



COTTONTAIL

a pitch deck



'Boise Butcher' kills nine

By Eli Linda
Beacon Staff Writer

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum

psum dolor sit amet
adipiscing elit, sed
tempor incididunt ut
dolore magna aliqua

Sleepover Slaughter!

By Fred Marica
Staff Writer

MY EARLY WORK

Logline

When a demented murderess
hides out with two sisters
smuggling abortion drugs
across the border she discovers
a new thing to kill for: Family



IT'S ALL DOWN HILL FROM HERE

BABY'S FIRST YEAR



Synopsis



RIP

Gwynnie Vail, a dainty, doe-eyed sociopath, slaughters her way out of police custody and hides in a rental occupied by Autumn and Summer Hunt, sisters visiting from Idaho to get Summer a secret abortion. Gwynnie disfigures her face with a crowbar and introduces herself to the sister as Addison Lane, a local woman fleeing her abusive partner. Gwynnie becomes obsessed with the caring, free-spirited Autumn, who encourages Gwynnie to try psychedelic mushrooms to confront her trauma. While tripping, Gwynnie relives her tragic upbringing and encounters Cottontail, a vicious bunny who orders her to kill the sisters, as well as her old child psychologist, who reminds her she has a choice — and therefore responsibility — over her actions.

The deeply religious Summer calls her boyfriend Chance for support. Chance, similarly religious, arrives with his debate team and seizes Summer's abortion pills. Autumn is hurt in the struggle, causing Gwynnie to murder the boys with tools and weapons hidden around the house.

Gwynnie serves tea to a shell-shocked Autumn, who convinces Gwynnie to surrender in Oregon where the courts are more lenient. They are interrupted by the Idaho police, who arrive with Autumn and Summer's father. Gwynnie eliminates the police and Autumn kills her father when he tries to take Summer away by force. A police face-scanner captures Autumn's crime. Seeing no choice in the matter, Autumn gets in the car to escape with Gwynnie. Summer chooses to come along, and they drive away together as a family.

Visual Inspiration

Cottontail uses an up-close-and-personal shooting style to tell a story of persecution, bodily invasion, and rage. The movie off-balances viewers with intrusive close-ups, POVs, and stalking camera motion, and blends in comedy with creative kills and Gwynnie's morose sense of humor.





A provocative red and green color pallet gives *Cottontail* a feeling of passionate urgency while eliciting folkloric tones of blood, sex, and the primal forces of nature.



BOYFRIEND MATERIAL

Why Now?



For many women seeking abortion in America, fleeing across state lines has become the only option. As anti-choice laws continue to go into effect despite popular opposition, *Cottontail* confronts this new reality by exposing the dangerous cost of driving people into the shadows and forcefully imposing spiritual values.

In addition to being an outrageous horror, *Cottontail* carries the powerful message that freedom must be fought for tooth and nail, and ultimate freedom comes from within.



CAST

“Gwynnie”

Gwynnie Vail (20's-30's)

Hyper-intelligent, cold-blooded, and resourceful, Gwynnie Vail made headlines at age nine when she murdered six classmates who abused her. Gwynnie's horrifying justice landed her in a psychiatric prison for twenty years until a mishap unleashes her. Gwynnie gets a taste of a normal life when she receives unexpected kindness from two young women running the Oregon-Idaho border for abortion drugs. When a jealous boyfriend and his crew arrive to stop them, Gwynnie goes on a bunny-mask-wearing rampage to protect her newfound family.

Gwynnie confronts her demons during a mushroom-infused drug trip, where she encounters Cottontail, her monstrous bunny-mask-wearing doppelganger (Whom the actress will also play) who urges Gwynnie to satisfy her appetite for pain and destruction. Sociopathic, but not without humor or fondness for people who amuse her, Gwynnie outwits and slays bigger and stronger victims through planning, mind games, and her trusty metal crowbar.

DID I MENTION THE ROLE OF A LIFETIME?

Comparable characters: Baby Firefly “The Devil’s Rejects,”
Alexia “Titiane” Asami Yamazaki “Audition”



“Autumn”



Autumn Hunt (Late 20's - 30's)

After fleeing domestic violence as a teen, Autumn has spent her life relying on the kindness of strangers. Ten years later, a desperate call from her now-teenage sister brings Autumn back to her family's empty vacation home to help her have an abortion in secret. Big-hearted, free-spirited, and more than a little granola, Autumn survives through a positive attitude and new-age spirituality and takes in the seemingly desperate Gwynnie without hesitation.

Compassionate and understanding to a fault, Autumn engages in a battle of wills with Gwynnie when she shows herself to be a violent maniac. Autumn's bond with Gwynnie ultimately leads to the killer's redemption - and Autumn's violent confrontation with the father who harmed her.

SO PRETTY...

*Comparable Characters: Erin Harson "You're Next,"
Sally Hardesty "The Texas Chainsaw Massacre,"
Grace Marshall "The Lodge"*

“Summer”

Summer Hunt (18-20's)

Immature, indecisive, and spoiled, Summer reaches out to her estranged sister Autumn to help her get an abortion without their father noticing. Highly religious, Summer waffles between her faith and her decision to end her pregnancy.

Summer's immaturity hides a ruthless streak, which is compounded when her boyfriend tries to stop her abortion. Once Gwynnie goes on her rampage, Summer becomes a cold-blooded survivor, betraying the former friends who betrayed her.

HATE HER!!! HATE HER!! HATE HER!!!
HATE HER!! HATE HER!!!
HATE HER!!

*Comparable Characters: Dawn O'Keefe "Teeth"
Saide Cunningham "Tragedy Girls," Tree Gelbman "Happy Death Day"*





“The Debate Team”

Summer's Idaho boyfriend Chance and his debate team who arrive to stop her abortion. Religious and self-righteous, their use of force turns them into Gwynnie's victims.

