

YELLOW

THE BOOK PROJECT

THE COST OF TELLING A FORGOTTEN **AMERICAN STORY.**

PROPOSED PRODUCTION BUDGET

\$250,000

18 MONTHS / 75,000 WORDS / 7 BUDGET AREAS

A transparent working budget for researching, writing, editing, and preparing the John D. Hertz biography for consideration by international publishers.

PUBLICATION DRAFT | OCTOBER 2026

THE FUNDING GOAL

Where the \$250,000 goes

An 18-month production plan for a researched, professionally edited English-language manuscript of approximately 75,000 words.

01	Project Management & Production	\$42,000	16.8%
02	Historical Research & Archives	\$40,000	16.0%
03	Manuscript Writing	\$55,000	22.0%
04	Editorial & Publishing Preparation	\$31,000	12.4%
05	Travel & Field Research	\$22,000	8.8%
06	Marketing, PR & Fundraising	\$35,000	14.0%
07	Legal, Administration & Contingency	\$25,000	10.0%

TOTAL PROJECT BUDGET

\$250,000

Budget allocations are proposed estimates, not confirmed supplier quotations. Amounts may be refined before fundraising and contracting, while the published funding goal remains subject to formal approval.

THE LINE ITEMS

Building the foundation

Every allocation below is a proposed budget cap for a defined activity or deliverable.

01

PROJECT MANAGEMENT & PRODUCTION

\$42,000

16.8% OF TOTAL BUDGET

Founder & Executive Producer fee (\$2,000 x 18 months)	\$36,000
External administration & project coordination	\$6,000

PLANNED OUTPUT

Project leadership, production oversight, partner coordination, schedule and budget management. The founder fee is disclosed separately and is subject to an agreed scope of work.

02

HISTORICAL RESEARCH & ARCHIVES

\$40,000

16.0% OF TOTAL BUDGET

US historical researcher	\$15,000
Archive research: Chicago, New York & other sites	\$8,000
Document digitization & reproduction permissions	\$5,000
Historical consultations & expert interviews	\$5,000
Slovak & European historical research	\$4,000
Research records & documentation management	\$3,000

PLANNED OUTPUT

Source inventory, historical chronology, archival documentation and a verified research foundation for the manuscript.

THE LINE ITEMS

From research to manuscript

The central production investment is the writing and independent editorial preparation of the book.

03

MANUSCRIPT WRITING

22.0% OF TOTAL BUDGET

\$55,000

Lead writer: approximately 75,000-word manuscript	\$50,700
Additional author revisions & research integration	\$4,300

PLANNED OUTPUT

Complete English-language draft and agreed revisions. Scope, milestones, credits and rights will be defined in the writing agreement.

04

EDITORIAL & PUBLISHING PREPARATION

12.4% OF TOTAL BUDGET

\$31,000

Developmental editing	\$6,000
Copyediting & proofreading	\$5,000
Independent historical fact-checking	\$6,000
Book proposal & publisher submission materials	\$5,000
Cover concept & sample book layout	\$4,000
Literary & publishing consultancy	\$5,000

PLANNED OUTPUT

Professionally reviewed manuscript and publishing submission package. Representation, a publishing contract and commercial publication are not guaranteed.

THE LINE ITEMS

Research in the field

Travel and outreach are budgeted separately to make their purpose and cost visible.

05

TRAVEL & FIELD RESEARCH

8.8% OF TOTAL BUDGET

\$22,000

International flights	\$4,000
Domestic transportation in the United States	\$3,000
Research-trip accommodation	\$7,000
Meals & local transportation	\$3,000
Research meetings & archive visits	\$3,000
Unplanned research-related transfers	\$2,000

PLANNED OUTPUT

Travel costs must relate directly to documented research or book production activities; personal travel is excluded.

06

MARKETING, PR & FUNDRAISING

14.0% OF TOTAL BUDGET

\$35,000

Brand & website development	\$5,000
Trailer & video production	\$8,000
US public relations & media outreach	\$8,000
Social media & content production	\$5,000
Fundraising campaign & materials	\$5,000
Events, presentations & networking	\$4,000

PLANNED OUTPUT

Audience development, fundraising communication and book-related outreach. Shared YELLOW activities must be allocated fairly to the book project.

THE LINE ITEMS

Protection & accountability

The final allocation supports legal readiness, payment operations and a limited contingency reserve.

07

LEGAL, ADMINISTRATION & CONTINGENCY

\$25,000

10.0% OF TOTAL BUDGET

Copyright & intellectual property	\$4,000
Contracts & legal review	\$5,000
Accounting & financial administration	\$3,000
Payment processing & banking	\$3,000
Contingency reserve	\$10,000

PLANNED OUTPUT

Contracts, rights review, financial administration and controlled unforeseen expenses. The contingency is not an automatic spending allowance.

WHAT THE FUNDING IS INTENDED TO DELIVER

- 01

A researched English-language manuscript of approximately 75,000 words.
- 02

Independent editing, fact-checking and legal review.
- 03

A professional book proposal and materials for publisher consideration.

THE PUBLIC COMMITMENT

How we account for funding

Transparency means making the distinction between planned costs, actual spending and future outcomes explicit.

PROPOSED, NOT CONTRACTED

This document presents an indicative 18-month budget. Supplier fees, tax treatment and payment terms must be confirmed before funds are committed.

FOUNDER COMPENSATION

The \$36,000 founder and executive producer allocation equals \$2,000 per month for 18 months. Its tax and contractual treatment must be established before payment.

USE OF CONTRIBUTIONS

Funds should be used only for eligible book-project costs. Any reimbursement of expenses incurred before the fundraising period should be separately disclosed and approved.

REPORTING & MILESTONES

Publish funds received, funds spent, outstanding commitments and material project milestones at a regular interval once a reporting policy is adopted.

FUNDING SHORTFALL & RIGHTS

Before accepting contributions, publish how partial funding will be handled and clarify ownership of manuscript, translation and adaptation rights.

SCOPE OF THE PROMISE

The budget targets a completed, professionally prepared manuscript. It does not guarantee a publishing deal, bestseller status, a film or a museum.
