PRODUCED BY

ZLF PRODUCTIONS

IN ASSOCIATION WITH

GOWSKI PRODUCTIONS

SUBSCRIPTION

A SHORT FILM WRITTEN & DIRECTED BY ZACH FELDMAN

DARK COMEDY / DRAMA · 10–15 MIN

Todd Rush has everything he's ever wanted.

But the life you want isn't always the life you have.

SPONSOR DECK

AT A GLANCE

THE WHOLE PITCH IN 10 SECONDS

THE FILM

10–15 MIN

A dark comedy / drama about a man adored online, alone in real life.

THE TEAM

1B+ VIEWS

1,000+ award-winning projects, and we stand behind every frame.

SPONSOR THE FILM

$500+

Get advertising in return, up to your product inside the story.

THE REACH

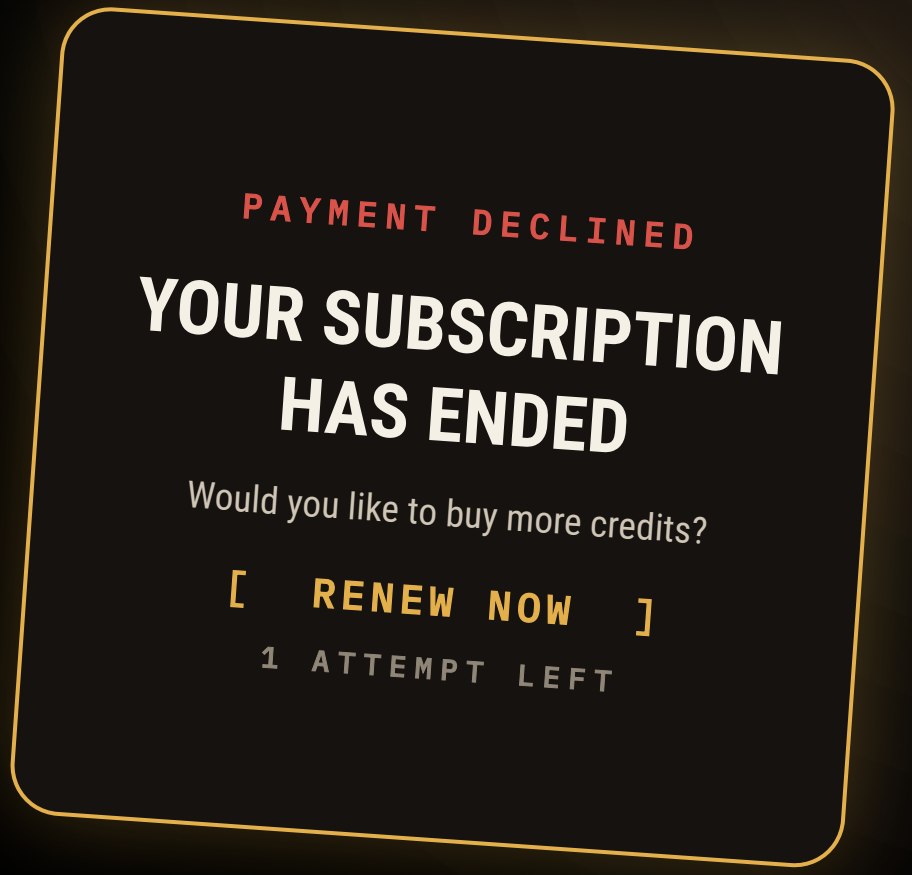
15–20

15–20 film festivals, plus content for your socials.

SEE THE SPONSORSHIP LEVELS →

Questions? info@zlfproductions.com · 516-362-6477

HE HAS THE LIFE EVERYONE WANTS ALL HE HAS TO DO IS KEEP PAYING UNTIL HIS CARD DECLINES



THE STORY

THE FANTASY

Todd Rush is adored, rich and celebrated. Fans stop him on the street, and his boss calls him the best in the company.

But none of it is real. When his payment fails, **the fantasy shuts him out.**

THE REALITY

Behind Todd is John Prager, spending his 30th birthday alone. No messages, no plans, no one who noticed.

A stranger's kindness in the park gives him one real moment. Then the game sends a notification: he can come back for free.

DOES HE LOG BACK IN, OR TRY TO BUILD A REAL LIFE?

THE CHARACTERS

WHO WE'RE FOLLOWING

THE FANTASY

TODD RUSH

Adored, rich and the company's top seller. Fans stop him on the street. Todd is who John pays to be.

THE REALITY

JOHN PRAGER

Thirty and alone on his birthday. No messages, no plans, no one who noticed. The real man behind Todd.

THE GRANDFATHER

SOL

Visits a park bench every year in memory of his son. His quiet kindness reaches John.

THE GRANDSON

NICK

Spots John's birthday pin and hands him a cupcake. The first person all day to care.

