

BAG SNATCHERS

A Halloween Tradition



Why Now?

Since *Bag Snatchers* was first introduced, the rise of streaming and other structural shifts have transformed the entertainment landscape, fueling an explosion in holiday-themed storytelling. According to Parrot Analytics, the Christmas-movie catalog had grown sixfold by 2023 compared with titles released before 2000.

A screenplay ahead of its time. That time is now.

First introduced at the tail end of the spec boom, *Bag Snatchers* attracted Hollywood producers and earned multiple professional options.

As the Christmas movie market grows increasingly crowded, Halloween offers a compelling opportunity for fresh family entertainment.

THE CREATOR

Marlon J. Green first conceived *Bag Snatchers* as a class project in NYU Tisch's MFA Dramatic Writing program. After the September 11 attacks interrupted his studies, he developed a mysterious respiratory illness that left him disabled, yet still determined to bring his stories to life.



Today, *Bag Snatchers* presents a fresh opportunity and a unique vision: a family adventure built on a longstanding Halloween tradition.



THE PERFECT PLAN

“With our height,
we dress up as
trick-or-treaters
and disappear
in the crowd.”

COCKROACH



THE WRONG BAGS

They went out for a candy-snatching tradition.

They came home with the bank robbers' loot.



Logline:

When “small-time” robbers disguise themselves as trick-or-treaters to flee a Halloween bank heist, a crew of neighborhood kids snatches their loot bags thinking they’re filled with candy and must outwit the pint-sized crooks who’ll stop at nothing to get their money back.

COMEDY IN MOTION

Kids Vs Robbers



Meets



CAN A FAMILY COMEDY STILL MAKE BUSINESS SENSE?

Without DVD revenue, where's the long-term value?

October. It comes back every year. A recurring window for promotion, discovery, and repeat viewing.

How do you market an original movie without franchise recognition?

October. Halloween. Candy-snatching traditions. Clippable comic action ripe for social sharing.

Can a Halloween story draw audiences decades later?

29 years after the original, Hocus Pocus 2 became Disney+'s biggest U.S. film premiere to date (2022). Halloween stories are evergreen.

Source: Disney+, Oct. 4, 2022. Ranking based on hours streamed in the first three days.



Getting help becomes a rescue mission.

**October is more than
a release window.
It's an evergreen
opportunity.**

FOUR-QUADRANT MASS APPEAL

Can it reach beyond the kids?

Halloween is made for kids and the adults who never outgrow it. Girls and boys, young and old, everyone gets in on the fun.



Can broad family comedy travel internationally?

Halloween already has an international audience. Bag Snatchers is built to travel, with humor rooted in physical comedy, from height gags to sight gags and the chaotic mayhem in between.



Money is the universal language.

CASTING FLEXIBILITY

Can the concept work at different budget levels?

LOW-TO-MID-BUDGET POTENTIAL

Imagine comedy superstars such as Kevin Hart or Katt Williams as the lovable villains.

The concept works equally well with lesser-known Little Person actors or vertically challenged comedy superstars, offering casting flexibility across budget levels.



KATT WILLIAMS



KEVIN HART

Casting examples only. No talent attached.
Photo credits: IMDb.



BUILT-IN MARKETING & BRANDING OPPORTUNITIES

Can the concept attract stars and brand partners?

SUPERSTAR CAMEOS

Parents and town cops offer built-in opportunities for superstar cameos, giving comedy favorites memorable moments without requiring them to carry the film.

PRODUCTS THAT FIT THE STORY

Candy, costumes and trick-or-treat bags are central to the action, creating natural opportunities for product placement, promotional partnerships and licensing.



Casting examples only.
No stars are officially attached.

The market caught up.

Bag Snatchers attracted reputable Hollywood producers long before seasonal streaming and month-long Halloween programming became established viewing habits.

Now the timing is right.

As you enjoy spooky season with family and friends, ask yourself:

Do you have a project ready to compete in the lucrative Halloween family comedy market?

**Bag Snatchers.
A Halloween tradition.**