

# **Project Title**

The Last Dynasty

# Logline

On the night Atlanta's dying music king plans to name his true heir, his mansion erupts in fire and every guest, including his secret second family, is both suspect and potential victim.

### Tone

Empire meets Knives Out with a splash of Whiplash, a glamorous, twisty, family-driven whodunit with high emotions and ruthless ambition.

### Theme

Family vs. Legacy... How far will someone go to protect their empire?

Deception & Betrayal... Not everyone at the party is who they claim to be. Redemption & Revenge... A daughter's return sparks a deadly reckoning.

### Pitch

The Last Dynasty is a high stakes family drama/mystery set in Atlanta's glamorous and cutthroat music industry. Imagine a night where secrets, lies, and murder collide at the 70th birthday celebration of Clarence "King" Carter, the founder of Royalty Records. His estranged daughter, Jasmine, returns after 20 years, setting off a chain of events that will change the Carter family forever. With a cast of complex characters and a plot filled with twists and turns, The Last Dynasty is a gripping tale of legacy, betrayal, and redemption.

# **Detailed Synopsis**

The Last Dynasty is a real-time thriller set over the course of one night at the luxurious Buckhead mansion of Clarence "King" Carter, the founder of Royalty Records. The night begins with a lavish 70th birthday party in full swing, attended by Atlanta's elite, artists, executives, and politicians. The atmosphere is electric, but beneath the surface, tension hums.

Jasmine Carter, King's estranged daughter, returns after 20 years, sending shockwaves through the family. Her reappearance is met with suspicion and fear. Dante, King's ambitious son and heir apparent, sees her as a threat. Valeria, King's calculating second wife, hides her panic behind a polished smile. Marcus, King's right-hand man and Jasmine's ex-lover, knows secrets that could ruin them all.

The night takes a deadly turn when King is found dead in his study, a bloody crystal decanter beside him. Before the police can secure the scene, a fire erupts in the mansion's west wing, destroying evidence. Jasmine becomes the prime suspect, but she claims she was lured back by an anonymous tip: "Your father was going to change his will. Someone didn't want that."

As detectives interrogate the family, hidden agendas surface. Dante is revealed to have embezzled millions, Valeria's prenup guarantees her nothing if King divorces her, and Marcus has been secretly selling masters to a rival label. The mystery deepens when Jasmine uncovers a bombshell: King had another child, a son, from an affair in the '90s. That son is here, pretending to be someone else. In a climactic showdown, Jasmine outmaneuvers her adversaries. Using evidence from her father's hidden files, she blackmails Valeria into exile, exposes Dante's theft, and forces Marcus to resign. In the end, Jasmine takes control of Royalty Records, not for power, but to dismantle it, freeing artists from predatory contracts. The last shot shows her burning her father's old ledger, symbolizing the end of his dynasty and the start of hers.

### Outline

#### Act I: The Return

- Jasmine arrives at the party.
- King is found dead.
- Fire erupts, locking everyone inside.

#### Act II: Secrets & Suspects

- Interrogations reveal hidden agendas.
- Jasmine discovers the secret heir.
- The will is altered, leaving everything to the secret son.

#### Act III: The Reckoning

- Jasmine confronts Marcus and uncovers the truth.
- Final showdown at the will reading.
- Jasmine dismantles Royalty Records and frees the artists.

### Character Breakdown

- Jasmine Carter: 45, estranged daughter, sharp-eyed and determined.
- Clarence "King" Carter: 70, Royalty Records founder, frail but sharp.
- Dante Carter: 38, ambitious son and heir apparent.
- Valeria Carter: 52, calculating second wife.
- Marcus Mercer: 46, King's right-hand man and Jasmine's ex-lover.
- Zayd: 32, platinum rapper and King's secret son.
- Lila Reeves: 17, TikTok phenom and King's secret daughter.
- Detective Shereé Noble: 42, ex-Royalty A&R turned homicide detective.

