

ROCK HARD

with the

CLOWNS

an incoming feature film



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doodoofilms



shady
dog
studios

Love



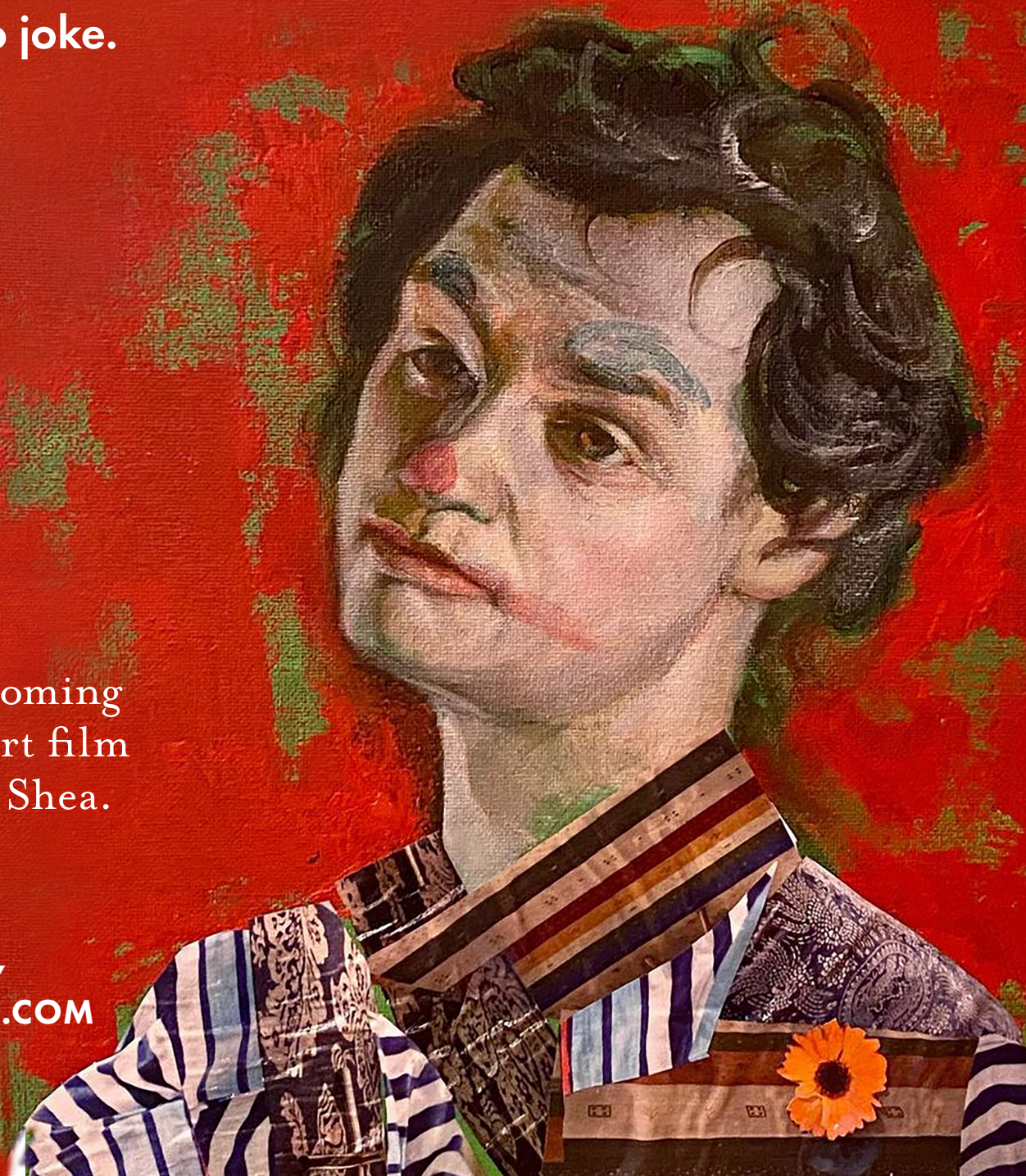
Sucks

A dying clown is forced to learn
that unconditional love is no joke.

Rock Hard with the Clowns is an upcoming
feature film based on the short film
Rock Hard with the Clown by Mike Shea.



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The SHORT Film

Mike, how'd you get yourself into this mess?

In 2009 my Halloween costume got way out of control. The costume became a character, then the character started doing stand up, then I got severely addicted to a severely addictive substance.

