

PRODUCTION CAKA FILM

#### PRODUCER

SERKAN AYGÖREN ABDULLAH ALKAME ÇAKA SCRIPTWRITER SERKAN AYGÖREN

CONSULTANT GÜRKAN AKÜN

TARGET AUDIENCE GENERAL AUDIENCE CATEGORY DRAMA / COMEDY

# **DISTRIBUTION AND PR**





Advertorial

Advertorial is a broadcast in cinemas before and between the movie.

**37 CITIES** 

**108 LOCATIONS** 

913 SALOONS









**Digital Screen Ads** 

Broadcasting your brand's visuals on digital screens in the counter, buffet and toilets Stand Setup

Setting up stands for the campaign communication in the foyer areas



Vanity Mirror Application

Advertising communication on the mirrors in the cinema WCs



Videowall

Giant digital screens in the foyer areas

# United Nations Convention on the Human Rights of Persons with Disabilities

#### When and How Was the Agreement Prepared and Accepted?

The United Nations Convention on the Rights of People with Disabilities (CRPD) was prepared between 2000-2006 and opened for signature in March 2007. It was approved by the Turkish Grand National Assembly on December 3, 2008 and entered into force in our country as of October 29, 2009 as a domestic law. With the United Nations Convention on the Rights of Persons with Disabilities, for the first time in the history of the United Nations, a contract was prepared with the participation of experts with experience, that is, with the participation of of sabled individuals and non-governmental organizations formed by disabled individuals. Nearly 150 countries have ratified the convention since the day it was opened for signature, which is the first time a convention has been accepted so widely and quickly.

# PLANNED SHOOTING PLACES











### DOMESTIC FESTIVALS













#### ABROAD FESTIVALS















#### SYNOPSIS

Melinda and Selen are two siblings who have a passion for music since their childhoad. The family's too much interest in Melinda causes Selen to become jealous of her sister over time and to break up. One night when the siblings are alone at home, Melinda falls down the stairs after an argument with her sister and loses her hearing. This trauma caused Melinda to isolate herself from life.

Meinda's meeting with Güler by chance causes some things in her life to get better again. Güler asks her sister Meilem, who works at a large mixed school for the disabled, for help for Melinda. In this private school, Melinda meets young people with disabilities like her and different. An emotional apprache begins with Melih, who uses a wheelchair, whom she met at school. Melih hid from Melinda that he had terminal though she had not heard it thanks to the training given by a private chamber archestre from abroad, and she will play the violin at a night organized by the school. Melinda falls off the ship at the end of the night and is lost in the dark waters of the sea.

Opening her eyes in the hospital, Melinda realizes that she started hearing again and tires to talk excitediy and interrogates how she can hear. Melinda's mother, Lorin calms her daughter down and tells Melinda that she has been in a coma since she fell at home in the beginning. Melinda gets into a dilemma and questions which life was real, because she can speak sign language or play the violin even though she doesn't know them. Melinda finally decides to go to a psychologist. The psychologist explains that people who rarely wake up from a coma with certain abilities. For Melinda, the main event will happen after that.

#### **AIM OF THE PROJECT**

Our movie Melinda does not aim to emphasize the situation of people with disability, on the contrary, it aims to tell what they can achieve in life and how they overcome the things that are thought to be impossible.

In many parts of the world, there are many people who isolate themselves and withdraw from life in the face of events that somehow affect their lives, and perhaps millions of people waiting for a light to get out of the situation they are in.

Disability is not only a physical experience, but most people can set barriers to situations that they can achieve by blocking their thoughts.

In somewhere There is someone Waiting to reach us..

