



THE TWELVE DATES OF CHRISTMAS TREE LOT

Love, laughter, and a whole lot of pine needles.

A recently divorced father returns to his family's Christmas tree lot in Atlanta with his teenage daughter, only to survive twelve wild days of stolen trees, viral fame, and unexpected romance with a café owner across the street. Holiday chaos might just give him a second chance at love, fatherhood, and legacy.

PROJECT SNAPSHOT



FORMAT:

Feature Film (90 min)



GENRE:

Holiday Romantic Dramedy



TONE:

Queen Sugar meets Sweet Home Alabama with Southern Christmas twist



SETTING:

Southwest Atlanta



TARGET:

BET+, OWN, Netflix, Lifetime

12 DAYS. 1 TREE LOT. A WHOLE NEW CHANCE.



Bootleg Santa goes viral



Tree thieves strike in the night



Teen daughter runs a TikTok hustle



An old flame (and fine café owner) stirs something unexpected



Community pop-up market rebuilds what grief broke

WHY IT SELLS

- ✓ Warm, Black family-centered holiday storytelling
- ✓ High concept meets cultural heart
- ✓ Built-in visual hook (tree lot setting + 12-day countdown)
- ✓ Perfect for buyers seeking fresh Christmas IP with emotional depth + modern romance

THE HOOK

"It's **Hallmark with hustle**, a single dad, a sassy teen, and the Christmas lot that saves them both."

VISUALS & MOOD



Family Tree Lot



Holiday Magic



Romance Across the Street