One dark night the discovery was made - the purpose behind his dog's fascination of creeks.
It was this revelation that led him to believe their journey for healing *must be shared*.

JONES' CREEK

INTRO DECK

Virginia Focused | Mission Driven | Est. 2011

CONFIDENTIAL

WHAT IS JONES' CREEK?

LOGLINE

A dog's fascination with the creeks that wove through his life had always been a mystery—until one quiet, dark night. In that stillness, his owner found clarity. It came through a deep recognition of his own most peaceful place and the unexpected healing brought on by his dog's cancer treatments. That moment of insight revealed something more: the pull to write about it wasn't random—it was destiny.

The film's powerful finale, echoing its opening scene, delivers a revelation so profound, the audience won't see it coming. But once they do, it will stay with them—an unforgettable reflection on love, healing, and the hidden currents that shape our lives.

FORMATS:

Screenplay (motion picture film – this deck's primary focus)
Non-fiction novel (strategically published after the film)

GENRE:

Drama with layers of intense action & romantic comedy.

SATURDAY, SEPTEMBER 24th, 2011 - 4:51 AM

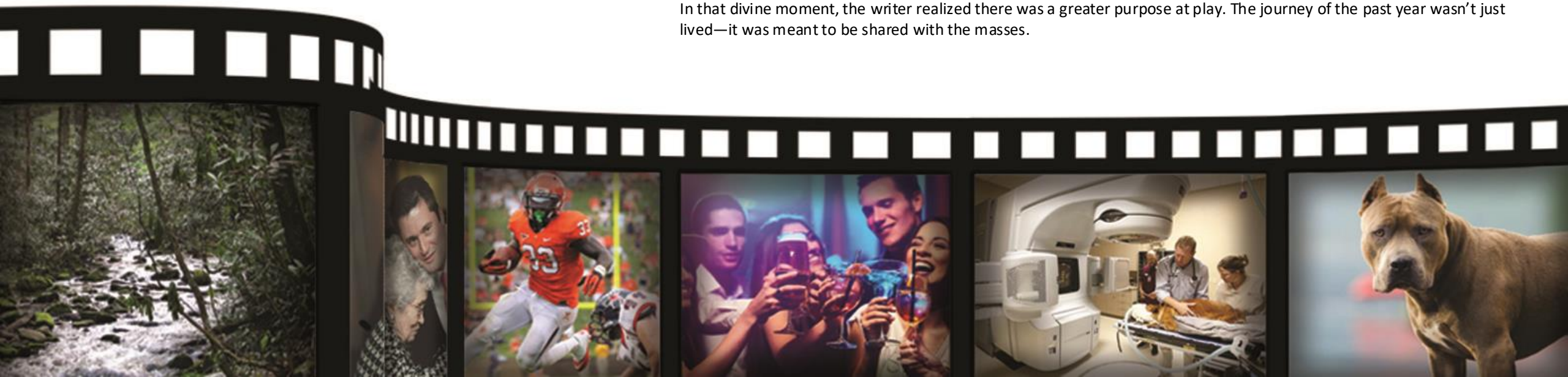
After mulling it over for almost a year, it was at this exact moment when the writing of Jones' Creek began.

What began with the heartbreaking consideration of euthanasia evolved into exploring a range of treatment options—granting them one more precious year together. That time became a path to acceptance.

In telling their story, the writer discovered that the act of writing became a form of therapy—offering healing and clarity through each word.

SATURDAY, OCTOBER 15th, 2011 – "DIVINE MOMENT"

In that divine moment, the writer realized there was a greater purpose at play. The journey of the past year wasn't just lived—it was meant to be shared with the masses.



BEYOND ENTERTAINMENT (2 purposes)

1. CANINE CANCER - EDUCATION & SUPPORT

EXCERPT:

Jamie: You know, I really can't believe it. I mean, just a month ago--

Vaughan: I know where you're going with this, and I agree.

Jamie: It's just, I didn't think he'd make it to see the next Christmas tree.

Vaughan: The treatments are working, J.

CANINE CANCER AWARENESS & TREATMENT OPTIONS AVAILABLE

The need to share what Jones and the writer's family went through during that final year of the twelve years depicted is crucial.

