



AMAZING GRACE BY NEON

AFTER 46 YEARS OF WAITING, NEON PROPOSES TO RELEASE AMAZING GRACE  
FEATURING A BLEND OF EVENTS, TALENT, AND THEATRICAL SUPPORT UNLIKE  
ANYTHING THAT HAS PRECEDED.

OVER THE COURSE OF EIGHT BREATHLESS MONTHS, WE WILL BRING THE LANDMARK  
FILM TO LIFE IN A WAY THAT WOULD MAKE THE QUEEN HERSELF PROUD.

THROUGH HER VOICE WE WILL RESTORE GRACE AND JUSTICE.



PART 1 - PRE RELEASE  
JANUARY EVENT SCREENINGS

OUR CAMPAIGN IMMEDIATELY FOLLOWS AMAZING GRACE'S QUALIFYING RUN, LAUNCHING WITH A SERIES OF GUEST-HOSTED EVENT SCREENINGS IN SIX KEY CITIES:

LA - NEW TEMPLE MISSIONARY BAPTIST CHURCH (1.13)

HARLEM - APOLLO THEATRE

DETROIT - TRUE GOSPEL TABERNACLE CHURCH

DALLAS - FULL GOSPEL HOLY TEMPLE CHURCH

CHICAGO - TRINITY UNITED CHURCH OF CHRIST

ATLANTA - CHANGING A GENERATION FULL GOSPEL  
BAPTIST CHURCH



PART 2 - RELEASE  
BLACK HISTORY MONTH

TO CELEBRATE AMAZING GRACE OPENING NATIONALLY, WE WILL  
HOST SIMULTANEOUS SCREENINGS ON FEBRUARY 1<sup>ST</sup> CELEBRATING  
BLACK HISTORY MONTH AT FIVE REVERED CULTURAL INSTITUTIONS:

