

A movie poster for the film 'Unbelievable'. It features three young adults standing in front of a large, old stone building with a prominent church steeple. The scene is set at sunset, with a warm, golden glow from the low sun. The woman on the left has long dark hair and is holding a book. The man in the center has light brown hair and is wearing a brown jacket over a striped shirt. The man on the right has dark hair and is wearing a brown leather jacket. The title 'UNBELIEVABLE' is written in large, white, serif capital letters across the bottom of the image.

UNBELIEVABLE

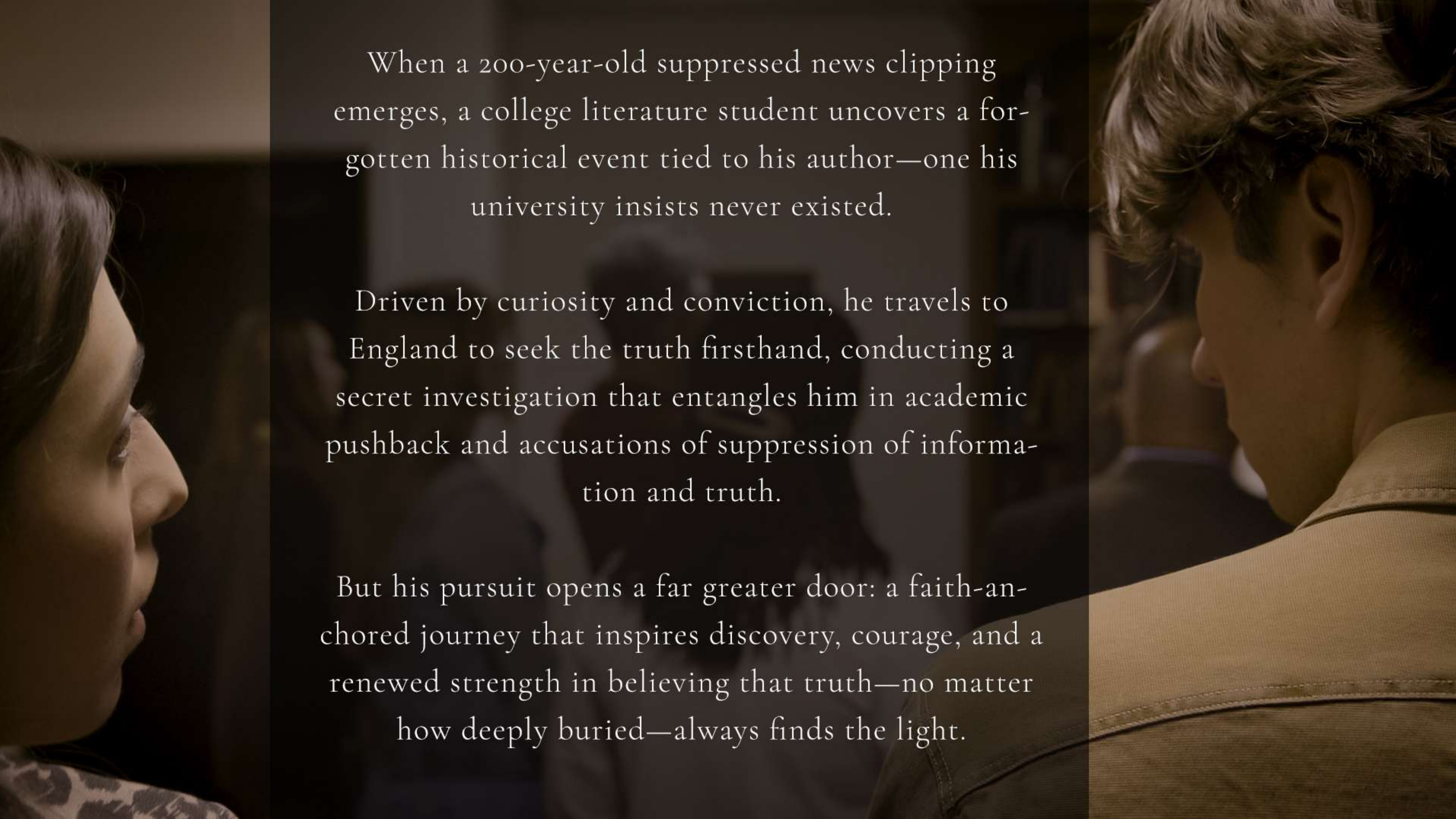
Truth gives hope. Will you fight for it?