- Cancer is the leading cause of canine deaths.
- One in 4 dogs will get cancer.
- There are ~100 different types of canine cancers.
- Half of dogs reaching 10 years will die from cancer.
- Spay and Neutering helps prevent cancer.
- Bully breeds are more likely to develop cancer.

50%
Donation

THE JONES' CREEK FOUNDATION

Because this film is the writer's "passion project", the goal is to not only make a great product, but also to impact lives within the canine community.
With 50% of the funds generated, a foundation will be established. Its goal will be to educate, as well as establish connections between families and numerous canine cancer treatment facilities across the country. The goal is to offer treatments covered by the foundation.

BEYOND ENTERTAINMENT (2 purposes)

2. MENTAL HEALTH - AWARENESS & SUPPORT

EXCERPT:

Jamie: Jones, seriously?! What is it with you and these creeks?!

Jones proudly looks up, like he had found another treasure.

Jamie: You think one day you'll explain what this is all about?

"FINDING YOUR CREEK"

Jones' fascination with the many creeks in his life remained a mystery—until that one dark night. That moment of clarity allowed the writer to reflect on his most peaceful place… "his creek"… his dear Grandma Polly. It was the time and phone calls with her that grounded him, like hitting the reset button on his life.

Mental Health Awareness

AUDIENCE IMPACT

The final scene will end with Jamie watching Perry Jones walk away from him on that football field, and the narrator challenging the audience with finding their own creek with the statement, **"What's Yours?"**

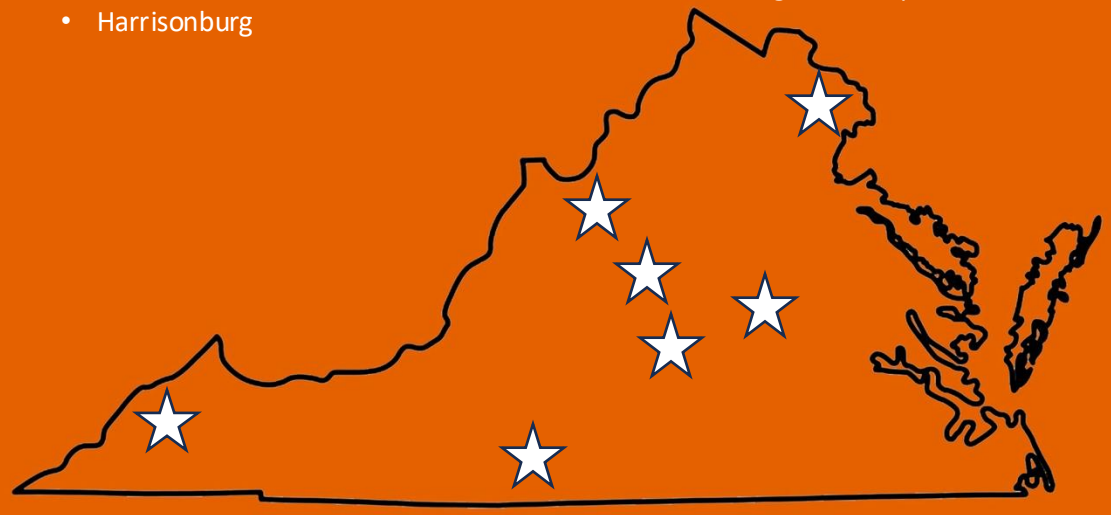
A TRUE “VIRGINIA” STORY

For this film to reach the masses, the writer and critic crafted the business plan to include a **focus on the state of Virginia**. This state has plenty of talent within the film industry; from actors and producers, to writers and other behind-the-scenes professionals. The goal is to provide opportunities in the form of **hundreds of jobs** and a potential financial windfall for the **Virginia film industry**.

From a **geographical perspective**, the state of Virginia offers a lot to filmmakers. From sunbathing on the beaches to snow skiing in the mountains, from city experiences in northern VA to the historical landmarks in Richmond. Virginia has a lot to offer.

The scenes are located in cities across the state:

- Richmond
- Charlottesville
- Harrisonburg
- Arlington
- Farmville
- Martinsville
- Big Stone Gap



FOOTBALL’S IMPORTANCE

Similar to what you hear about in the state of Texas, “Friday night lights” in Virginia can be electric.

