



# MERRY GLITCHMAS

A Holiday Rom-Com



# LOGLINE

*“She’s the Glitch...  
that Broke Christmas!”*

A charming man trapped inside an endless Hallmark-style Christmas Movie begins to suspect his world is fake when a rebellious crew member accidentally breaks through the illusion — forcing him to choose between the perfect holiday fantasy and messy, unpredictable reality.



# THE PREMISE

Every Christmas, charming small-town hero Nicholas Evergreen meets the perfect woman, saves the family bakery, and finds true love under falling snow. There's just one problem... he's done it eight times.

When a glitch exposes the film crew secretly controlling his picture-perfect world, Nicholas discovers he's the recycled leading man of an endless loop of Hallmark-style movies. Now aware that every fiancée he's ever loved is destined to die in a holiday accident, he scrambles to stop their absurd fates – fending off a parade of romantically obsessed love interests while teaming up with Ellie, a tattoo-clad crew tech who accidentally broke the illusion.

As Nicholas and Ellie fight to outwit the corporate overlord manufacturing Christmas itself, sparks fly between the only two people awake inside the snow globe. To escape the loop, Nicholas must choose between the perfect holiday fantasy and the messy, unpredictable reality that just might make his first real love story.



# TONE AND COMPS

A Meta Romantic Comedy / Holiday Fantasy / Satirical Sci-Fi

- THE TRUMAN SHOW
- FREE GUY
- ELF
- CABIN IN THE WOODS

# THE TWO WORLDS



# CHARACTERS



## Nicholas

Our charming lead wrapped up in Positivity and Christmas Cheer.

He begins to question what is real...



## Ellie

The Glitch who Broke Christmas...

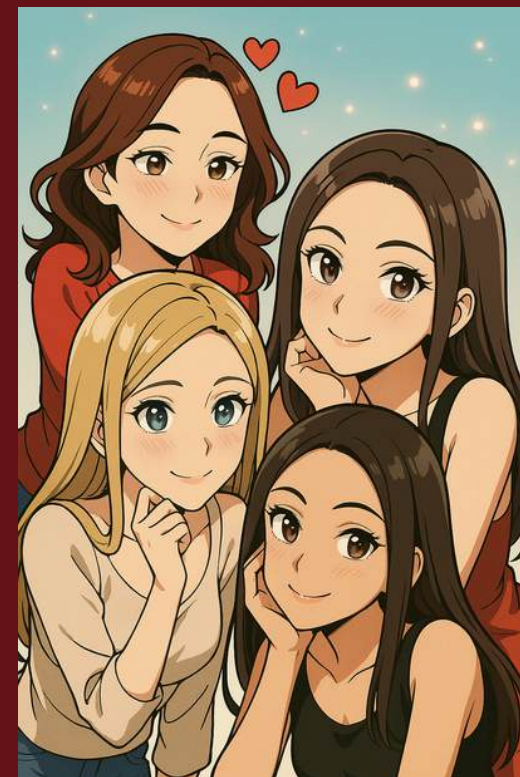
A Jaded Christmas Channel Employee who prefers coffee over magic.



## Mr. Sneed

Mustachioed Mastermind and CEO of The Christmas Channel.

Determined to Protect The Perfect Holiday.



## The Fiancées

Perfectly coifed, Hopelessly in Love...

These brides to be would DIE for Nicholas... Quite Literally!



## Randy

Nicholas' eternally loyal Best Friend and Drinking Buddy.

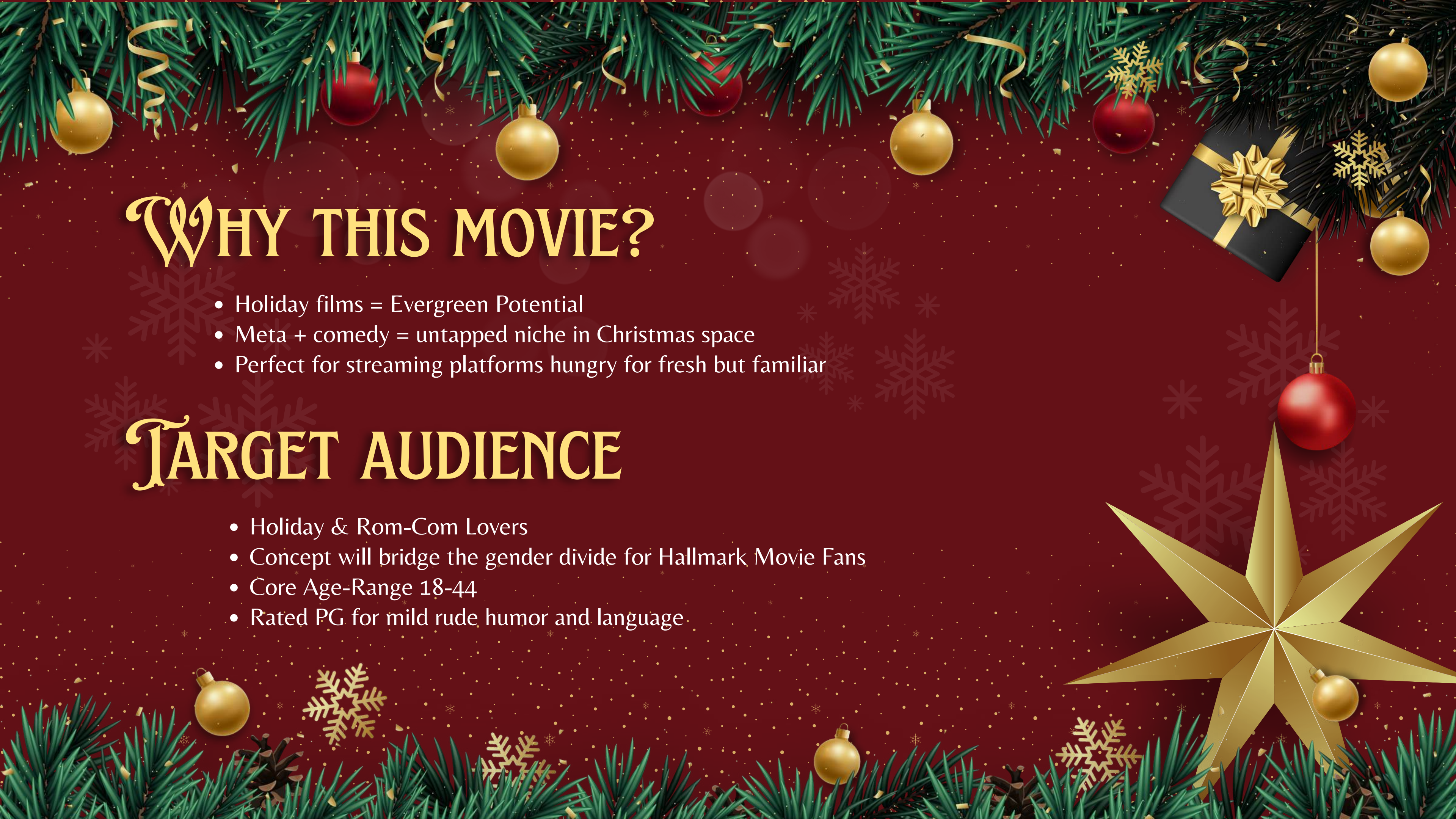
More Egg-Nog than Man at this point.