## **Talent Suggestions**

- Jasmine Carter: Viola Davis
- Clarence "King" Carter: Forest Whitaker
- Dante Carter: Michael B. Jordan
- Valeria Carter: Regina King
- Marcus Mercer: Mahershala Ali
- Zayd: Lakeith Stanfield
- Lila Reeves: Marsai Martin
- Detective Shereé Noble: Lupita Nyong'o

# THE LAST DYNASTY



VIOLA DAVIS
JASMINE CARTER



FOREST WHITAKER CLARENCE KING CARTER



MICHAEL B.JORDAN DANTE CARTER



REGINA KING VALERIA CARTER



MAHERSHALA ALI MARCUS MERCER



LAKEITH STANFIELD ZAYD



LAKEITH STANFIELD



LUPITA NYONG'O DETECTIVE SHEREE NOBLE

## **Director Match Suggestions**

- Ryan Coogler
- Ava DuVernay
- F. Gary Gray
- Gina Prince-Bythewood

#### Lookbook or Mood Reel References

- Empire (Fox)
- Knives Out (Lionsgate)
- Whiplash (Sony Pictures Classics)
- Atlanta (FX)
- Queen Sugar (OWN)

# Marketing Hooks & Promo-Ready Taglines

- "Every dynasty ends with a party."
- "One night. One mansion. One last chance."
- "Blood, betrayal, and beats, welcome to The Last Dynasty."
- "Who will inherit the throne? Who will burn it down?"
- "Legacy is not what you inherit, it's what you choose to release."

### Target Audience & Market

#### Core Audience:

- 18-49 age group, particularly women and African American viewers.
- Fans of family dramas, thrillers, and musicals.
- Viewers interested in stories about legacy, power, and redemption.

### Why It Sells:

- Unique Setting: Set in the glamorous world of Atlanta's music industry.
- Compelling Characters: Complex, multi-dimensional characters with deep backstories.
- Twist-Rich Plot: High-stakes mystery with unexpected twists and turns.
- Relevant Themes: Explores themes of legacy, betrayal, and redemption.
- Strong Female Lead: A powerful, relatable protagonist in Jasmine Carter.
- Musical Integration: Features original music and performances, adding a unique layer to the storytelling.

### Comparable Films & Series:

- Empire (Fox)
- Knives Out (Lionsgate)
- Whiplash (Sony Pictures Classics)
- Atlanta (FX)
- Queen Sugar (OWN)

### **Production Value:**

- High production value with a rotating soundstage set and LED volume for skyline fire.
- Original music and performances from Atlanta's hottest producers.
- Visually stunning cinematography and lighting design.

### Story & Hook – Why This Story Matters Now:

- Relevance: Addresses issues of power, legacy, and the music industry's impact on artists.
- Timeliness: Reflects current conversations about wealth, family dynamics, and the quest for redemption.
- Audience Appeal: Offers a gripping, emotional journey that resonates with a wide audience.

### **Demographics:**

- Age: 18-49
- Gender: Primarily female, but with broad appeal
- Ethnicity: Diverse, with a strong African American presence

### Marketability:

- Strong Cast: High-profile talent attached to attract viewers.
- Original Music: Soundtrack potential for additional revenue streams.
- Visual Appeal: High production value and stunning visuals.
- Social Media: Viral moments and TikTok ready performances.
- Franchise Potential: Preguel and sequel opportunities, spin-offs, and NFT tie-ins.

### Marketing Strategy:

- Social Media Campaign: Teasers, behind-the-scenes content, and interactive elements.
- Music Releases: Original songs released as singles leading up to the premiere.
- Partnerships: Collaborations with music labels and artists for cross-promotion.
- Premiere Event: Red carpet event with live performances and celebrity appearances.

• Streaming Exclusive: Available exclusively on the chosen platform for a limited time.

#### **Distribution Channels:**

Networks: Lifetime, OWN, BET

• Streamers: Netflix, Apple TV+, Amazon Prime Video

• Paramount+: Potential for exclusive content and spin-offs

### **Budget & Financial Projections:**

• Estimated Budget: \$10 million

• Revenue Projections:

Streaming Rights: \$20 million

Music Sales: \$10 million

o Merchandise & NFTs: \$5 million

Advertising & Sponsorships: \$15 million

### **Conclusion:**

The Last Dynasty is a gripping, high-stakes drama that combines the glamour of the music industry with the tension of a family mystery. With a compelling cast of characters, a twist-filled plot, and a powerful message about legacy and redemption, this project is poised to captivate audiences and become a cultural phenomenon. Its unique blend of drama, music, and mystery, along with its timely themes and strong female lead, make it a standout project that aligns perfectly with the current trends and audience interests. Whether as a limited series or a feature film, The Last Dynasty promises to deliver a cinematic experience that will leave viewers on the edge of their seats, eagerly anticipating the next twist. Its potential for franchise expansion, including prequels, sequels, and spin-offs, further solidifies its appeal to networks and streamers looking for the next big hit. The Last Dynasty is not just a story, it's an event that will redefine the landscape of modern television and film.