Virginia has an exceptional amount of high school talent, constantly being ranked in the top 10 in national recruiting services.

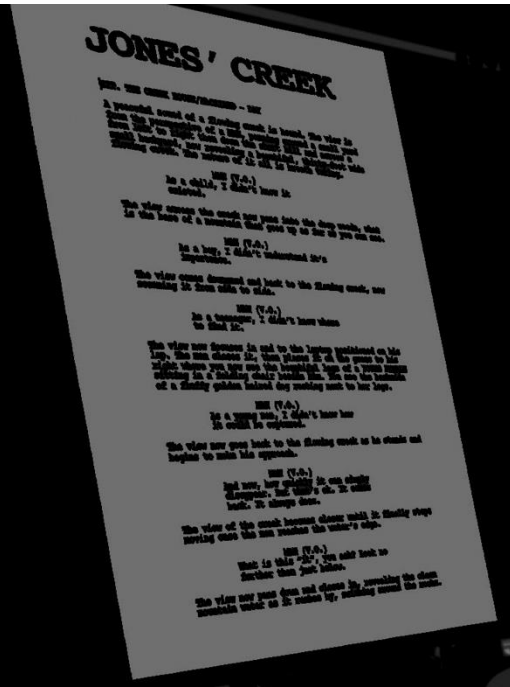
Beyond high school, without the presence of a state or city NFL team, college football takes the stage. From UVA, VA Tech, ODU, JMU, UofR and William & Mary, there are plenty of teams on the national stage.

TIMELINE OF EVENTS (6 sections)

The extremely unique narrative of the film is broken down into six sections, with the lead role, Jamie, experiencing life in the following order:

Sec. 1	Sec. 2	Sec. 3	Sec. 4	Sec. 5	Sec. 6
1999	2001	2003	2005	2009	2011
College Life	**Real World**	**Companionship**	**Settled**	**The Cancer**	**Enlightenment**

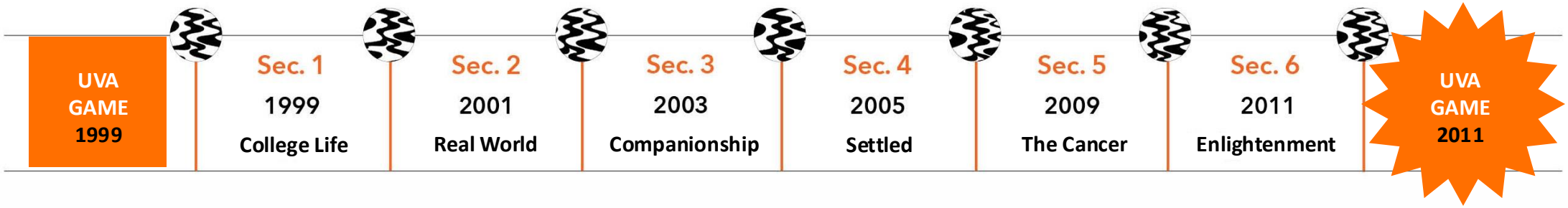
As for the transitions, **a flowing creek will be heard**, which will keep the audience intrigued as to the purpose of the creeks in the storyline.



DESCRIPTIONS OF SECTIONS

1. Sensing freedom and happiness in college, all while introducing his new puppy, an English Bulldog named Jerzee.
2. Discovering challenges of the real world with not just work, but an extreme, personal loss (his then 2-year-old Bulldog).
3. Experiencing recovery and companionship with the inclusion of his canine Boxer, Jones, as well as his little bro, Keith.
4. Finding the love of his life, Vaughan, and settling down as a family of three (Jamie, Vaughan and Jones).
5. Enduring the challenge of the cancer that invades his boy, Jones, and the successful battle that pursues.
6. Finding enlightenment concerning his boy's cancer, as well as his fascination with creeks.

