



The Nicholas Project

AN ANNUAL CHRISTMAS RECORD.
ONE VOICE, EVERY YEAR.

CONCEPT AND MUSIC WRITTEN BY BRETT WARREN

VOLUME ONE / CHRISTMAS 2027

A Christmas record sung by Saint Nicholas.

Thirteen original songs written by **Brett Warren**, all of them in the first person, all of them from the side of the man who delivers Christmas, not from those of us who wait to receive it. The record is written and demoed. Volume One is written for Tim McGraw's voice. There is a feature film concept ready for development.

01 THE RECORD

Thirteen songs, written and demoed. You can hear all of them in this deck.

02 THE IDEA

A new artist becomes the voice of Nicholas every Christmas. The songs are the constant.

03 THE FILM

NICK. A feature treatment exists. The album would be its score.

— THE WRITER

Brett Warren.

One-half of the recording and songwriter duo, **The Warren Brothers**. Brett has been writing and performing hit songs for over 30 years. The Nicholas Project is his. The songs, the character, the film that comes out of it. This is the first time it has left the room.

WHO HE IS

Brett and his brother Brad moved from Tampa to Nashville in 1995, signed to RCA in 1997, and put out three albums on BNA. They were CMA Duo of the Year nominees six years running, judged a season of *Nashville Star*, and had their own CMT series, *Barely Famous*.

Then the writing took over. Brett is a Grammy-nominated songwriter with cuts by Faith Hill, Keith Urban, Dierks Bentley, Martina McBride, Toby Keith and Little Big Town. The McGraw catalogue below is why the voice on this record is not a cold ask.

SELECTED CREDITS

- **If You're Reading This**, Tim McGraw. Grammy nomination, Song of the Year.
- **Highway Don't Care**, Tim McGraw with Taylor Swift and Keith Urban. No. 1.
- **Felt Good on My Lips**, Tim McGraw. No. 1, three weeks.
- **Feel That Fire**, Dierks Bentley. No. 1.
- **Anyway**, Martina McBride. CMA Song of the Year nomination.
- **Red Solo Cup**, Toby Keith. Plus cuts by Faith Hill, Keith Urban and Little Big Town.



— THE BIG IDEA

Everybody knows the man in the red suit. Almost nobody knows the man who started it all.

The typical Christmas canon is written from the kids' point of view. Waiting up for Santa, looking for their gifts. But what if Saint Nicholas was writing the songs. A true story told in a modern voice. Giving in the dark of the night, asking for nothing in return.



— THE TRUE STORY

Three bags of gold. One open window. No name.

Nicholas of Myra, around 270 AD. Gold thrown through a window at night, into the stockings drying by the fire. He asked for nothing, and was caught only on the third try. That is where the stocking and the secret giver come from.

THE THREE GOLD BALLS OVER EVERY PAWNSHOP ARE THOSE THREE BAGS OF GOLD

A dimly lit living room at night. A fireplace with a warm fire is the central focus. Four stockings hang from the mantel. To the left, a lamp with a warm glow sits on a side table next to a sofa. A framed picture hangs on the wall above the lamp. To the right, a dark armchair is visible. The overall atmosphere is cozy and intimate.

— THE STORY

The people who carry the joy rarely get to sit inside it.

He does it anyway. First person, past midnight.
Giving treated as work, never sentiment. That
is the whole record.

THE MUSIC

Thirteen songs. One voice, all night.

Start with these two. **I Ain't A Saint** is the opener and the thesis. The man named for the saint telling you he is no saint. **Down The Chimney** is the single. He comes down to find the parents still awake and the house wrecked, one carrier witnessing two more.

▶ TAP ANY SONG TO PLAY · ALL SONGS WRITTEN BY BRETT WARREN

1	The Best Gift Ever	
2	Down The Chimney	START HERE · SINGLE
3	I Ain't A Saint	START HERE · OPENER
4	Christmas Eve Midnight	
5	Cry Holy	
6	Let Em Shine	
7	You Don't Know Me	
8	Sonogram	
9	Santa Can't Get A Tan	
10	One More Christmas	
11	Heavy Load	
12	Lenny	
13	Love Never Loses	

THESE ARE DEMOS. YOU ONLY HAVE TO HEAR THEM TO UNDERSTAND WHAT IT IS.

— HOW IT EVOLVES

One voice. One night. *Every year.*

Each Christmas, one artist becomes the voice of Saint Nicholas and sings the same story from his side. The songs are the constant. The voice is the event.