+7 MORE CHARACTERS *plus background cast. Casting is underway, with photos coming soon.*

WHY IT WORKS

THE AUDIENCE IS ALREADY LIVING IT

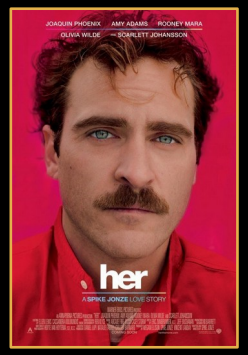
1 in 2
U.S. adults report feeling lonely
U.S. Surgeon General, 2023

57%
of Americans are lonely, including 67% of Gen Z
Cigna, 2025

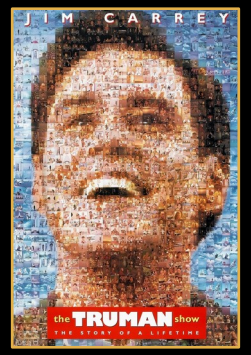
46%
of U.S. teens are online almost constantly
Pew Research, 2024

2×
the mental health risk for teens on social media 3+ hours a day
U.S. Surgeon General, 2023

STORIES LIKE OURS ALREADY WIN



HER (2013)
Oscar, Best Original Screenplay



THE TRUMAN SHOW (1998)
3 Oscar nominations



READY PLAYER ONE (2018)
~$580M worldwide

DIRECTOR'S NOTE

WE ALL STRIVE TO BE SUCCESSFUL ONLINE BUT WHEN THE SCREEN GOES DARK, IS THERE ANYONE IN THE ROOM?

“I made SUBSCRIPTION because I see it everywhere, including in myself. We spend hours building a version of our lives that looks perfect to people we barely know, and we forget about the people who are actually around us. This film is about what that costs us, and how hard it is to put the screen down, even when something real is right in front of us.”

ZACH FELDMAN



WRITER & DIRECTOR

THE TEAM

WHO'S MAKING IT

ZLF PRODUCTIONS

2026 Emmy Award Winner

1B+ views · 1,000+ projects · 40+ awards · 50+ brands

Zach Feldman's video and audio studio since 2008, with credits at WWE, The Howard Stern Show, NY1 and News 12.

SEE OUR WORK →

GOWSKI PRODUCTIONS

750+ Productions

Since 2008 · NBC · HBO · Mastercard

Christian Ladigoski's New York studio, part of the producing team on Leylak, a 2021 Tribeca Special Jury Mention winner.

SEE OUR WORK →

BRANDS WE'VE WORKED WITH

WWE · ESPN · HYUNDAI · FORD · JEEP · A+E NETWORKS · HOWARD STERN · NY1 · NEWS 12 · NEW YORK POST · H&R BLOCK

RELEASE PLAN

THE SHORT COMES FIRST

1

FINISH THE FILM

A complete 10–15 minute short

2

FESTIVAL RUN

15–20 festivals, plus press

3

BUILD BUZZ

Screenings and social

4

PITCH THE SERIES

Series or feature, backed by the finished film

GIVING BACK

A PORTION OF PROCEEDS GIVES BACK



MATTHEW KEAR'S PAPER ROSE PROJECT

Honoring Matt Kear, a Navy veteran and Nassau County police officer who folded paper roses for anyone who needed a lift.

Their mission: healing, comfort and support for veterans, first responders and their families.

> *SUBSCRIPTION is about what happens when someone feels completely alone. The Paper Rose Project exists so people don't have to. Sponsoring the film takes its message off the screen and turns it into real support for people who are struggling.*

mkprp.org If you or someone you know is struggling, call or text 988.

BUILT FOR BRAND INTEGRATION

YOUR BRAND, BUILT INTO THE STORY

WATCHES

Todd buys a statement watch on camera and wears it all film.

TECHNOLOGY

The phone John checks all day and the headset he games on.

FASHION

Todd's polished wardrobe against John's everyday look.

NIGHTLIFE

A featured bar scene celebrating Todd.

RESTAURANTS

The only birthday message John gets: a free blooming onion offer on his phone.

LOCAL BUSINESS

The jewelry store, the bar, the office and the corner 99-cent store.

SET DESIGN

Your brand's colors, logo or products dressed into the set.

YOUR BRAND HERE

See the sponsorship levels

WHY SPONSOR

WHAT SPONSORS GET

Real exposure, and content your team can post for months.

01

Seen on screen

Your product lives inside the story, where audiences can’t skip it.

02

Content for your socials

Stills, clips and behind-the-scenes footage, cleared for your channels.

03

Festival exposure

Your brand travels with the film to 15–20 festivals and screenings.

04

Promoted by us

Tagged in our social rollout and featured on Z Radio Live (25K+ listeners).

05

A cause to share

Part of every sponsorship supports the Paper Rose Project.