“ONCE-IN-A-LIFETIME” EXPERIENCE (UVA games)



This **once-in-a-lifetime experience** is what makes Jones’ Creek special. It cannot be replicated and is incredibly unlikely to have happened. It takes place in the finale, which **the audience will never see coming**. While attending the 2011 UVA vs. GT football game, the writer experiences what he views as a “divine moment in time”, what mirrors the opening scene of the film when Jamie attends the 1999 UVA vs. GT game. The similarities:

- Played at UVA’s Scotts Stadium
- Same teams – UVA vs. GT
- Huge underdogs to nationally ranked GT
- UVA running backs named Jones
- One more first down to seal game
- The Joneses gets the clinching 1st down
- UVA QB takes a knee
- Thousands of fans storm the field
- Meeting the Joneses on the field

“SIGNATURE MOMENT”

JAMIE CLARK & PERRY JONES

This photo was taken on the field of Scotts Stadium at the conclusion of the 2011 game. It will be displayed at the end of the film, which will **validate its authenticity**.

VALUE PROPOSITION (why they'll come)

Dog Movies = Success

There's a reason stories about dogs quickly become bestsellers and then get turned into movies. People enjoy seeing dogs and are often distrustful of people. Showcasing these biases to be true in a movie makes audiences feel justified in their opinions.

Trending Upwards

- UVA athletics (33 national championships)
- Canine Cancer Awareness & Treatment Options
- 71 NCI-Designated Cancer Centers, located in 36 states

Unique Qualities

- A one-of-a-kind, true story
- Mostly drama, intense action, romance & comedy
- Love & relationship story, not just dogs
- Canine cancer awareness & treatment options
- Bully Breed focused
- Jones' cropped ears (**critiqued in script**)
- Jamie & Keith's rare relationship
- Jamie & Keith spending 12 years crafting the story

Targeted Audience (~ 300 Million)

Measured total of specific targeted audiences in the US:

- Generic college football fans - **~ 182,000,000**
- Dog lovers - **~ 65,000,000**
- Veterinarians & employees - **~ 1,000,000**
- UVA fans & alums - **~ 500,000 – Desperate for positivity**
- Longwood & Radford alums - **~ 125,000**

Generic targeted audience:

- Ages 12 & up
- Love story seekers
- Citizens of 7 different cities across the state of Virginia

Veterinarian & Oncologist Support

Through relationships between the writer and veterinary and canine cancer treatment centers, folks have been approached about the project. Each have read the screenplay and have approved its validity for bringing attention to canine cancer awareness and treatment options available.

Iconic Support

UVA athletes (Thomas Jones, Perry Jones, Shawn Moore, Ras-I Dowling, Ahmad Brooks, Anthony Poindexter & Ralph Sampson)

12 YEARS OF NASTALGIA & EMOTION

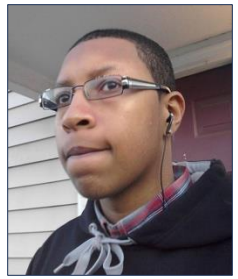
Based on an era between **1999 - 2011**, this story will outlast the sands of time as the styles expressed are a record of history, causing the film to never be viewed as dated. The following are examples that will allow the audience to **"remember when"**:

- **Musical artists & TV shows**
- **Clothing & vehicles**
- **John Grisham novels**
- **UVA football games**
- **9-11 reference**
- **Hurricane Isabel**

THE CHARACTERS (the family)

JAMIE CLARK
As the lead role, Jamie's search for peace and companionship is a mainstay with the storyline.

GRANDMA POLLY
Plays a critical role with timely phone calls due to the distance between them, she is Jamie's savior when he needs support.

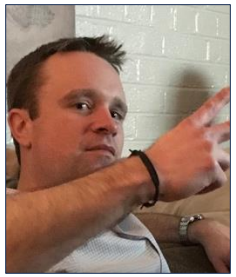


KEITH HARRIS
Entering Jamie's life at 5, there was no way to predict the lifelong bond that would develop and the impact they would make.

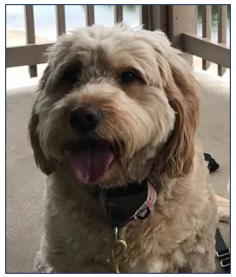
TRACYE DOWDELL
Keith's Mother, a co-worker of Jamie's. As the relationship forms between her son and Jamie, she becomes Jamie's other mother.

VAUGHAN CLARK
Finally, Jamie finds the love he had been looking for, a person that helps him with direction and feeling complete.