A young man with dark, wavy hair is seen from the side, looking down at a staircase. He is wearing a dark plaid jacket. The staircase has a wooden railing with vertical balusters. The lighting is warm and soft, creating a contemplative mood.

“FAITH IS NOT BELIEF
WITHOUT PROOF, BUT TRUST
WITHOUT RESERVATION.”

- CHARLES DICKENS

UNBELIEVABLE

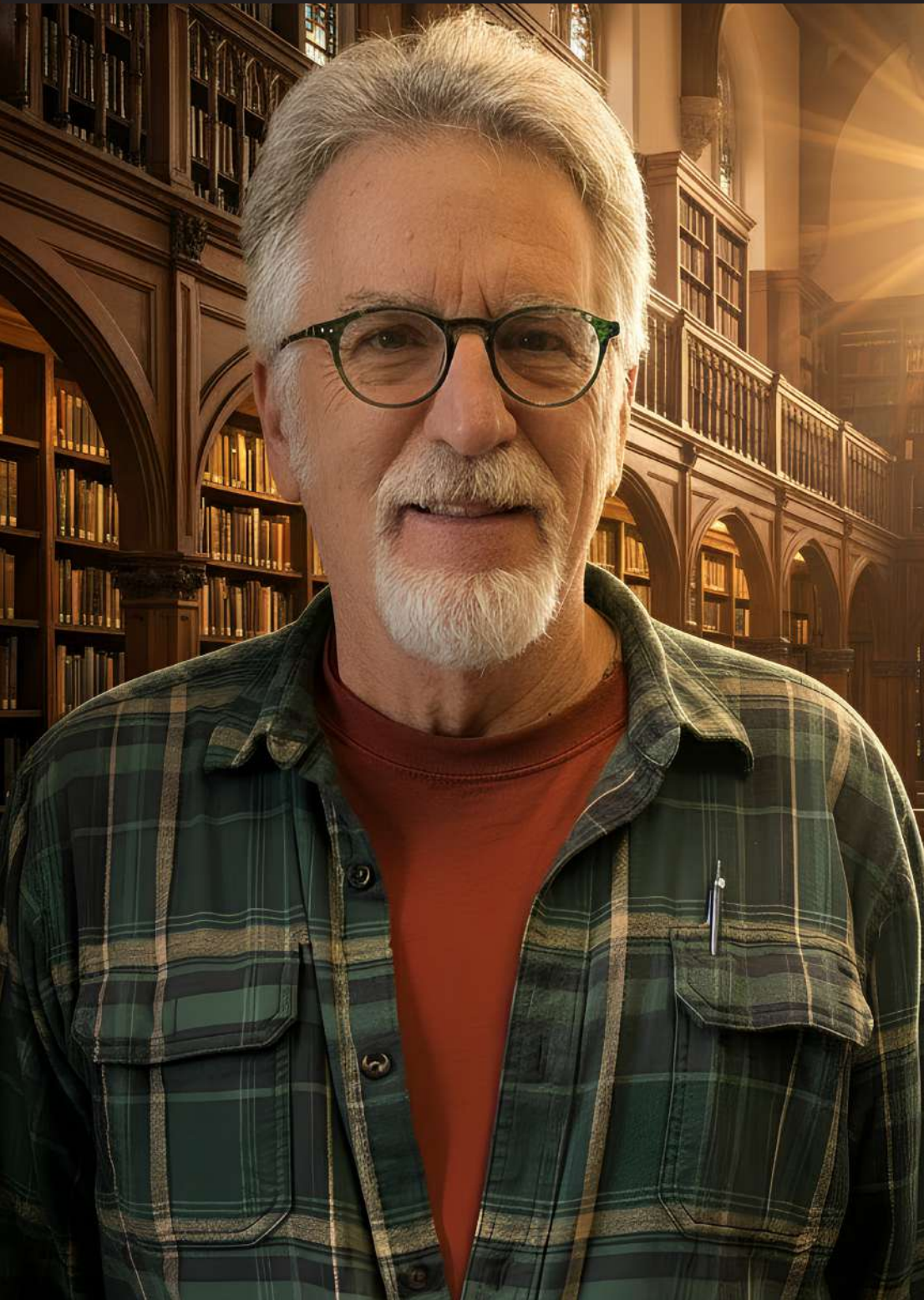
A woman with dark hair is shown in profile on the left, looking towards a man on the right. The man has light brown, wavy hair and is also in profile, looking down. They are both wearing collared shirts. The background is dark and out of focus, suggesting an indoor setting like a library or study.

