreporter.com/news/rio-olympics-worldwide-audience-top-920526](http://www.hollywoodreporter.com/news/rio-olympics-worldwide-audience-top-920526)

## Growth of Hockey in China

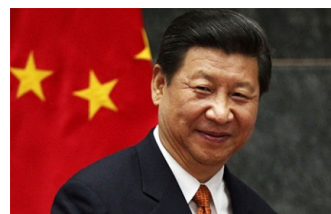
After China won its bid to host the 2022 Olympics, President Xi Jinping vowed to get 300 million of his people "on the ice," an initiative to encourage winter sports.

Energy tycoons in China and Russia quickly made a deal to Beijing's first professional hockey club, and Russian President Vladimir Putin visited Beijing for the signing ceremony with Xi last June. Kunlun Red Star was born. As part of its Olympic bid, President Xi Jinping and the Chinese government pledged a "three-hundred-million-person winter-sports" plan, hoping to boost its tepid participation numbers from less than 2 percent to 22 percent. Hockey, one of the most popular sports in the Winter Olympics, is a key part of that strategy.

The 2022 Beijing Olympics will assist China's status as a first-tier global power to prove is that it can become a stable society with an economy driven by a solid and sizable middle class.

Beijing 2022 won't be just a two-week sporting event but the culmination of a multi-year campaign to promote leisure, recreation, and domestic tourism.

<http://www.newyorker.com/business/currency/the-value-of-the-beijing-winter-olympics-for-china>



create

# Iron Mining

## China Iron Mining in Minnesota

Beijing Iron mining looks to iron range



[https://www.google.com/search?q=Beijing+Iron+mining+looks+to+iron+range&rlz=1C1CHFX\\_enUS593US593&espv=2&source=lnms&sa=X&ved=0ahUKEwiKg-Wotr7TAhUEhIQKHYZZC2cQ\\_AUIBSgA&biw=1280&bih=670&dpr=1](https://www.google.com/search?q=Beijing+Iron+mining+looks+to+iron+range&rlz=1C1CHFX_enUS593US593&espv=2&source=lnms&sa=X&ved=0ahUKEwiKg-Wotr7TAhUEhIQKHYZZC2cQ_AUIBSgA&biw=1280&bih=670&dpr=1)

## Minnesota

Minnesota is a Midwestern U.S. state bordering Canada and Lake Superior, the largest of the Great Lakes. The state contains more than 10,000 other including Lake Itasca, the Mississippi River's primary source. The "Twin Cities" of Minneapolis state capital Saint Paul are dense with cultural landmarks like the Science Museum of Minnesota the Walker Art Center, a modern art museum.

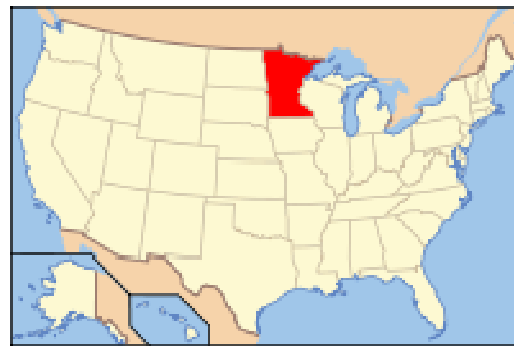
Capital: Saint Paul

Minimum wage: 7.75 USD per hour (Aug 1, 2016)

Population: 5.49 million (2015)

Governor: Mark Dayton

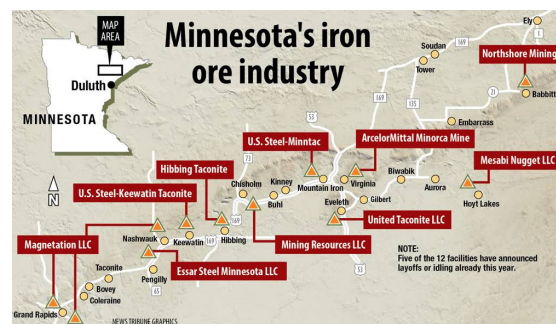
Senators: Al Franken, Amy Klobuchar (D)



lakes,  
and  
and

## Minnesota Mining Iron Range

Iron Range refers collectively or individually to a number of elongated iron-ore mining districts around Lake Superior in the United States and Canada.



## Hull-Rust Mahoning Mine View

Located 1 mile north of downtown Hibbing.

Over 4 miles long and 1.5 miles wide. This Open Pit Iron Mine is often considered the Grand Canyon of the North! Nestled amongst the abandoned foundations of "The Town that Moved", this scenic overlook is both vast and beautiful and will give you a true sense of the history of the industry and region. Over 519 million tons of waste material and 690 million tons of iron ore have been removed from the mine area since ore shipments began in 1895. The mine was listed as a National Historic Landmark, and added to the National Register of Historic Places on November 13, 1966. The mine is still operated today by the Hibbing Taconite Company, where 'taconite' pellets are produced.

## The Minnesota State High School League

(MSHSL) is a voluntary, non-profit association for the support and governance of interscholastic activities at high schools in Minnesota, United States. The association supports interscholastic athletics and fine arts programs for member schools. As of 2010, the organization cited a membership of nearly 500 public and private schools, including home schools, charter schools and 435 high schools. The State High School League is an affiliate of the National Federation of State High School Associations.



The League also addresses sportsmanship, chemical health, scholarship recognition, and oversees tournament officials and judges. The League provides educational programs for coaches. The organization's operating revenue is derived solely from tournament ticket sales, broadcast rights, corporate sponsorship, and sale of tournament merchandise.

## Minnesota State High School Boys Hockey

The Minnesota High School Boys Hockey program is a high school ice hockey program in the State of Minnesota. Based on tournament attendance, ice hockey is the most popular high school sport in the state (approximately 256 schools and over 6,500 participants in total due to cooperative team arrangements) field sanctioned varsity teams competing in the Minnesota State High School League (MSHSL). These teams are divided into two classes, AA and A. Each class is also divided into eight sections.



[https://en.wikipedia.org/wiki/High\\_school\\_boys\\_ice\\_hockey\\_in\\_Minnesota](https://en.wikipedia.org/wiki/High_school_boys_ice_hockey_in_Minnesota)

## Minnesota State High School Boys Hockey Tournament

Attendance has been strong throughout the years, with 22 tournaments eclipsing the 100,000+ barrier, and in 2015 a record setting of 135,618 (both classes). In the 2006 State Tournament, the average attendance per game championship brackets was 18,000 people. The Minnesota State High School Hockey Tournament is currently the largest state sports tournament in terms of viewing and attendance, beating the Florida's State High School Football Tournament and Indiana's State High School Basketball Tournament.



total  
in the