CHRIS CLARK
Jamie's younger brother moves into Jamie's new house. His arrival was exactly what Jamie needed, a family member and friend.

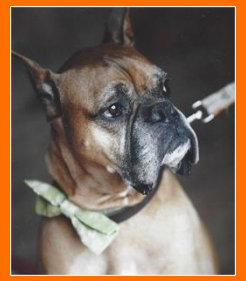


BRENT DALTON
Brent also moves in with Jamie. He's 7 years younger than Jamie, but their bond is evident as they are similar in so many ways.

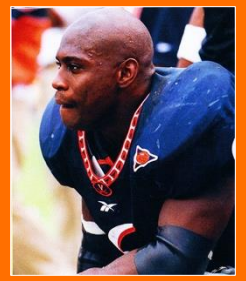


GRAYCEN
Vaughan's Miniature Golden Doodle becomes another important canine in Jamie's life, the only one not named after a UVA athlete.

THE CHARACTERS (the canines & UVA namesakes)

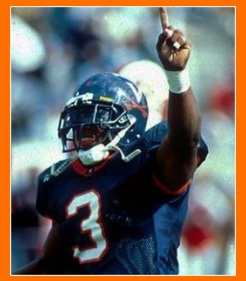


THOMAS "JONES"
Jamie's Fawn Boxer



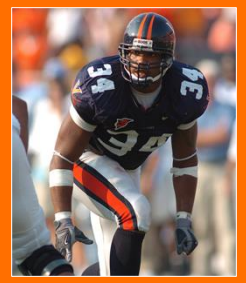
THOMAS JONES
Running Back ('95-'99)

JERZEE ("DEX")
Jamie's Bulldog

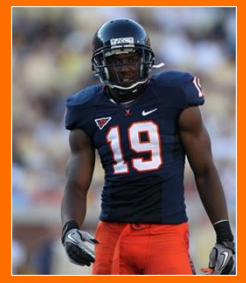


ANTHONY POINDEXTER
Free Safety ('94-'98)

AHMAD "BROOKS"
Brent's Brindle Boxer
"RAS-I" DOWLING
Chris' Rottweiler



AHMAD BROOKS
Defensive Lineman ('03-'06)



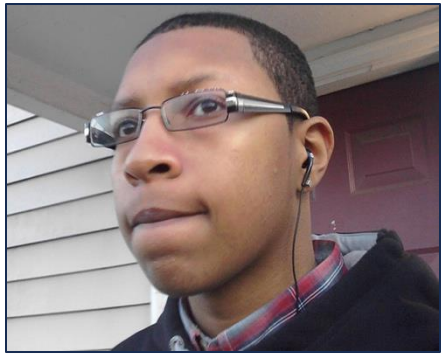
RAS-I DOWLING
Corner Back ('03-'07)

THE BROTHERS

With approximately 2,350 hours of writing, 300 hours of presentation, imagery and other types of business plan and marketing package generation, as well as $60,000 personally invested over the previous 12 years through the hiring of a production company and three separate screenwriters, there is no turning back now for the writer. James is willing to do whatever it takes for this film to become as successful as possible, including additional work on the screenplay and any other tasks necessary.

JAMES CLARK JR

The Writer
Board Member of Belltower Pictures
757.633.9050 | Jamie@UNRAVLit.com



Keith's participation has been crucial. For the previous twelve years, he's not only been the primary critic, but has supported the project with marketing materials and all the goals that have been established. With so much effort put into the project up to this point, his understanding of the storyline is every bit as deep as the writer himself, plus with the brotherhood they've developed over the years, Keith is the one individual that **must remain involved** with turning this screenplay into a motion picture film.