When a 200-year-old suppressed news clipping emerges, a college literature student uncovers a forgotten historical event tied to his author—one his university insists never existed.

Driven by curiosity and conviction, he travels to England to seek the truth firsthand, conducting a secret investigation that entangles him in academic pushback and accusations of suppression of information and truth.

But his pursuit opens a far greater door: a faith-anchored journey that inspires discovery, courage, and a renewed strength in believing that truth—no matter how deeply buried—always finds the light.

WRITER • EXECUTIVE PRODUCER - **MARCUS SANFORD**



MARCUS SANFORD

Writer | Story Developer | Award-Winning Screenwriter

Marcus Sanford brings a globally informed, intellectually rigorous voice to faith-informed and culturally complex storytelling.

Raised in Washington State and West Africa within missionary and academic settings, Marcus developed early cross-cultural fluency (Nigeria, Ghana, Canada, Germany). He earned a rare B.S. in Theology (Multnomah University, Portland) and completed graduate work at Regent College, Vancouver, studying literature, history, and theology with a focus on “God and man in modern literature.”

For two decades, he and his wife operated a licensed care home for disabled adults, grounding his work in lived human experience. His academic writing earned an invitation to present to the American Association of Popular Culture (1990).

Marcus transitioned to fiction and screenwriting after a series of public talks in Washington State inspired his first novel. By 2010, he was developing multiple feature scripts under the guidance of an industry producer. His work draws on English literary history, faith movements, political tension, and cross-cultural conflict—shaped by firsthand experiences in China, Moldova, Europe, and North America.

DIRECTOR • PRODUCER • VIDEO EDITOR - **MIKE FOX**

D. MIKE FOX

AWARD-WINNING DIRECTOR • FILMMAKER • PRODUCER
VIDEO EDITOR • CINEMATOGRAPHER • SCREENWRITER
CREATIVE DIRECTOR & DESIGN PROFESSIONAL

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International multi-award-winning filmmaker, director, video editor, colorist, screenwriter, producer, 1st AD, cinematographer, photographer, graphic designer, Mike has filmed and produced for multi-billion-dollar companies.

Double **2025 International Filmmaker of the Year** (Pro Moviemaker Magazine) with feature films distributed on **Apple TV+, Amazon Prime, Tubi TV, Roku, Vudu/Fandango**, and national broadcast syndication. Proven leader of cross-functional creative teams (5 – 75) delivering high-impact visual content tied directly to revenue growth, brand visibility, and audience engagement.

- Directed, produced, and distributed 3 commercially released feature films
- 25+ international film festival wins, including Best Director and Best Feature
- Creative leadership contributing to \$1.8M in documented revenue impact
- Managed creative teams ranging from 5 to 75 personnel across film and commercial projects
- Work distributed across streaming, national broadcast, corporate media, and K–12 curriculum platforms
- NYU Professional Certification in Film, TV, Video Post-Production Editing

IMDb Pro: www.imdb.me/mikefox
Email: director@crystalfoxfilms.com
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FB & IG: @officialmikefox
LinkedIn: www.linkedin.com/in/mikefoxofficial/

IMDbPro backstage. slated
Where great movies get made.



2025 FILMMAKER OF THE YEAR!



SHOT STYLES



UNBELIEVABLE



CONNOR

An average college student whose single mother helped put him through his junior year, Connor is genuinely curious why a major literature figure's trip and news article is unknown. He stays level-headed despite his college program rejecting his research.

**Current actor on teaser:
Finn Miller**

UNBELIEVABLE

DINA

A Christian college girl grappling with her faith and her desire to be with Connor, a long-time friend, Dina finds herself at a crossroads of making choices that continually challenge her walk with God.

**Current actress on teaser:
Gabrielle Cody**

UNBELIEVABLE





BRIAN

The best friend of both Connor and Dina, Brian is a college student who sees the bright side — and the funny side. He's a genius as well as a science geek, and his friendship and loyalty help keep both Connor and Dina grounded in life and reality.