I

CHRISTMAS 2027
The record arrives
The first voice.

II

CHRISTMAS 2028
A new voice takes it
The songs endure.

III

CHRISTMAS 2029
The canon returns
The reveal becomes the tradition.

— THE BET

We are not making an album.
We are trying to build a standard.

\$8.5M

Earned by one song in a single year, twenty-eight years after release

90%+

Of holiday streaming is catalog, not new. The highest of any genre

4

New Christmas songs cracked the Holiday 100 top 50 in a decade

A holiday song lives on playlists six years. A normal song lasts two hundred days. Standards do not fade, they re-enter. Mariah, Wham, and Bublé come back every December. You cannot declare a classic, but you can build every part of one on purpose.

BILLBOARD · NPR · OFFICIAL CHARTS · LUMINATE · CHARTMETRIC

— THE VOICE

Volume One was written for one voice.

Tim McGraw has never made a full Christmas record, but has released three individual Christmas tracks through the years. Each one from sung from inside the story, in character. It is not a stretch for him. It is the thing he already does brilliantly.

2012

Mary and Joseph

The nativity told as a story, start to finish

2020

It Wasn't His Child

Joseph's side, first person. CMA Country Christmas

2021

Christmas All Over The World

The secular one, and the only one of the three

THE ASK IS THE MUSIC SIDE ONLY. THE SONGS, THE CHARACTER, AND THE FILM ARE BRETT'S.

— THE PLAN

Seven weeks. One shot at the season.

01 CHRISTMAS IN LATE SPRING, ON PURPOSE <i>Santa Can't Get A Tan</i> is the one song on the record that plays in warm weather. It goes out in late spring, months before anyone is thinking about December, so the character is already in the world when the season arrives.	02 SINGLE OCT 1, ALBUM NOV 5 Serviced to radio Sep 7, four weeks before holiday listening turns on. The album streets early so it rides the whole season instead of arriving inside it.	03 THE WALL IS AC, NOT COUNTRY Eighty-five plus AC stations flip to all-Christmas in mid November. Add date Oct 4, impact Oct 11, inside the clock rather than inside the flip. That is the format that decides it.	04 DEC 21, EVERY YEAR The Long Night. A permanent annual date, so the record has somewhere to re-enter.
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TWO LINES PRE-WRITTEN FOR SKEPTICS:

It is not a gimmick, it is a character. It is not a worship record, it is a true story.

— WHO IT IS FOR

Five rooms it walks into.

THE ROOMS THAT BUY IT

- **The country loyalist.** 35 to 64, mostly women, thirty years in. Has never been given a Christmas record by this artist. The first ever is the whole sell.
- **The holiday superfan.** Drives the November streaming spike, up four times since 2019. Will try any credible new holiday record.
- **The one who gives records.** A concept album is a gift object, not a shuffle playlist. Justifies the physical and the deluxe.

THE ROOMS THAT CARRY IT

- **Faith and family.** A true story about the real saint, told as story. Reach without ever becoming a worship record.
- **The soul tastemaker.** Small in number, and the reason it gets taken seriously outside country.

— THE FILM

NICK

A pawnbroker has spent years giving his money away in secret. It is the only way he can still bear to touch the world. Then the family he is quietly trying to save goes looking for whoever keeps showing up in the dark. Myra Pawn & Loan, three brass balls over the door, named for his late wife. Three nights, three gifts, and on the third one they catch him.

01 THE GAP

Christmas at the multiplex is kids, or it is faith-based, or it is a Hallmark movie. Almost nothing is made for the adults in the room.

02 THE COMPS

The Family Stone. *Love Actually*. *The Shack*. Films people rewatch every year on purpose.

03 THE SHAPE

A feature, not a streamer film. Independent budget. Audience 35 and up.

04 THE TONE

Not faith-based, but not without faith. *The Shack* is the line. It never loses people on faith, it leads them to it.

A FULL TREATMENT EXISTS. THE ALBUM WOULD BE ITS SCORE.

— WHERE IT STANDS

The songs exist. The rest is the build.

Thirteen songs written and demoed. The voice they were written for. A film treatment on the shelf next to it.

What it needs now is the right read on where it goes first.

**He gives in the dark
so you wake up to the light.**

THE NICHOLAS PROJECT / SONGS BY BRETT WARREN / [HEAR THE FULL SET](#)