#### MUSIC EDUCATION FOR PEOPLE HAVING IMPAIRED HEARING







#### BARRIER - FREE ART GROUP FEATURED IN THE MOVIE





# CAST PLANNED AND DISCUSSED





## AFRA SARAÇOĞLU

### MELINDA BOY FRIEND



### TANER ÖLMEZ

# LORIN (MELINDA'S MOTHER)



WILMA ELLES

### **OKAY (MELINDA'S FATHER)**



CEMAL HÜNAL

# **GÜLER**



DEMET EVGAR



#### ECEM ERKEK





HALUK BİLGİNER (GUEST)

### MELTEM

### POLICE COMMANDER ÇETİN



#### CANSEL KULA



ÇETİN AYGÖREN

CHAMBER ORCHESTRA REPRESENTATIVES



LARISSA & BURAK GACEMER

# INFLUENCER TEAM (TikTok & Instagram & Youtube)



The sharing of the Fenomen House team, which will take place in our movie, will reach 250,000 M (Two Hundred and Fifty Million) people.



ÖMER CAN DEVECİ



MELEK GÖKÇEK



ALEYNA ARSLAN



ENSAR GÜNDÜZAY



TAMER ACAR



ZÜMRÜT KILIÇ



NİKOL YERTUTAN BEYZANUR ŞAHİN

#### GOALBALL ORGANIZATION MOVIE SCENE

It is aimed as a special exhibition match by bringing visually impaired football players and famous football players together within the scope of the 'GOALBALL' organization to be held in Antalya and to draw attention to the with the organization will be used in the movie called MELINDA, which will be shot in Antalya. We set out with the aim of explaining and showing the world what disabled people have achieved as much as we can. We will learn once again what people who started life with difficulties and ended with various successes achieved and under what conditions they achieved these successes.

We are AWARE and we expect you to be aware too ....

#### WHAT IS THE "GOALBALL"?







For those who cannot see, it is a football match played with a special ball with a bell placed inside the ball, which makes a sound when it moves. Voice communication is at the forefront in football matches played by athletes who are mostly in the B2 and B3 categories, that is, partially sighted athletes. Players call each other and ask them to throw the ball to them.

Goalkeepers are usually done by players with a higher vision level. 'Sports Clubs for the Visually Impaired' establish football teams and participate in tournaments.

#### GUEST ACTORS PLANNED TO BE IN THE GOALBALL SCENE



#### YILMAZ VURAL



### **RIDVAN DİLMEN**



#### SERGEN YALÇIN



HAYRİ ÜLGEN





### VOLKAN DEMİREL

ALEX DE SOUZA



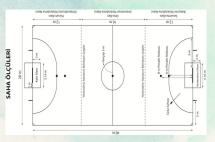
### CLAUDIO TAFFAREL



#### **ROBERTO CARLOS**







#### WHAT WE TELL AND MENTION IN OUR MOVIE

We wanted to tell you what people with disabilities have and can achieve. At the same time, it was mentioned that the laws or actions to be enacted for disabled individuals should not be a vested right, but a standard procedure that should be done.

In the movie, the difficulties experienced by the parents in a family after their child's encounter with his/her disability are described.

The psychological state of a young girl after her disability

What people with disabilities want from society

The perspective of disabled people on life and many other issues are discussed.

#### **TAX REDUCTIONS & ADVANTAGES**

In order to encourage support (Sponsor) activities in the cultural field, some tax advantages have been provided to real or legal persons who support them in the 5228 numbered Corporate Tax Law and Income Tax Law, amended with the 'Law on making changes in some laws and decree law no. 178'. The following is stated in Article 89 of the Income Tax Law dated 06.11.1961 and numbered 193 and in Article 10 of the Corporate Tax Law dated 13.06.2006 and numbered 5520;

Productions and activities in the fields of intangible cultural heritage, fine arts, cinema, contemporary and traditional crafts. Establishment, maintenance and repair of research, training or application centers, workshops, studios and film plateaus in these areas. 100% of the expenses related to the supply of all kinds of vehicles and equipment and the production of films and all kinds of donations and aids made for this purpose will be deducted from the corporate income in the Corporate Tax base, and it will be deducted from the revenues to be declared in the Income Tax declaration in the determination of the Income Tax base.

#### **EXPLANATION**

Details of the shooting, crew and equipment that will be used in the scene of our main character falling into the sea in our movie are as follows. The scene will take place in a private pool instead of sea. In addition, special shooting techniques will be used such as the car accident scene.