**Current actor on teaser:
Joey Russo**

UNBELIEVABLE

TANNA

The daughter of the foreign researcher Connor met, Tanna is a sharp student about to take training at a L'Abri study center. They bond while traveling through Europe to the study site.

**Current actress on teaser:
Julia Neff**

UNBELIEVABLE





PROF. VARENS

Professor Varens and Connor are rarely on the same page. Showing a smidgeon of trendiness, he enjoys the status of sitting on a pedestal of the educational system while protecting it as a vigilant and hardened secular professor.

**Current actor on teaser:
Francesco Pultro**

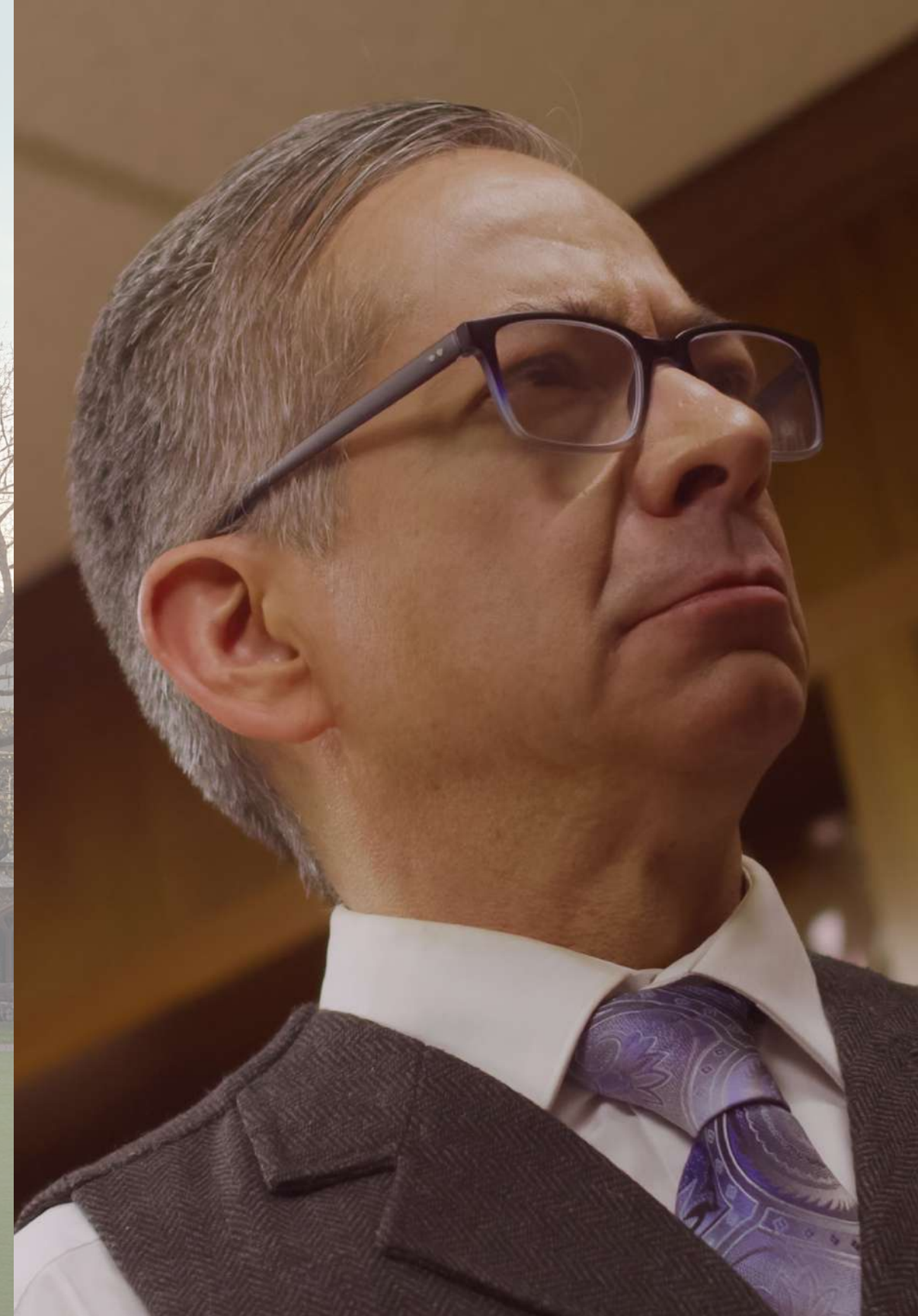
UNBELIEVABLE

DEAN E. CLUNE

A harsh and stuffy scholar set in his ways, Dean Clune is fiercely and meticulously dedicated to academia and its continued operational efficiency. He's fully integrated as a cog in the machine and will stop at nothing to protect the system.