After getting sober and using my experience to benefit others, I turned my costume — Brown Frown the Clown — into the protagonist of a 42-minute-long drunk clown musical called *Rock Hard with the Clown*.

It went on to achieve over 50 selections, nominations, and awards around the world, which is nifty because it was: 1) my first film; 2) a 42-minute-long drunk clown musical shot on the stringiest of shoestring budgets.

Wanting more, I started writing a feature based on the short, implementing everything I learned.

**30 WINS
& NOMINATIONS**

**INDEPENDENT
SHORTS
AWARDS**

LOS ANGELES, 2021, 2022

**17 WINS AND
NOMINATIONS**

**INDIE
SHORT
FEST**

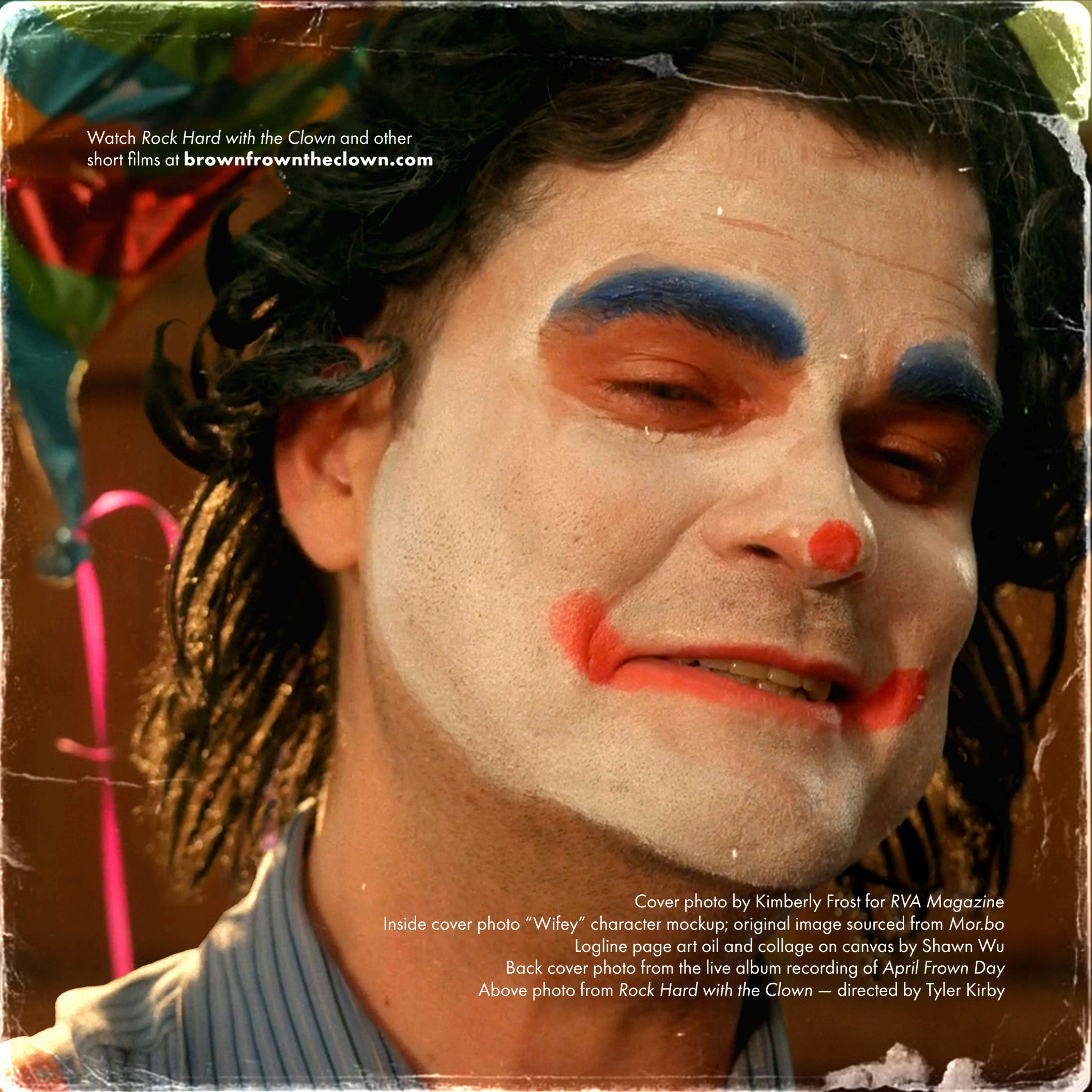
LOS ANGELES INTERNATIONAL FILM FESTIVAL

HONORABLE MENTION
**RICHMOND
INTERNATIONAL
FILM FESTIVAL**

2022

HONORABLE MENTION
**Big Apple Film
Festival and
Screenplay
Competition**

2022



Watch *Rock Hard with the Clown* and other
short films at brownfrownthecrown.com

Cover photo by Kimberly Frost for RVA Magazine
Inside cover photo "Wifey" character mockup; original image sourced from *Mor.bo*
Logline page art oil and collage on canvas by Shawn Wu
Back cover photo from the live album recording of *April Frown Day*
Above photo from *Rock Hard with the Clown* — directed by Tyler Kirby

Mashups

So you love *South Park* and *Euphoria*, huh?

David Bowie knew that to make something great, he had to take previously-proven mediums and mash them together to create something new. He took sci-fi, glam rock, and kabuki theatre to create Ziggy Stardust. I took my three favorite things — fatuous sitcoms with musical numbers like *South Park*, dark comedies about alcoholism like *Bojack Horseman*, and beautiful arthouse dramas about addiction like *Euphoria* — smashing them together to create *Brown Frown*. With the DNA of three successful mediums, *Rock Hard with the Clowns* has the potential to have a substantial cult following. Cult followings allowed *The Rocky Horror Picture Show* to make 226 million USD on a 1.4 million budget¹.

The Rocky Horror Picture Show was “ignored by pretty much everyone, including the future fanatics who would eventually count the hundreds of times they’d seen it”.