**Underwater Shootings** 





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#### "MELINDA" SUALTI SAMNELERİ KAMERA ACILARI

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## MEDIA AND PR

The program to be followed in order to ensure that the film and the sponsors appear in the press and are known by the public.

NOTE: Within this program, the Mega and Main sponsors of the movie will take maximum place in all the news in the media.

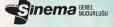
PRESS BULLETIN: Keeping the movie and its sponsors on the air during the promotion period in media through the media consultant.

NEWS SERVICE: Presenting the press and the media about the preparation stage of the movie to inform the public. The process of serving the news to the press together with the visuals obtained by the media consultant, who will also be present at the plato of the movie. PRESS CONFERENCE: A press conference and public announcement will be held on the plato where the shooting of the movie began, with the attendance of the producer, director and cast of the movie. Disclosing these conferences to the newsletters and broadcast organizations for the press and potential audience.

SPECIAL INTERVIEWS: An interview service that is made to highlight the movie after or just before the release date. An interview program to be held in two separate days for magazine programs and newspapers.

SOCIAL MEDIA PHENOMENAS: Production of viral content about the movie with social media phenomenas.

## MINISTRY APPROVAL





KÜLTÜR VE TURİZM BAKANLIĞI



T.C. KÜLTÜR VE TURIZM RAKANLIĞI Sinema Genel Mindratika



iava : E-74552687-179.02.01-1676885

Kona : "Melinda" Adh Unan Meiraj Karga Pilm Için Sponsorluk Bayvaruna

#### ILGILI NAKAMA

Kühürd alandali demik (sponsor) faalborlerinin toprik oldmesi için 5528 sayılı Bası Kasunlarda ve 178 Sayılı Kasuna Hükminde Kasuratanda Doğladık Vaşılması Hükkuda Kasunla" doğlatirler Karantır Yergisi Kasuna ve Geliv Vergisi Kasunanda külütel ve sanıtatı İtaliyetleri detekleşve gerçek ve Koti İsiylev ve veşi vanıtşılar aşalamıştır.

Adata yani disonlenteri processide, Kiliri ve Tariem Bahajhan dosidene yang dordenene upan biana tidari olimit yi preferi olimi dagan proci ve testi injer, dosik manas '100'an Laham vegi manhlanaka ikabihinkakiri. Bu hajinah Cala Fila Yu Middan TaLida Zha Cuk A-Stata KVODDIN unidaba progleksitikoji jibrinim Mahad' ahi ana menji kang fila yapen projosini 252 ayai Kama ve Bahadjanzo 2007D anyh Genqiei orpevenisi depinted historia diakatininkaki.

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Bilgi lerinksi tica ederine

Mosarla Selçok YAYUZKANAT Bakan a. Genel Mödör V.

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# SPONSOR RIGHTS

## **MEGA SPONSORSHIP**

Limited to only one organization. The first organization to give a positive reply will be accepted as the MEGA SPONSOR.

1 - The organization supporting the movie in this category will be able to use the information for advertisement stating them as the Mega sponsor of the movie as of the contract date.

2 - Mega Sponsor prints its name on the top of the movie poster with the phrase "..... presents".

3 - The logo of the organization, after the date of the sponsorship agreement, will be placed in the places specified below, along with the logos of other sponsors, in the section reserved primarily for Mega Sponsor, indicating that it is Mega Sponsor.

- ON THE MOVIE POSTER

- AT THE MOVIE CREDIT
- IN BROCHURES
- AT PRESS CONFERENCES
- INDOOR AND OUTDOOR ADVERTISEMENTS
- IN NEWSPAPER AND MAGAZINE ANNOUNCEMENTS, E-MAIL PROMOTIONS, E-BULLETINS
- IN THE CINEMA HALL WHERE THE GALA NIGHT IS HELD
- ON THE GALA COCKTAIL INVITATION

- IT WILL BE POSTED ON THE WEBSITE, SOCIAL MEDIA PROMOTION PAGE, IN THE PRESS FILE WITH THE FILM'S TITLE AT THE TOP AND IN BIGGER FONT SIZE THAN OTHER SPONSORS' LOGOS.