FOUR WAYS TO SPONSOR THE FILM

★ FIRST 3 SPONSORS: SIGNED SCRIPT + 30-SEC Z RADIO LIVE AD FOR 1 YEAR

	STORY PLACEMENT — MOST VISIBLE	FEATURED PLACEMENT	BACKGROUND PLACEMENT	COMMUNITY SUPPORTER
	$5,000	**$2,500**	**$1,000**	**$500**
	SELECT →	SELECT →	SELECT →	SELECT →
On screen	Drives a key moment	Used on camera	Visible in a scene	—
Credits thank-you	✓ Own card	✓	✓	—
Social thank-you post	✓	✓	✓	✓
Behind-the-scenes content	Full package	Stills + 1 clip	Stills	—
Screenings & promo mention	✓ Featured	✓	—	—
Z Radio Live mention	✓	✓	—	—

CLICK ANY LEVEL TO SPONSOR

Sponsorship is advertising, not an investment. There is no financial return.

DONATE ANY AMOUNT

Not a sponsor? Back the film with any amount.

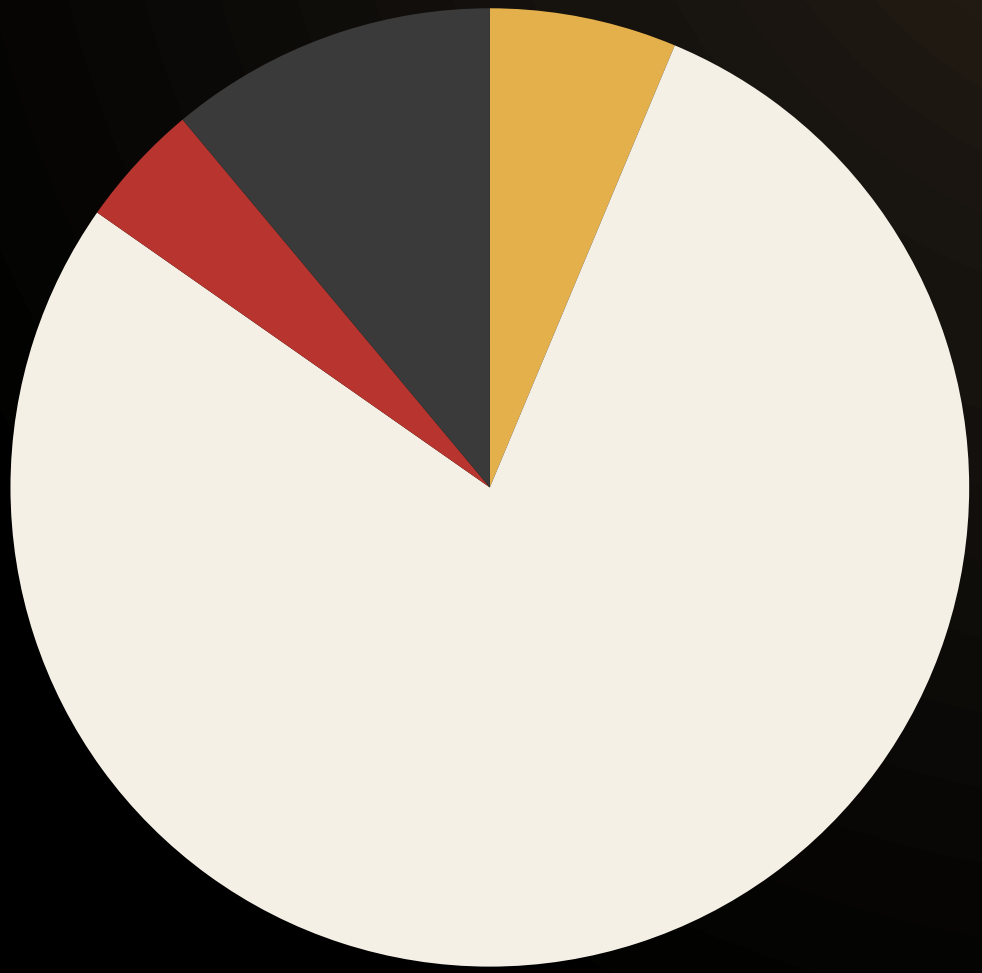
THE PLAN

WHERE THE MONEY GOES

$11,894

TOTAL BUDGET

Insurance & permits	$750
Cast, crew & filming	$9,327
Visual effects	$500
Festivals & backup fund	$1,317



Most of the money pays the cast and crew for 3 days of filming.

QUESTIONS?

WE'D LOVE TO HEAR FROM YOU

Whether you're ready to sponsor the film or just curious, reach out anytime. We're happy to walk you through it.

ZACH FELDMAN · OWNER, ZLF PRODUCTIONS INC.

516-362-6477

info@zlfproductions.com

zlfproductions.com

PRODUCED BY

ZLF PRODUCTIONS

IN ASSOCIATION WITH

GOWSKI PRODUCTIONS