

The background of the poster is a dark, atmospheric photograph of a city street. On the left, a concrete wall is covered in colorful graffiti. In the center, a wet pavement reflects the overcast sky and the buildings in the distance. A red GoPro camera icon is positioned above the title. The title 'THE FEED' is written in large, white, distressed block letters, enclosed within a red bracket that has a dripping, blood-like texture.

# [THE FEED]

A single stolen GoPro becomes the unblinking witness to the darkest underbelly of modern Britain, passing through the hands of cyclists, thugs, dealers, and victims—until one traumatised girl and a broken soldier turn the lens into a weapon of truth and vengeance.



An urgent, unflinching urban thriller told entirely through the lens of a stolen GoPro. The Feed shines a light on exploitation, youth violence, and survival in modern Britain.

# [THE FEED]

## OUR MISSION

Underdog Crew Studios is a multi-award-winning community interest youth empowerment organisation. We merge professional filmmaking with youth empowerment and training. Every Underdog Crew project reinvests profits into building a self-sufficient community film studio by 2028.

BBC Essex Make a Difference Award WINNER (2025)  
Colchester City Mayor's Chosen Charity (2025/26)

**Proven, multi award winning, track record**  
(Blood Highway, Morris Men, The Slip)

**Genre:** Urban Vengeance Thriller | Found Footage

**Comparable Titles:** End of Watch, Harry Brown, Hardcore Henry

**USP:** Fully POV. Socially conscious. Raw cinematic realism



**"One camera. One truth. No escape."**

## **Distribution Pathway**

**UK Premiere:** Firstsite, Colchester

**International Festival Run**

**Global Streaming:** Apple TV, Prime Video, Netflix

**Sales Representation:**

Moviehouse Entertainment (Mark Vennis)

**Why Partner?**

Prestige: socially urgent cinema with awards potential

Visibility: festival buzz + global streaming reach

  
**THE FEED**



**A Feature Film by DB Morgan & Underdog Crew Studios**

The Feed is a first-person, found-footage urban vengeance thriller. Shot entirely through a stolen GoPro, the film becomes an unblinking witness to the darkest underbelly of modern Britain – youth violence, exploitation, survival, and redemption.

Unique for its visceral POV style and its socially conscious heart, The Feed fuses adrenaline-fuelled spectacle with urgent commentary on clout culture, moral collapse, and resilience.

**"The film that looks like the streets,  
feels like the streets...  
and never lets you look away."**



# Sponsorship Opportunities

## Product Placement

Brands become part of the film's world through authentic on-screen integration of bikes, apparel, tech, drinks, or streetwear. With the 'Action Cam' POV capturing every frame, placements are visceral, up-close, and unforgettable.

## Sponsored Apparel & Gear:

Partner brands showcase apparel and equipment across:

**Gang sequences** – urban streetwear, sneakers, accessories.

**Mountain bike sequences** – GoPro, helmets, jerseys, trainers.

**Everyday life scenes** – energy drinks & snacks.

## Crowdfunding & Launch Prizes/Giveaways:

Your products headline our pre launch promotional campaigns.

Branded giveaways on social media, vlogs, and podcasts.

Festival launch packs for influencers and press.

Magazine and radio tie-ins: "Win the official 'The Feed' stunt hoodie / bike helmet / Action Cam."

Ful brand exposure: at the (Firstsite - Colchester City) UK premiere (Spring 2027. 190 seat cinema. 300 people interior event room. 1500 people exterior event & performance space.)

## BTS Viral Content:

Exclusive branded access to behind-the-scenes stunt footage.

Integration into TikTok & YouTube BTS drops, where The Feed's action sequences are teased before the premiere.

## Ongoing engagement:

fans follow the making-of journey while engaging directly with our sponsors.



# Distribution & Social Impact

## Planned Distribution Path

**UK Premiere** at Firstsite, Colchester.

**International Festival Run** – socially charged and genre-led festivals.

**Aggregator Release** – Apple TV, Prime Video, Netflix.

**Sales Representation** – Mark Vennis, Moviehouse Entertainment.

## Why Partner With Us

**Global Reach:** Your brand showcased on international platforms.

**Cultural Relevance:** Engaging youth that spark debate and headlines.

**Youth Impact:** Directly support Underdog Crew CIC's mission to empower young people through filmmaking.

## Sponsor Tiers

### Headline Sponsor

Key logo placement in opening credits.

Major product placement (bike/apparel/tech).

Featured in all PR, BTS, and festival marketing.

### Supporting Sponsor

Secondary logo placement in closing credits.

Specific scene placement opportunities.

Social media highlights during campaign.

### Community Partner

Logo in end credits.

Access to premiere and community screenings.

Inclusion in crowdfunding giveaways.

We're currently securing strategic brand partners and The Feed is already generating buzz across industry and community networks – now is the time to get on board.



**"ONE CAMERA  
ONE TRUTH  
NO ESCAPE"**

**UNDERDOG  
CREW  
STUDIOS**

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**THE FEED**