4 - ADVERTISEMENT INSTALLATION : ONLY MEGA SPONSORS WILL BE PROVIDED WITH THE OPPORTUNITY TO PLACE ADVERTISEMENTS ON A SCENE TO BE DETERMINED BY THE DIRECTOR OF THE MOVIE.

#### 5 - IN ALL LOCAL - NATIONAL TELEVISION AND MAGAZINE NEWS

a) During the movie shooting, all members of the press visiting the set will be given information and interviews about the project, along with the name of your organization with the support and benefits.

b) Interview, program sojourn etc to be held after the shooting period of the movie will be mentioned in all organizations along with the name of your organization with the support and benefits.

- FLAG AND PROMOTION POINTS WILL BE GIVEN IN THE CINEMA HALL where GALA NIGHT is held.

- AT THE PRESS CONFERENCE OF THE MOVIE, THE LOGO OF YOUR PRIORITY ORGANIZATION WILL BE PLACED ON THE BOARDS WITHIN THE CAMERA VIEW, AFTER THE NAME OF THE MOVIE. MOVIE.

- YOUR ORGANIZATION'S NAME WILL BE POSTED IN WRITTEN AND ORAL PRESS RELEASES.

- WITH THE PARTICIPATION OF THE WHOLE TEAM OF THE MOVIE, 20 INVITATIONS WILL BE DELIVERED TO YOUR ORGANIZATION BEFORE THE GALA NIGHT.

#### SPONSORSHIP PRICE: 135.000 \$ + VAT

NOTE: Our project is supported by the Ministry of Culture of the Republic of Turkey. For this reason, you have the right to deduct the entire sponsorship price agreed upon within the same year. In case of an agreement, our sponsorship document will be delivered to you following the invoicing procedures.

### MAIN SPONSORSHIP

Limited to only one organization. The first organization to give a positive reply will be accepted as the MAIN SPONSOR.

 The organization supporting the movie in this category will be able to use the information for advertisement stating them as the Main sponsor of the movie as of the contract date.

2 - The logo of the organization, after the date of the sponsorship agreement, will be placed in the places specified below, along with the logos of other sponsors, in the section reserved primarily for Main Sponsor, indicating that it is Main Sponsor.

- ON THE MOVIE POSTER

 AT THE MOVIE CREDITS (Before the movie starts, it will be clearly stated that the Main Sponsor is after the Mega Sponsor, and at the end of the movie, it will be at the top before the other sponsors and after the Mega Sponsor)

- IN BROCHURES

- INDOOR AND OUTDOOR ADVERTISEMENTS
- E-MAIL PROMOTIONS, E-BULLETINS

- IN THE CINEMA HALL WHERE THE GALA NIGHT IS HELD

- ON THE GALA COCKTAIL INVITATION
- ON THE WEBSITE

- FLAG AND PROMOTION POINTS WILL BE GIVEN IN THE CINEMA HALL where GALA NIGHT is held.

 - AT THE PRESS CONFERENCE OF THE MOVIE, THE LOGO OF YOUR PRIORITY ORGANIZATION WILL BE PLACED ON THE BOARDS WITHIN THE CAMERA VIEW, AFTER THE NAME OF THE MOVIE AND MEGA SPONSOR.

- WITH THE PARTICIPATION OF THE WHOLE TEAM OF THE MOVIE, 15 INVITATIONS WILL BE DELIVERED TO YOUR ORGANIZATION BEFORE THE GALA NIGHT.

#### SPONSORSHIP PRICE: 35.000 \$ + VAT

NOTE: Our project is supported by the Ministry of Culture of the Republic of Turkey. For this reason, you have the right to deduct the entire sponsorship price agreed upon within the same year. In case of an agreement, our sponsorship document will be delivered to you following the invoicing procedures.

### **CO SPONSORSHIP**

Limited to four organizations. The first organization to give a positive reply will be accepted as the CO SPONSOR.

 The organization supporting the movie in this category will be able to use the information for advertisement stating them as the CO sponsor of the movie as of the contract date.