KEITH HARRIS

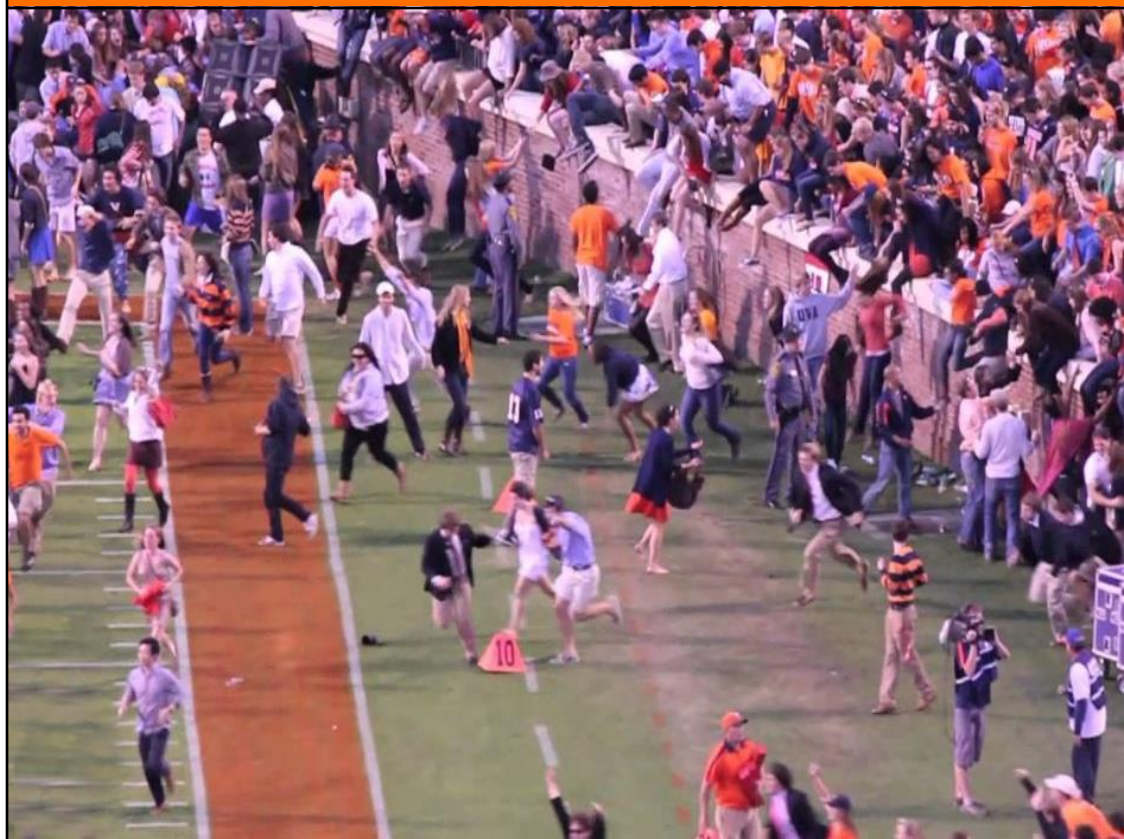
The Critic
804.939.0929 | keithrh1@yahoo.com

TWO BROTHERS RUSHING THE FIELD:

"A ONCE-IN-A-LIFETIME EXPERIENCE"

SATURDAY, OCT. 15, 2011

MEETING PERRY JONES



THE PARTNERS/ADVISORS

CRAIG MARTIN

Partner & Producer

TV and film producer, director, writer, and editor, Craig has produced hundreds of projects, both long and short form. With a Master of Arts in Communications from Baylor University, he has excelled at a variety of formats including dramatic and journalistic storytelling with a focus on documentary.

Currently, Craig resides in Richmond, Va. He stars in the **4-season PBS show, The Good Road**, an innovative, inspiring documentary series about two best friends who travel the world meeting philanthropists and change-makers, dedicating their lives to addressing global humanitarian issues.

CARLOS CHAFIN

Audio Post-production Supervisor

Carlos is Co-Founder of In Your Ear Studios, a multi-studio recording and post-production facility in Richmond, Va. IYE has been tapped by top Hollywood producers for dialog production on movies like **Gladiator, Bad Times At The El Royal,** and **The Help**; television shows including **The Family Guy, Bob's Burgers, Swagger,** and **The Walking Dead: World Beyond**; and corporate brands for TV commercials (even **Super Bowl ads**), such as Coke, Geico, Kraft Foods, and McDonalds.

Other highlights for Carlos' career include recording **Chris Brown's album, F.A.M.E.**, winner of the 2012 Grammy for Best R&B album, as well as work with legendary artists like the **Rolling Stones, Pat Benatar, Clarence Clemons of Bruce Springsteen's E Street Band**, etc.