**Current actor on teaser:
Corey Peña**

UNBELIEVABLE



UNBELIEVABLE



Project Positioning & Concept Overview

Unbelievable (as currently described on its site) is a faith-inspired narrative about a literature student uncovering hidden historical truth — blending spiritual intrigue with a young protagonist's journey. Its core themes include truth, faith, scholarship, and possibly conflict between belief and secular institutions.

This positions it within faith-based drama rather than overt gospel storytelling — potentially broader and more accessible than strictly biblical films (though still value-based).

Faith films like **I Can Only Imagine** and **Heaven Is for Real** have grossed \$80M+ and \$100M+, respectively, on modest budgets.

Faith-based films perform well by targeting church communities, family audiences, and values-oriented viewers — a niche often overlooked by mainstream Hollywood. These films often enjoy excellent audience scores (e.g., A-range CinemaScore) despite limited critical acclaim.

Streaming platforms (**Amazon Prime, Peacock, Netflix**) are ramping up faith-centered content.

Competitive Landscape

Major faith-based films recently include:

The King of Kings – strong Easter box office performance.

The Chosen and associated features — massive streaming and theatrical engagement.

Unsung Hero – exceeded revenue expectations with dedicated community backing.

These titles demonstrate both narrative and devotional formats can succeed when marketed properly.

Unbelievable fits into a growing market with proven audience demand, especially if marketed to faith communities and families seeking wholesome content. With strategic partnerships, targeted promotions, and compelling storytelling, it could achieve strong ROI and solid viewer engagement compared to peers.

Insights from recent faith film trends suggest this genre remains financially viable and culturally resonant when executed with authenticity.

UNBELIEVABLE

INVESTMENT STRATEGIES

STRATEGY 1: \$1M - "Lean & High-ROI" Model

Ultra-efficient, story-driven, minimal locations, emerging cast. Designed for maximum ROI with controlled downside.

Revenue Scenarios (Conservative)

Theatrical (Limited): \$2–4M gross | Producer share: \$1.2–2M | Streaming license: \$1–2M | TVOD/PVOD: \$500K–\$1M

Total Revenue: \$3–5M | Profit: \$1–3M | ROI: 2x–4x

Why This Works:- A) Extremely low risk, B) Break-even achievable with one solid streaming deal, C) Ideal for independent distribution or platform pre-sale

STRATEGY 2: \$3M "Mid-Tier Breakout" Model

Higher production value, recognizable supporting actor, expanded theatrical footprint.

Domestic Box Office: \$15–25M | Producer share: \$9–12M | Streaming license: \$1–2M | Streaming + PVOD: \$5–8M

Total Revenue: \$14–20M | Profit: \$8–12M | ROI: 2.5x–4x

Why This Works:- A) Sweet spot for faith-based theatrical, B) Big enough to feel "studio quality," (C) Still controlled financial risk

STRATEGY 3: \$5M "Premium Theatrical Play"

Polished, cinematic look, stronger cast, higher emotional and visual production quality.

Domestic Box Office: \$35–60M | Producer share: \$20–30M | Streaming license: \$1–2M | Streaming + PVOD: \$5–8M

Total Revenue: \$30–45M | Profit: \$20M | ROI: 3x–5x

Why This Works:- A) Great crossover potential, B) Better critical reception likelihood, C) Higher long-term licensing value

Truth gives hope. Will you fight for it?

CRYSTAL FOX FILMS PRODUCTION A MARCUS SANFORD FILM "UNBELIEVABLE"
STARRING FINN MILLER • GABRIELLE CODY • JOEY RUSSO • COREY PEÑA • FRANCESCO PULTRO • ILENE SULLIVAN • JULIA NEFF
WRITTEN BY MARCUS SANFORD DIRECTED BY MIKE FOX PRODUCED BY MARCUS SANFORD EDITED BY MIKE FOX CASTING BY MIKE FOX PRODUCTION DESIGNER ANTHONY BYRD, JR. EXECUTIVE PRODUCERS CRYSTAL FOX FILMS LEGAL COUNSEL MIKE FOX



TEASER BTS





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