2 - The logo of the organization, after the date of the sponsorship agreement, will be placed in the places specified below, along with the logos of other sponsors, in the section reserved primarily for CO Sponsor, indicating that it is CO Sponsor.

- AT THE MOVIE CREDITS (Before the movie starts and after the end, it will be clearly stated that the CO Sponsor is after the Mega and Main Sponsors, together with the other CO Sponsors)

- IN BROCHURES
- E-MAIL PROMOTIONS, E-BULLETINS
- IN THE CINEMA HALL WHERE THE GALA NIGHT IS HELD
- ON THE GALA COCKTAIL INVITATION
- ON THE WEBSITE

#### Besides,

- AT THE PRESS CONFERENCE OF THE MOVIE, THE ORGANIZATION LOGO WILL BE PLACED ON THE BOARDS WITHIN THE CAMERA VIEW, AFTER THE NAME OF THE MOVIE, MEGA AND MAIN SPONSORS.

- WITH THE PARTICIPATION OF THE WHOLE TEAM OF THE MOVIE, 5 INVITATIONS WILL BE DELIVERED TO YOUR ORGANIZATION BEFORE THE GALA NIGHT.

#### SPONSORSHIP PRICE: 17.000 \$ + VAT

NOTE: Our project is supported by the Ministry of Culture of the Republic of Turkey. For this reason, you have the right to deduct the entire sponsorship price agreed upon within the same year. In case of an agreement, our sponsorship document will be delivered to you following the invoicing procedures

### **CARTVIZIT SPONSORSHIP**

The first organizations to give positive reply will be accepted as the BUSINESS CARD SPONSORS 1 - The organization supporting the movie in this category will be able to use the information for advertisement stating them as the BUSINESS CARD sponsor of the movie as of the contract date. 2 - The logo of the organization, after the date of the sponsors/in gareement, will be placed in the places specified below, along with the logos of other sponsors, in the section reserved primarily for BUSINESS CARD Sponsor.

- IN THE MOVIE CREDITS (At the end of the movie, it will be clearly stated in the order determined after Mega, Main and CO Sponsor )

#### SPONSORSHIP PRICE: 735 \$ - 2.200 \$ + VAT

IN EXAMPLE YOU WILL BE;

1 - IN THE FIRST 5 RANGE WITH YOUR INVESTMENT OF 2.200 \$

2 - IN THE SECOND RANGE WITH YOUR INVESTMENT OF 1.500 \$

3 - IN THE LAST RANGE WITH YOUR INVESTMENT OF 735 \$

NOTE: Our project is supported by the Ministry of Culture of the Republic of Turkey. For this reason, you have the right to deduct the entire sponsorship price agreed upon within the same year. In case of an agreement, our sponsorship document will be delivered to you following the invoicing procedures

### WHAT WE WANT TO TELL IN OUR FILM AND WHAT WE THINK

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In the movie, the difficulties experienced by the parents in a family after their child's encounter with the disability situation are described.

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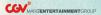
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In order to encourage support (Sponsor) activities in the cultural field, some tax advantages have been provided to real or legal persons supported by the Corporate Tax Law No. 5228 'Law on making changes in some laws and decree law no. 178' and the Income Tax Law.

In the 89th article of the Income Tax Law dated 06.11.1961 and numbered 193 and the 10th article of the Corporate Tax Law dated 13.06.2006 and numbered 5520:

Production and activities in the fields of intangible cultural heritage, fine arts, cinema, contemporary and traditional crafts. Establishment, maintenance and repair of research, training or application centers, workshops, studios and film plateaus in these areas. 109% of the expenses related to the supply of all kinds of vehicles and equipment and the production of films and all kinds of donations and aids made for this purpose will be deducted from the corporate income in the Corporate Tax base, and it will be deducted from the revenues to be declared in the Income Tax declaration in the determination of the Income Tax base.<sup>4</sup>

is stated.













INBQX







### If you would like to take part in this project with us..

0(212) 923 56 05

www.cakafilm.com

info@cakafilm.com