LOS ANGELES - CALIFORNIA AFRICAN AMERICAN MUSEUM

HARLEM- STUDIO MUSEUM HARLEM

DETROIT - CHARLES H WRIGHT MUSEUM OF AFRICAN AMERICAN  
HISTORY

ATLANTA - CENTER FOR CIVIL AND HUMAN RIGHTS

CHICAGO - DuSABLE MUSEUM

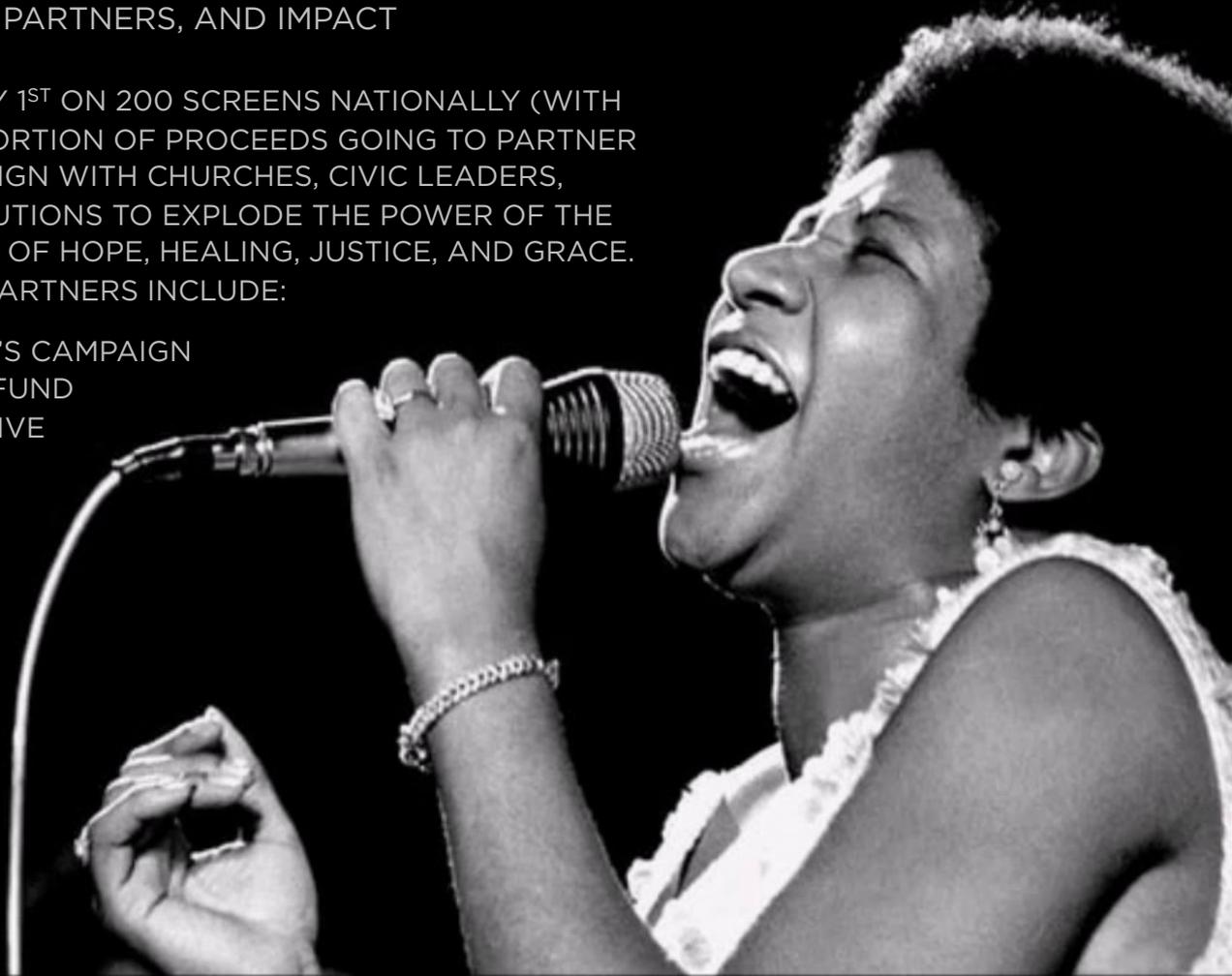


PART 2 - RELEASE  
COLLABORATORS, PARTNERS, AND IMPACT

AMAZING GRACE OPENS FEBRUARY 1<sup>ST</sup> ON 200 SCREENS NATIONALLY (WITH EXPANSION TO FOLLOW). WITH A PORTION OF PROCEEDS GOING TO PARTNER ORGANIZATIONS, WE WILL ALIGN WITH CHURCHES, CIVIC LEADERS, COLLEGES, AND CULTURAL INSTITUTIONS TO EXPLODE THE POWER OF THE FILM AND MS. FRANKLIN'S MESSAGE OF HOPE, HEALING, JUSTICE, AND GRACE.

PROPOSED PARTNERS INCLUDE:

- WILLIAM BARBER & POOR PEOPLE'S CAMPAIGN
- THURGOOD MARSHALL COLLEGE FUND
- NATIONAL BLACK CHURCH INITIATIVE
- WK KELLOGG FOUNDATION
- VALUE PARTNERSHIPS
- COLOR OF CHANGE
- NAACP
- UNCF
- T.D. JAKES
- EDDIE LONG
- CHARLES BLAKE
- AL SHARPTON
- JESSE JACKSON
- WESLEY MORRIS
- NELSON GEORGE





PART 2 - RELEASE  
MUSIC + FILM

IN ADDITION TO FAITH AND CIVIC EFFORTS, MUSIC PARTNERSHIPS AND ENTERTAINERS WILL BE ENLISTED CELEBRATING MS. FRANKLIN'S UNASSAILABLE LEGACY.

PROPOSED PARTNERS INCLUDE:

- BEYONCE + JAY Z
- ARIANA GRANDE
- KENDRICK LAMAR
- J.COLE
- SHAWN MENDES
- KIRK FRANKLIN & FAMILY
- JENNIFER HUDSON
- TASHA COBB LEONARD
- SMOKEY ROBINSON
- THE GRAMMYS
- ROCK AND ROLL HALL OF FAME
- VH1 SAVE THE MUSIC
- J.J. HAIRSTON
- TAMELA MANN
- TRAVIS GREEN
- YOLANDA ADAMS
- CLIVE DAVIS
- TYLER PERRY
- STEVE HARVEY
- PATTI LABELLE

PART 3 - THE BIRTHDAY CELEBRATION  
MARCH 25<sup>TH</sup>

TO CELEBRATE MS. FRANKLIN'S BIRTHDAY WE WILL RECREATE  
AMAZING GRACE WHERE IT ALL BEGAN - THE NEW TEMPLE  
MISSIONARY BAPTIST CHURCH IN WATTS.

FOR ONE SPECIAL NIGHT, LEADING GOSPEL MUSICIANS AND POP  
ARTISTS WILL JOIN TO PAY HOMAGE AND FURTHER THE  
RELEVENCE OF THE QUEEN'S MOST ICONIC PERFORMANCE WITH  
THEIR OWN RENDITIONS.

THE EVENT WILL BE LIVESTREAMED IN CONJUNCTION WITH A  
MEDIA PARTNER AND THE PERFORMANCES RECORDED FOR  
RELEASE ON JUNE 1<sup>ST</sup> - 47 YEARS TO THE DAY THAT THE ORIGINAL  
WAS RELEASED.



PART 4 - HOME ENTERTAINMENT  
EASTER

AMAZING GRACE WILL BE AVAILABLE FOR HOME VIEWING WHEN IT LAUNCHES TO ALIGN WITH HOLY WEEK STARTING SUNDAY, APRIL 14.

IN SUPPORT OF THIS RELEASE, WE WILL RE ENGAGE ALL OF THE CHURCHES, COMMUNITIES, LEADERS, AND ENTERTAINERS WHO HAVE SUPPORTED THE FILM OVER THE PRECEDING THREE MONTHS.





PART 5 - ANNIVERSARY BROADCAST  
AUGUST 16

COMMEMORATING THE ONE-YEAR ANIVERSARY OF MS. FRANKLIN'S PASSING, AMAZING GRACE WILL AIR ON BROADCAST VIA HULU.

THE AIRING WILL INCLUDE ADDITIONAL FOOTAGE FROM THE ORIGINAL FEATURE, INTERVIEWS FROM THOSE WHO PARTICIPATED IN ITS PERFORMANCE, AND CONTEMPORARY TALENT WHO HAVE BEEN INFLUENCED BY ITS LEGACY.

“AND GRACE WILL LEAD US HOME”



THANK YOU

A glowing neon sign spelling "NEON" in a dark, industrial setting. The sign is composed of bright, white neon tubes forming the letters. The background is dark and appears to be a workshop or a factory floor, with some faint outlines of machinery and structures visible in the shadows.

NEON