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GHOST PLAYER

THE DOCUMENTARY

TARGET AUDIENCE

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Our audience is middle-aged men and women with a love of baseball and a fascination with the movie, **FIELD of DREAMS**. By some estimates, over one million people from across the world have traveled to Dyersville, Iowa to visit the Field of Dreams. The Ghost Players themselves have performed on the field and on tour for more than 50,000 people. Given the pre-existing interest in the **FIELD of DREAMS**, and the particular fervor the movie has inspired amongst fans, **GHOST PLAYER** has an enormous built-in audience base.

Additionally, **GHOST PLAYER** will have a broad, national appeal to a general North American audience.

This broad, general audience for **GHOST PLAYER** can be divided into the following groups:

★ **Baseball Fans.** The film revolves around and explores the power of America's favorite past time to inspire dreams and transform lives. As the love of baseball reaches across generational lines like no other sport in America, so **GHOST PLAYER** will appeal to baseball fans of all ages. Interactions between Baseball Hall of Fame players and the Ghost Players will draw and entertain the most avid fan. The Ghost Players have also been guest of many minor league ballparks and appeared at the oldest ballpark in use when it closed, Comiskey Park, home of the Chicago White Sox for 81 years.

★ **Rural Americans.** Ghost Player is essentially the story of a group of men from a small Mid-western farming community who are given one chance to revive the dreams they had given up so they could make ends meet in a struggling rural economy. The film, which will also feature homespun music from the heartland, will appeal to audiences in rural America who will see themselves in the story of these men.

★ **Spiritual and Religious Groups.** One of the main characters, Coach Dennis Rima, brings his religious beliefs to the field, drawing in this audience group.

★ **Armchair and real-world travelers** will be entertained, educated and inspired by this unique group of men as they travel the globe.



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TARGET AUDIENCE [CONTINUED]

★ Audiences with a connection to the original movie and to the documentary's central theme: a second chance to live the life you've always dreamed. **FIELD of DREAMS** has had a significant impact on millions of people, and other documentaries related to the movie and the field itself have been very successful.

★ **Military Personnel.** The Ghost Players have performed at home and abroad for military personnel with great success. They bring a taste of home and the comfort of America's favorite past time to the men and women risking their lives in service. Additionally, transformative encounters between the Ghost Players and military personnel are chronicled in the film.

★ **Japanese Baseball Fans.** The Ghost Players have made three trips to Japan to perform with smashing success. Japan's fervent love of baseball and fascination with the movie has led to the construction of a **FIELD of DREAMS** in Japan.

★ **Narrative and Documentary Film Fans.** As **GHOST PLAYER** examines the strange and unexpected power of a Hollywood movie to change the lives of an entire community, it will appeal to fans of narrative and documentary film buffs alike. Fans of Kevin Costner and James Earl Jones in particular will appreciate production stories told by these great actors.

★ **The Educational Markets.** **GHOST PLAYER** will be a resource for educational inquiry on the subjects of media, culture, geography and history.

★ **Historical Societies –** **GHOST PLAYER** chronicles a significant chapter in the history of Iowa. The film explores the enduring fame bestowed on Dyersville by the movie **FIELD of DREAMS**. **GHOST PLAYER** chronicles the strange and unexpected lure of one baseball diamond that changed life for this small town in the middle of the Hawkeye State.