— Roger Ebert²



David Bowie sold more than 140 million records during his lifetime³





Photo by Monica Ramirez
— First Camera Assistant on
Rock Hard with the Clown

Audience

Who the hell's gonna watch a drunk clown musical?

Among those who connected with the character is a Billboard-charting singer-songwriter who stayed up all night recording the “saddest song he’d ever written” after watching the short. He knew this wasn’t a film about a clown butt-beer-bonging cough syrup, this was a film about a man who was in so much pain that he would do anything to escape, including hiding behind clown makeup while butt-beer-bonging cough syrup.

The projectionist at the premiere told me he speedily skims each indie film during screen tests because most are horrible. He watched *Rock Hard with the Clown* all the way through. *Twice*.

“

“Absolutely incredible ...
we want to watch more.”
— *Indie Short Fest*

“Mike is different. His
movie is really funny.”
— *RVA Magazine*

“A brilliant talent.”
— *Virginia Film Office*

“Wow. The production
quality is fantastic and
the acting is excellent.”
— *Another Limited Rebellion*

”

BYRD

ROCK HARD
WITH THE CLOWN

The BYRD
★ Theatre
PRESENTING
The Best
ENTERTAINMENT
VALUE
In Town!
Always a Good Show

Rock Hard with the Clown premiered in
October 2021 at Richmond, Virginia's Byrd Theatre

similarities

But seriously, who the hell is gonna watch a drunk clown musical?

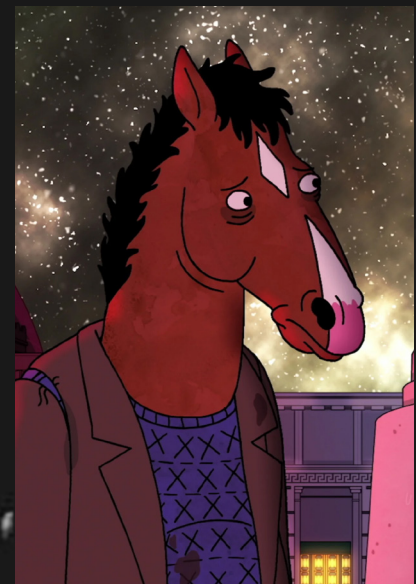
With its first season, *South Park* claimed the highest ratings for any basic-cable series, and reruns drew “five or six times” Comedy Central’s usual audience⁴. In 2021, the creators signed a \$900 million deal with ViacomCBS Inc., one of the biggest in TV history⁵.

BoJack Horseman became the first Netflix original to be syndicated to cable in the U.S.⁶, and was released on DVD and Blu-ray⁷. It was ranked as the best Netflix original by *Thrillist*⁸ and *Uproxx*⁹, and *IndieWire* named it the best animated series of all time¹⁰.

Euphoria has been praised as “visually stunning”¹¹. By the end of its second season, *Euphoria* was the second-most-watched HBO series of all time¹² (there just ain’t no competing with dragons).



