

BLOODY MARY

FEATURE FILM



An estranged father-daughter duo turned amateur ghost-hunting team investigates a notoriously haunted house that was the site of a gruesome triple murder. As they attempt to gather footage for their new internet television show, a malevolent entity tied to the home's dark history threatens to consume the new residents and repeat the cycle of violence.



LOGLINE

A close-up, high-contrast photograph of an axe head. The axe head is dark, possibly black or very dark grey, and is covered in thick, bright red blood. The blood is dripping down the side of the head. The axe is positioned diagonally across the frame. The background is a light-colored, textured wall, possibly plaster or drywall, with some visible cracks and a faint floral pattern on the right side.

SYNOPSIS

SAY HER NAME...

It's fall of 2006 and Joel - a dedicated filmmaker - is determined to create a following on this new platform called "youtube." He and his teenage daughter, Mary, set out to investigate the notorious Allan house for their paranormal docuseries. As they delve into the house's dark history, Joel becomes increasingly obsessed with capturing supernatural footage, even if it means putting Mary in grave danger.

Terrified for her life, Mary discovers a girl her age, Becky, had previously tried to summon Bloody Mary when her own father became consumed by the house's malevolent power. Guided by Becky's tormented spirit, Mary must confront the past and exercise the demons residing within the house. In a chilling climax, history threatens to repeat itself and sentence Joel and Mary to the same gruesome fate as the Allan family. Will Joel recognize the evil he has become? Or will his obsession to capture the demonic forces that still lurk in the shadows drive him to do sacrifice everything he knows and loves...

Joel

Joel Wharton is a 40 year-old single man who was just been given custody of his teenage daughter after his ex-wife passed away.

An actor known for one horror film in his youth, Joel is now struggling to get his career going and use his “celebrity” to garner interest in a TV show about haunted places he explores, with Mary tagging along.

Things become a bit too real, however, when the house they focus on comes alive with history, murder and the uncovered truth of a time gone by.

Joel believes he will do anything for Mary, but what if the fame he covets can only come at the cost of his daughter’s safety?



THE CHARACTERS



Mary

Mary, Joel's 17 year-old daughter, has no say in having taken up residency in a legitimately haunted house. And frustratingly, she's the one the spirits seem determined to contact the most. Unfortunately, Joel repeatedly fails to get any of it on camera.

Mary is still grieving the loss of her mother, who was sole caretaker after her parents split. While she has tendencies of a typical rebellious teen, she would genuinely like to reconnect with her father. That relationship, however, requires a lot of repair given Joel's absence in Mary's life since the divorce.

Mary becomes increasingly concerned for her own safety and that of the father she is just getting to know when the terrible history of the house becomes unearthed and he begins to fall prey to the entity in charge.

THE CHARACTERS




Harry

Harry is a professional psychic who often works alongside the police solving crimes. Nothing prepares him for what he encounters in the Allan house, though, when he's asked to help Joel and Mary obtain real ghost footage. Loving Grandfather and genuine clairvoyant, Harry risks his own well-being to make sure Mary isn't being abused by the spirits of the Allan house...or her own father.

Warren

Harry's grandson and reluctant assistant in his supernatural adventures. He meets Joel and Mary when he and his grandfather attempt a seance to reach the spirits in the house. Warren is initially teased as a romantic interest for Mary, but later and more significantly saves her life by alerting Harry that Joel is becoming unstable and putting Mary in harm's way.

THE CHARACTERS



Slow-burn **psychological horror** with escalating dread and emotional intensity

Gritty, analog-inspired visual aesthetic, capturing the late '90s and early '00s pre-digital era with VHS textures and lo-fi camcorder footage

Dark, atmospheric tone rooted in themes of **obsession**, **generational trauma**, and **supernatural possession**

Found-footage meets elevated horror, blending **handheld realism** with **stylized cinematic moments**

Emotional horror through a familial lens, exploring a fractured father-daughter dynamic against a backdrop of supernatural terror

Tense **moral question** at the heart: When does passion become possession?