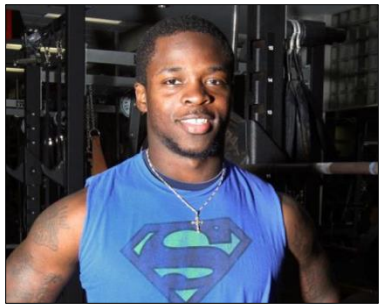
THE JONES' PLAYERS

THOMAS JONES

Partner, Advisor & Producer

Thomas Jones was approached in 2016 about the previous five years of writing taking place by James Clark Jr, which at the time was in novel format. With Thomas working in L.A. at the time as an actor and producer, he decided to take James under his wing and convert the novel into a screenplay.

Currently, Thomas is an actor in both film and television, and the world of technology as the Chief Executive Officer of the mobile application developer, Castar Applications, Inc. Prior to his acting career, Thomas was an unstoppable force on the football field. A high school All-American, he went on to break the all-time rushing record for the University of Virginia. He then began what ended up being a 12-year career in the NFL where at one point he became the 25th all-time leading.



PERRY JONES

Partner & UVA Liaison

Perry Jones was approached in 2017 about the Jones' Creek project. Due to the mission-driven aspect, he accepted a role and joined the team immediately.

Recently, Perry Jones was hired as an assistant coach for the football program at William & Mary University. Previously, he coached high school football, serving as head coach of Glen Allen High School in Glen Allen, Va. from 2019-23.

Prior to his coaching career, Jones played running back at Virginia, where he ranked fifth all-time in career receptions, ninth in all-purpose yards and 17th in rushing yards. As a senior, Jones co-captained the team, becoming the fourth player in UVA history to reach 1,000 career rushing and receiving yards.

THE WISH LIST (Potential participants as Producers or Endorsers)

PHARRELL WILLIAMS

Producer, Record Producer, Rapper, Singer, Songwriter, & Fashion Designer

Born in Virginia Beach, Virginia.
38.4 million followers between Instagram, Twitter and Facebook.

Mr. Williams has publicly stated his desire to create a Virginia film studio and is looking for "Virginia" storylines:

> "Nothing would make me happier than to work with the state of Virginia on making it a place where people come to create film, television shows and advertising. It would provide jobs and inspiration."

JOHN GRISHAM

American Novelist & Executive Producer

Resides in Charlottesville, Virginia.
Books: Sold over 300 million copies with 28 NYT Best Sellers | Movies: Generated ~$645 million with 10 movies

Mr. Grisham is a UVA athletics donor and is a regular attendee of UVA basketball games with courtside seats.

> "I love watching red-hot teams score 10 points in the first 15 minutes. We sit across from the opposing coaches and the disbelief on their faces is hilarious. The band, the noise, the fans, the students – it's college basketball at its finest."

THE WISH LIST (Potential participants as Actors, &/or Producers, Endorsers)

MISSY ELLIOTT

Rapper, Singer, Songwriter & Producer

Born in Portsmouth, Virginia.

Has 19.8 million followers between Instagram, X and Facebook.

After the loss of her dog, Hoodie, she stated her love and how much of an impact Hoodie made on her life:

> "Who would think that a pet would turn into a family member. If I left the house for 5 minutes and came back you would make me feel like I had been gone for years..."

SHIRLEY McCLAINE

Actress, Author, Dancer, Singer

Born in Richmond, Virginia.

1 Oscar, 7 Golden Globe Awards, 2 BAFTA Awards & 1 Emmy Award.

> "I once slept in Thomas Jefferson's bedroom at Monticello," she said, laughing. "And I would love to do some filming in Virginia."

Shelter dogs are one of her primary causes. At her ranch are several, along with her two adopted Rat Terriers, Buddy Bub, and Trixie the Pixie. They provide consistent amusement, calming support, and unconditional love.

The roles of **Tracye Dowdell** and **Grandma Polly** lend themselves to being filled by a superstar cast member.

These two women are extremely influential in the storyline, so they must demand a strong presence. Also, these roles are limited to only a few scenes, what are sprinkled throughout the film. Therefore, it wouldn't take too much of their time to make a huge impact on this project.

Missy's Role: Tracye Dowdell

Shirley's Role: Grandma Polly