



ATL SOUL

*The Velvet LaRue
Story Story*

HER VOICE WAS STOLEN.
HER CITY WAS DIVIDED.
ONE NIGHT CHANGED IT ALL

NCCA
ENTERTAINMENT INC.



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GENRE: ACTION-THRILLER/DRAMA

Format: **90-min MOW**

Tone: *Dreamgirls* meets *Judas and the Black Messiah*, *Segregation*, *Resistance*, and *Reclamation*

Setting: Atlanta Georgia

LOG LINE

1979, Atlanta. A drug-addicted soul singer betrayed by her label, her city, and herself hijacks a rooftop concert to reclaim her stolen voice—turning a whites-only hotel pool into a baptism of revolution

PITCH

ATL Soul: The Velvet LaRue Story is a fiery, music-infused biopic-meets-social-thriller that blends Black southern gospel, 1970s soul nostalgia, and civil rights fury into one cinematic, emotional explosion. Set during a fever-dream July 4th in segregated Atlanta, it follows Velvet LaRue—a gifted but exploited soul singer—as she battles addiction, betrayal, and a corrupt music industry to reclaim what's hers. What begins as a personal resurrection becomes a citywide reckoning.

DETAILED SYNOPSIS

Velvet LaRue was born singing—raised on choirs and cigarettes, molded by the Chitlin' Circuit. By 1970, she signs to Royal Crown Records with dreams of owning her future. Instead, she's drugged, manipulated, and robbed of her masters by slick-talking music mogul C.C. Cole. Over the next decade, her voice becomes a national treasure while she becomes a ghost in her own story—addicted, isolated, and discarded.

By 1978, Velvet is nearly lost. But with the help of her estranged preacher father Duke, best friend Lil' Bit, and a guilt-ridden Jewish sound engineer named Jonah Blue, she stages a return. Together, they plan a rooftop protest concert at the Peachtree Plaza Hotel on July 4th, 1979—a whites-only skyscraper that literally shadows the communities it erased.

As she performs the gospel remix of her stolen hits, a city listens—and the rooftop turns into a stage for revolution.

CHARACTER BREAKDOWN

VELVET LaRUE – 28, brilliant, broken, defiant. A voice made for vinyl and vengeance.

DEACON “DUKE” LaRUE – 50s, Velvet’s estranged father, a pastor with a musical past and secrets of his own.

CURTIS “C.C.” COLE – 40s, seductive label boss, kingmaker of the New South, willing to kill dreams to keep his empire.

LIL’ BIT – 30s, Velvet’s brash best friend, wig game strong, spirit stronger.

JONAH BLUE – 30s, Jewish sound engineer who once helped erase Velvet and now risks it all to help her rise..

TALENT SUGGESTIONS

- Velvet LaRue – Coco Jones, Janelle Monáe
- Duke LaRue – Colman Domingo
- C.C. Cole – Sterling K. Brown, Lakeith Stanfield
- Lil’ Bit – Danielle Brooks, Tasha Smith
- Jonah Blue – David Corenswet, Ben Platt

VELVET *La*RUE STORY



VELVET LARUE



JANELLE MONÁE

DUKE LARUE

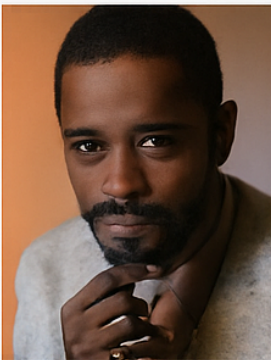


Colman Domingo

C.C. COLE



Sterling K.
Brown



Lakeith

LIL' BIT



Danielle Brooks



Ben Platt

JONAH BLUE

PRODUCTION VALUE

- High-impact, music-rich scenes with live performances
- Stylized 1970s wardrobe and production design
- Archival footage intercut with modern recreations
- Rooftop performance finale = instant trailer gold

DIRECTOR MATCH SUGGESTIONS

- **Melina Matsoukas** (*Queen & Slim*)
- **Gina Prince-Bythewood** (*The Woman King*)
- **Barry Jenkins** (*If Beale Street Could Talk*)
- **Radha Blank** (*The Forty-Year-Old Version*)



THEMES

- Black Legacy and Cultural Preservation
- Healing Through Creativity
- Grief and Emotional Reclamation
- Love Outside the Lines
- Community Empowerment
- Nature as Resistance & Renewal