South Park’s syndication generates an estimated 25 million USD a year¹³



BoJack Horseman had 17 times the demand of the average TV series in the U.S. as of September 2023¹⁴



Euphoria had the strongest
digital premiere night
performance since HBO
Max's launch¹⁵

(*upcoming*) Feature

Ok fine, I'm a bit curious. What's it about?

Discovering he's dying, a cough syrup-addicted clown tries to reunite with his estranged wife.

Uh huh. So what's it *really* about?

Should love should be unconditional?

When I think about the film, which is a lot, I don't think about the jokes which are hilarious, or the music which is phenomenal. I think about the real moments in the script — the moments of struggling with loving others and loving oneself. I could stay up all night arguing if love should be unconditional, which is why I'm making a film about it.

I hope our clown has a happy ending. I did, but I'm one of the lucky few. Addiction doesn't just kill. It tortures people to death. This film is for those who can't watch it because they lost their fight. If our has clown a happy ending, perhaps a viewer might glimpse one of their own.

In 2021:

46.3 million Americans
had Substance or Alcohol
Use Disorder¹⁶



Only 4.6% of them
sought treatment¹⁶

More than 246,000
of them died^{17,18}



"Wifey" character mockup;
original image sourced from
Interview Magazine

THE TEAM *(so far)**

PRODUCERS MIKE SHEA & ERIC WAKEFIELD THOMPSON

DIRECTOR ERIC WAKEFIELD THOMPSON
Walmart, Audi, Capital One, Lincoln, Walking Dead, Dopesick, Swagger, Snoop Dogg, Lady Gaga, Arcade Fire, Hellmann's Mayonnaise, Duke's Mayonnaise

WRITER MIKE SHEA
Rock Hard with the Clown

DIRECTOR of PHOTOGRAPHY ERIC WAKEFIELD THOMPSON

COSTUME BCALLA
Everything Everywhere All at Once, Lady Gaga, Miley Cyrus, Lizzo, Azelia Banks, Doja Cat, Emma Roberts, Rosario Dawson

PRODUCTION DESIGNER ERIC WAKEFIELD THOMPSON

EDITOR MIKE SHEA

CAST MIKE SHEA: *Rock Hard with the Clown, A Year's Worth*
JUSTIN DRAY: *Ad Astra, It's Always Sunny in Philadelphia, CSI: NY, Heroes*
DIETRICH TESCHNER: *Headwaters Down, Blue Bloods, Turn*
SAMUEL JAMES HALL: *The Greatest Dancer (finalist)*
ELLIOT WEGMAN: *The Magic Shed, Rock Hard with the Clown*
SARA ROAN: *A Year's Worth, You and Him and Me, Sisters*
STEVE BOSCHEN: *The Henderson Monster, Rock Hard with the Clown*
ELLIOT CAPELLA: *Survive the Raft*
RANDY BLYTHE: *Lamb of God (lead singer)*



BCALLA's "Weed Nug" piece was featured in *Everything Everywhere All at Once*

* Several roles, such as the other titular clown, "Wifey", are yet to be cast. Crew members with multiple hats may see some responsibilities outsourced as production continues and more crew members are welcome aboard.



TBD



Mike Shea



Justin Dray



Dietrich Teschner



Samuel Hall



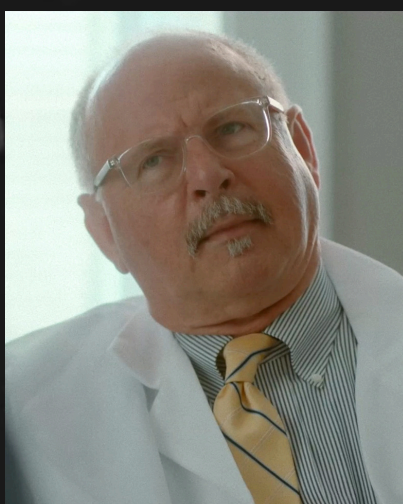
Elliot Wegman



Sara Roan




Randy Blythe



Steve Boschen



Elliot Capella



For Jack

This film is for you
the young man who was already dead
by the time I squeezed your stiff hand
and promised I would never stop
fighting for you
and others like you
after addiction tortured you
to death

I hope I never have to squeeze
another stiff dead hand again

But if I do
it'll be
because I never stopped fighting
for that guy either

contact:



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Sources

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Unedited* Photo of Mike Shea & Brown Frown the Clown
by Kim Frost for RVA Magazine

**This is a lie*



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that unconditional love is no joke

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