ABOUT THE STORY

- **SUPERNATURAL HORROR:** Proven audience both in box office and streaming
- **ELEVATED HORROR WITH HEART:** The father-daughter storyline adds emotional depth and broadens appeal beyond genre fans
- **STRONG FEMALE LEAD AND EMPOWERMENT:** Offers an identification point for younger audiences and a fresh perspective in a genre often criticized for its treatment of female characters
- **TRUE CRIME:** The history of the home's haunting provides a murder mystery not revealed until the third act, appealing to fans of true crime investigation
- **NOSTALGIC TIME PERIOD:** Set in the mid '00s during a period that resonates across multiple generations
- **FRANCHISE & ANTHOLOGY POTENTIAL:** The Bloody Mary mythos allows for spinoffs, origin stories, and expansion into other urban legends

BLOODY MARY

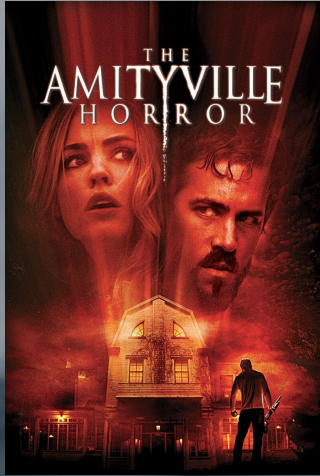
is designed
for audiences
who crave
emotionally
grounded
horror with a
supernatural
edge.

THE MARKET

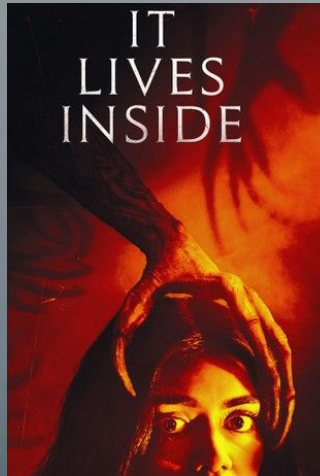
COMPARABLE PRODUCTIONS



BUDGET: \$4M
GROSS: \$63M



BUDGET: \$20M
GROSS: \$100M



BUDGET: \$5M
GROSS: \$7M



BUDGET: \$4M
GROSS: \$63M



BUDGET: \$10M
GROSS: \$59M

BLOODY MARY provides chilling echoes of “The Amityville Horror,” a family that moves into a house seething with malevolence. But our film intensifies the terror by infusing documentary-style scares reminiscent of “Paranormal Activity.” Films like “It Lives Inside” and “Heretic” set the visual tone with an eerie crispness, enveloping viewers in an atmosphere of unrelenting fear and modern horror.



CHRIS LEVINE

Writer | Producer | “Joel”

Chris has over ten years experience producing and starring in profitable movies across multiple budgets and genres. His largest movie to date, “Anabolic Life,” continues to pay dividends to investors through a worldwide deal with Gravitas Ventures. Chris has also organized distribution deals with multiple companies around the world, including Vertical, Voltage, and California Pictures.

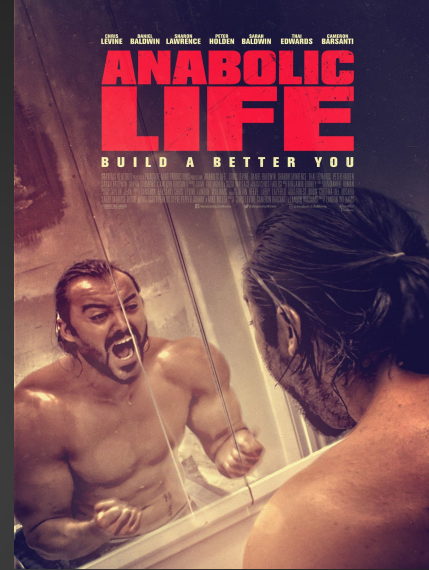


DAVE FAIRMAN

Director | Producer

Dave Fairman is an award-winning filmmaker with more than a decade of professional experience. His feature debut *Debt* grossed 5x its budget and is currently available domestically on Amazon and Tubi while being distributed internationally by MultiVisionnaire Pictures. His second feature, *Kill Will* is scheduled to release in summer 2025.

PRODUCTION TEAM



PRODUCTION CONTACT

CHRIS LEVINE

Producer | Writer

Info@margoneilpictures.com

DAVE FAIRMAN

Director | Producer

DFairman@gmail.com

DaveFairman.com



THANK YOU