



# GOD MUSICAL

## A POP MUSIC SPECTACLE

### MUSICAL OVERVIEW

*GOD Musical*, geared to reach millennials, is created to be a musical film set as a modern-day parable. *GOD Musical* sets an artistic and compelling tone while addressing life's most critical questions: "What Is My Purpose?", "Why Am I Here?" and "Where Can I Find Peace?" *GOD Musical* film will incorporate professional actors, singers and dancers into a pop musical production telling the story of main character Soul and his quest for meaning in life. *GOD Musical* is a dramatically riveting journey providing each audience member with a clear understanding of the Gospel message.



*GOD Musical* features songs from Jörgen Elofsson. With more than 150 million units sold worldwide, Elofsson has written eight #1 songs in the UK and three #1's in the US including the Grammy-nominated smash hit by Kelly Clarkson "Stronger (What Doesn't Kill You)", which was nominated for the Song of the Year and Record of the Year.

### SUCCESS STORIES

With a \$30 million budget, *La La Land* has earned \$179 million worldwide with \$93 million from domestic sales. *La La Land* set a record with seven Golden Globes including Best Motion Picture - Musical or Comedy, Best Director, Best Screenplay and Best Score. The musical film is nominated for sixteen Academy Awards including Best Picture. Plans are underway for a *La La Land* Broadway production.

The Broadway smash success *Hamilton* cost \$12.5 million to launch. *Hamilton* has grossed over \$153 million in ticket sales on Broadway while earning \$600K per week. *Hamilton* expanded its tour with a production version in Chicago, which is expected to gross \$90 million alone. Merchandise sales are at \$15 million and counting.

Beginning with *The Sound of Music* on NBC in 2013, live television musicals have become a mainstay on network television. With the stage-musicals-on-television phenomenon the following productions have aired during primetime: *Peter Pan Live* (NBC/Dec. 2014); *The Wiz Live!* (NBC/Dec. 2015); *Grease: Live* (FOX/Jan. 2016), *The Passion* (FOX/April 2016), *The Rocky Horror Picture Show - pre-taped* (FOX/Oct. 2016); and *Hairspray Live!* (NBC/Dec. 2016). *Bye Bye Birdie Live!* (NBC) is slated for 2017.



### FRANCHISE MODEL

In keeping with historical pacesetters *Jesus Christ Superstar* and *Godspell* from the 1970's *Jesus Movement*, which were released as live musicals, films and soundtracks, *GOD Musical* is developed as a franchise model called *GOD Generation*. *GOD Generation* will be self-sustaining, taking revenues from the initial film layer to produce subsequent *GOD Generation* layers.

*GOD Generation* layers are as follows: *GOD Musical* (The Film); *GOD Village* (website/social media hub for the entire movement); *GOD Musical Live* (a theatrical staged performance); *GOD Album* (soundtrack album integrating the storyline and music from *GOD Musical*); *GOD Live Tour* (concert series). *GOD Generation* endeavors to offer *GOD Bible Studies* along with teaching and discipleship materials developed specifically for the *GOD Generation* movement.



PLEASE CONTACT BRENT JOHNSTON FOR MORE INFORMATION ON GOD MUSICAL  
FILM STATUS: PRE-DEVELOPMENT