## Town of Mistletoe

A picture-perfect Christmas village...

Complete with Secret Tree Tunnels and Corporate Controlled Cheer.



# WHY THIS MOVIE?

- Holiday films = Evergreen Potential
- Meta + comedy = untapped niche in Christmas space
- Perfect for streaming platforms hungry for fresh but familiar

# TARGET AUDIENCE

- Holiday & Rom-Com Lovers
  - Concept will bridge the gender divide for Hallmark Movie Fans
  - Core Age-Range 18-44
  - Rated PG for mild rude humor and language
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# BUDGET & PRODUCTION PLAN

High Concept Story | Low-Cost Execution

- Target: \$150K – \$300K microfeature
- Post-production handled in-house
- Two Key Locations
- Shot in practical Christmas town location (California / Utah / Canada)
- Delivery: Christmas 2026

The beauty of the concept is that repetition (reusing sets, wardrobe, extras)  
ELEVATES the story and production value, much like Groundhog Day or The Truman Show

# HOW WE MAKE MONEY!

It's a Christmas MIRACLE!

## The Plan, Step by Step.



### Event Screenings

Limited-run theatrical “fan premiere” screenings (AMC Indie, Fathom Events, or boutique theaters) using a revenue-share model

No upfront rental, 50/50 ticket split.

Acts as both profit generator and press-launch to build buzz before streaming licensing agreements.



### Digital Premiere Event

Exclusive “Merry Glitchmas Digital Premiere” on launch weekend — streamed via platforms like Vimeo OTT, Eventive, or Moment.

Fans buy access (\$5-10) for a one-night interactive watch party with live Q&A after the film.

Creates opening-weekend revenue + community hype.



### Streaming & Licensing

Primary revenue from platform licensing — \$150K–\$500K (exclusive) or \$50K–\$200K (non-exclusive), plus VOD sales \$30K–\$100K annually.



### Foreign & Cable Sales

Holiday comedies consistently sell overseas — \$100K–\$250K international, \$75K–\$250K domestic cable (Hallmark, Lifetime, etc.).



### Evergreen & Merchandising

Re-licensed annually; earns every December for 10+ years.

Fan-driven merch + exclusives add \$10K–\$50K+ yearly in recurring value.



# MARKETING & ENGAGEMENT PLAN

- Audience polls determine comedic beats and one-liners.
- Operation Christmas Classic “Make a \$1 Million Christmas Movie!”
- Documenting the journey with Luke’s flourishing and invested Patreon and TikTok community.
- Empowering the audience ahead of time as \*Glitch-Techs\* to create investment and pseudo-ownership months before the film is finished.
- Cast influencers in key roles for extended reach.

“SEE THE MOVIE TO FIND OUT IF  
YOUR CHOICE MADE THE CUT!”



# THE TEAM



## Luke Persiani

Creator / Lead Actor / Holiday Cheermeister

Luke has built a massive online following (a 90% Female Fanbase) through his charm, wit, and authentic connection with audiences. Hosting his 3 hour LIVE Late Night show “After Dark” nightly on TikTok.

A comedic performer and mind in the tradition of Jim Carrey, Charlie Chaplin and Jimmy Stewart...

Luke brings both the humor and heart to Merry Glitchmas, leading the charge of Operation Christmas Classic — the fan-powered movement to create the next great holiday film.



## Charlie Puritano

Director / Producer / Yuletide Visionary

Charlie Puritano is an award-winning filmmaker and visual storyteller with over two decades of experience directing and producing acclaimed screen projects. Known for his sharp eye, stylish visuals, and wry wit behind the camera, Charlie brings a dynamic sense of pacing and tone to every production he helms. A natural storyteller with a background in illustration and cinematography, he uses his own hand-drawn storyboards to craft visually inventive and emotionally grounded sequences.

Additional Producers / Partners TBD (Open to collaborators)



# MERRY GLITCHMAS

“Let’s make a Christmas Classic... Together.”