MARKETABILITY

- Visually Driven – Leverages screen-life, split-screens, and glitch design for fast-cut promos and TikToks
 - Platform Ready – Perfect for Lifetime, BET, OWN, or streamers like Netflix, Hulu, or Prime
 - Talent-Friendly – Roles allow emotional depth, prestige crossover, and audience resonance
 - Promo Potential – High social virality with “true crime” aesthetic and digital scandal themes
 - Culturally Timely – Taps into ongoing conversations about authenticity, technology, and family betrayal
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LOOKBOOK OR MOOD REEL REFERENCES

- *Dreamgirls* (performance glamour + exploitation)
 - *Cadillac Records* (musical history and betrayal)
 - *The United States vs. Billie Holiday* (grit and vulnerability)
 - *Purple Rain* (rooftop as liberation stage)
 - *Summer of Soul* (archival tone and live music aesthetic)
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MARKETING HOOKS & PROMO-READY TAGLINES

Primary Tagline:

“Her voice was stolen. Her city was divided. One rooftop changed everything.”

Promo-Ready Soundbites:

- "She walked so SZA and Megan could run."
- "A baptism in sequins and protest."
- "1979. One mic. No permission. All soul."

Marketing Assets:

- Trap-soul remixes of original songs
 - Faux-vinyl album release: *Velvet Moon: The Lost Tapes*
 - Rooftop concert video teasers
 - Faux Jet magazine cover with Velvet headline
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TARGET AUDIENCE & MARKET

- Viewers of BET, Lifetime, OWN, Netflix, and Hulu Originals
- Fans of biopics (*Respect*, *Whitney*, *Cadillac Records*)
- Viewers interested in Black history, music culture, and social justice
- Soundtrack-driven audiences (Gen Z and Millennials alike)

CORE AUDIENCE

- Black women ages 25–54
 - Millennial/Gen Z fans of soul, gospel, and hip-hop culture
 - Social justice advocates, music lovers, and awards-season viewers
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WHY IT SELLS

- Explores themes of artistic ownership in a post-Taylor Swift / Megan Thee Stallion world
- Unforgettable visual: a segregated rooftop turned into a gospel protest stage

- Award-worthy lead role for a rising Black actress
 - Built-in merchandising and soundtrack potential
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COMPARABLE FILMS & SERIES

- *Dreamgirls*
 - *Cadillac Records*
 - *The United States vs. Billie Holiday*
 - *Respect*
 - *Queen & Slim*
 - *Genius: Aretha*
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STORY & HOOK - WHY THIS STORY MATTERS NOW

In a moment when women artists are fighting for their catalogs and Black creators are demanding reparative justice, Velvet LaRue isn't just a character—she's a rallying cry. The story weaponizes nostalgia to call out cultural theft and restore power to the original voices of soul.

DEMOGRAPHICS

- **Gender:** 70% Female
- **Age Range:** 18–54
- **Ethnicity Focus:** Black and multicultural audiences
- **Psychographics:** Music fans, civil rights-aware, nostalgic for 70s style, socially engaged

MARKETABILITY

- Original soundtrack (eligible for awards + radio/streaming tie-ins)
 - Viral rooftop performance moment
 - Perfect for awards season, Women's History Month, or Juneteenth release
 - Strong crossover potential: Black audiences + prestige drama viewers
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DELIVERABLES READY FOR PRESENTATION:

- Completed Treatment
 - Scene-by-Scene Outline
 - Voiceover Script & TikTok Storyboard
 - Casting Deck (PDF & Visual Grid)
 - Pitch Deck (12-Slide Version)
 - Poster (16:9 Format)
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RHYTHM AND BLOOM BUDGET ASSUMPTIONS

BUDGET: \$1.7 MILLION

Schedule:

- 15 Day prep
- 15 Day Shoot
- 5 Day Wrap
- 6 Week Post

Writer:

- Budget assumes \$92,153 Writer fees with WGA
- Budget assumes \$20,000 Production bonus

Producer:

- Budget assumes \$350,800 Producer Fees

Director:

- Non-DGA Director \$45,000

Cast Assumptions:

- Cast Lead #1 \$125,000
- Cast Lead #2 \$125,000
- Supporting cast sag scale

Production & Creative Assumptions:

- The budget assumes filming on location in Atlanta, GA

- Local D.P.
- 2 Stand-ins ROS
- 75 BG
- Shot on Stage/Location

Post Production:

- Allowance for 1 Editor and 1 Assistant Editor
- Composer \$10,000

Tax Credit & Financial Assumption:

Georgia State Tax Credit \$375,000