



SIR RAH ENTERTAINMENT GROUP

MARKETING & AWARENESS PLAN

MR. WENDELL

Building industry heat from development through Feb 2027 production

CONFIDENTIAL: FOR REVIEW ONLY

2026

**THE ONE-SHEET**

Positioning Snapshot

"In a high-end Los Angeles sober-living house, a recovering alcoholic turned mentor tries to keep a fragile community together as privilege, street wisdom, ego, and relapse temptations collide: one chore chart at a time."

THE HOOK

Recovery television without the after-school special. A half-hour ensemble dramedy that earns Ted Lasso-level warmth from a subject most shows are afraid to make funny.

WHO IT'S FOR

- Streamers & buyers building half-hour dramedy slates (Apple TV+, FX/Hulu, Max, Peacock, Prime Video)
- Financiers and equity partners looking for a contained, low-negative-cost independent series with a clear licensing path
- Talent managers & casting seeking a distinctive ensemble showcase across a wide age and culture range

WHY NOW

Streaming has proven sustained appetite for half-hour comedies with real emotional stakes (Ted Lasso, The Bear, Somebody Somewhere). MR. WENDELL sits at an underserved intersection: recovery and redemption told as the engine of the comedy, not an issue-of-the-week detour.





PROOF OF CONCEPT

Sizzle Reel Brief

A 2 to 3 minute sizzle reel is the single highest-leverage asset this project doesn't yet have. It turns a paper pitch into something a buyer can watch in a meeting. Recommended content to capture, in priority order:

- **Table read footage:** 60 to 90 seconds of the strongest scene from the Pilot (the morning-meeting / viral-video reveal plays well out of context), cast reading on-book, lightly edited.
- **Cast-in-character intros:** each actor, in wardrobe if possible, delivering one line of self-introduction as their character direct to camera. Fast, cheap, and doubles as casting proof.
- **Location & world stills:** the actual or a stand-in Hancock Park-style house, shot like the show's naturalistic-but-upscale visual style calls for.
- **Wendell Harris on camera:** 30 seconds, creator-to-camera, on why this story and why him. Buyers invest in the person behind the IP as much as the IP.
- **Text-card structure:** logline card, comps card (Ted Lasso / Atlanta / Shameless / The Bear), and a closing card with the financing ask and contact.

This can be produced for a few thousand dollars using the existing team (Joseph Cicio, DP) and does not require SAG-AFTRA signatory status if actors are cast under a short-form or student/proof-of-concept agreement: confirm structure with counsel before shooting.



**BUILD IN PUBLIC**

Digital & Social Plan

Goal before financing closes: build a recognizable, curated presence so buyers and press can verify momentum, without prematurely marketing a show that doesn't have a network home yet. Keep it development-stage in tone: behind-the-scenes, not a launch campaign.

CONTENT PILLARS

- **Meet the House:** one character card per week (art already built for the pitch site), building an ensemble the audience recognizes before a frame is shot.
- **Behind the Bible:** short clips of the writers' room / table reads, positioning Wendell Harris as a first-person creator voice, not just a company byline.
- **Recovery, Told Honestly:** occasional, carefully-framed posts on the show's real themes (accountability, second chances) that invite the recovery community in without exploiting it.
- **Countdown to Cameras:** a visible, dated push toward the Feb 2027 production start once financing closes, converting followers into press & audience for a future premiere.

CHANNELS

- Instagram & TikTok: primary; character/ensemble content performs best on both
- LinkedIn: investor- and industry-facing updates, positioned as company milestones, not hype
- A single-page pitch site (built) as the destination link in every bio and outreach email





INDUSTRY OUTREACH

Where to Take the Pitch

FESTIVALS & LABS (SCRIPT/PILOT STAGE)

- Austin Film Festival: Teleplay Competition
- ATX TV Festival: Pilot Competition
- Series Fest (Denver): Independent Pilot Competition
- Sundance Episodic Lab / New Voices Lab (selective, apply early)
- Blacklist & Coverfly hosted TV pilot competitions: low-cost visibility with buyers who scout there

PRESS & TRADE

- Deadline, Variety, The Hollywood Reporter: "in development" trade item once financing or notable attachment lands (announcements are earned by a milestone, not requested cold)
- IndieWire: independent-financing-angle story once the round is open or closed
- Recovery & culture press (The Fix, Blavity, Shondaland-style outlets) once a sizzle exists

FINANCING & MARKET EVENTS

- AFM (American Film Market) and Content LA: independent finance/sales conversations
- Local entertainment-finance meetups and family-office networks (often the fastest path for a \$200K to \$1M raise, faster than cold studio outreach)





MARKETING TIMELINE

Synched to the Feb 2027 Start Date

Q3 2026: Foundation

Finalize pitch site & master package (done); shoot the sizzle reel; open the social accounts with a 6-week content bank ready to post.

Q3 to Q4 2026: Outreach

Submit Pilot to festival/lab competitions with fall deadlines; begin direct outreach to financiers, family offices, and boutique distributors using the master package.

Q4 2026: Momentum

Announce any notable attachment (director, name cast, advisor) to trade press; convert social following into an owned list for the eventual premiere push.

Q4 2026 to Jan 2027: Pre-Launch

Casting announcements as roles lock; countdown content on socials; line up on-set press/BTS content capture for during the shoot.

Feb 2027: Cameras Roll

Production-start press release; behind-the-scenes content from set becomes the marketing engine for the eventual festival or buyer screening.





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