Chance White: Boyish, carefree, athletic, and popular, Chance has a rosy view of life colored by his wealthy small-town Idaho upbringing. Chance disapproves of his girlfriend's sexual past, and becomes controlling when he finds out about her pregnancy.

Jamie Blasher: Timid, intelligent, and soft-spoken, Jamie is Summer's childhood friend and the real father of her unborn child. Adopted into a family of Catholic missionaries in an impoverished village, Jamie has a more nuanced worldview and keeps Summer's abortion plans a secret, despite being religiously opposed.

Dave Merryman: More loud than he is smart, Dave is the performatively religious, outspoken leader of the debate team, and is obsessed with Summer sexually.

Dorothy Mix: Dave's obedient girlfriend, Dorothy is jealous, insecure, and judgemental. Dorothy resents Summer for her popularity and jumps on the opportunity to slut-shame her.

Why Invest in Horror?

The Blumhouse Model

By Pamela Voorhees
Crystal Lake Staff Writer

Horror is the 'blue chip stock' of the film industry. It's the most profitable movie genre out there. On average, horror movies make 173% of their initial budget, and investors can typically recoup 120%.

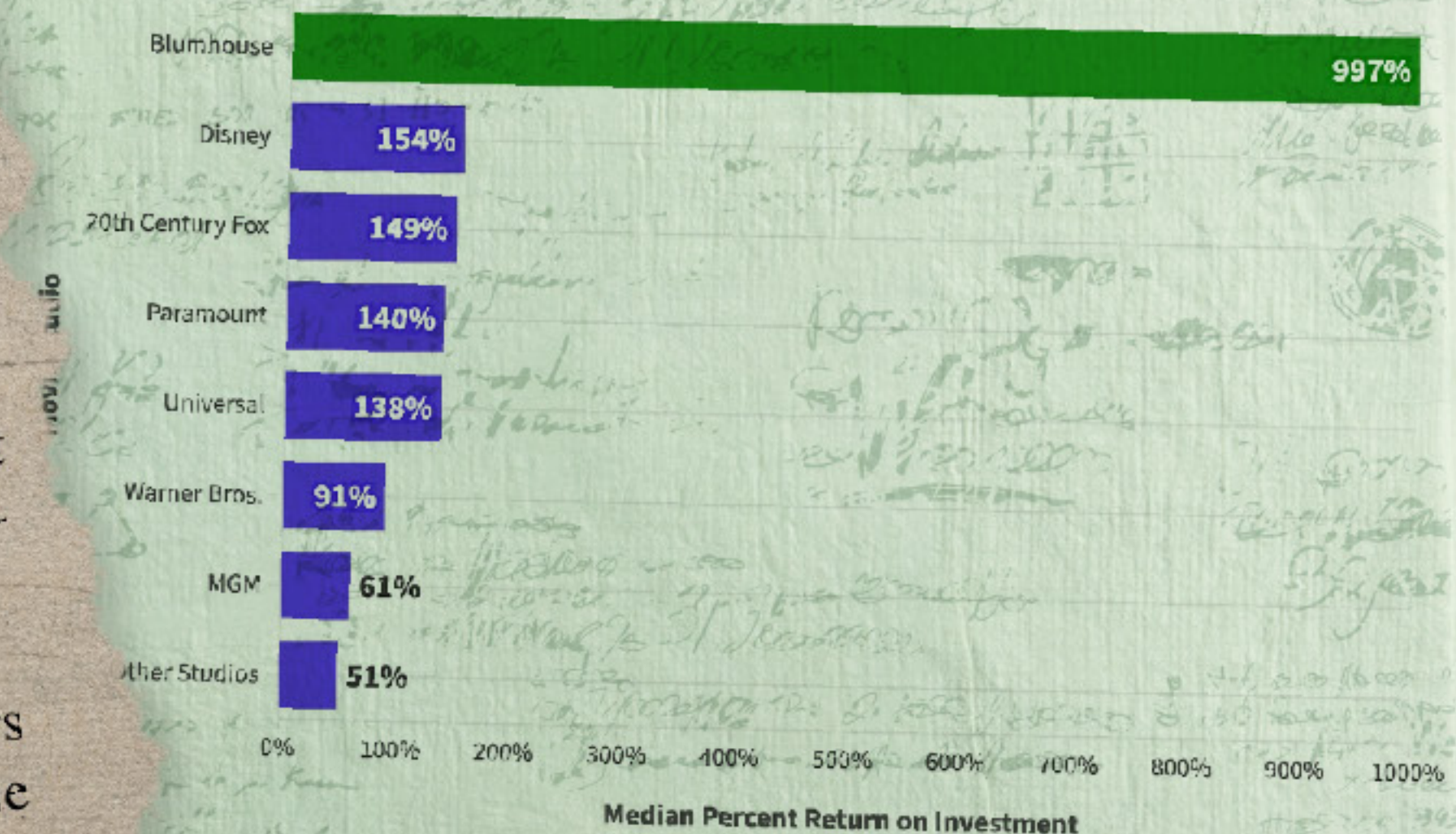
Blumhouse Productions has made a business model off low-budget horror, leaving other studios' profitability in the dust. Studios are looking to cut costs to keep up with demand.

Oregon is well-positioned to make independent genre films like horrors - with low production costs, quality, affordable, local talent, and the Oregon Film Credit - which Cottontail qualifies. The success of Cottontail will help bring more horror projects to the region, employing more artists and developing Oregon's comeback as the coolest, artsiest place on the planet.

*MONEY IS GOOD.
I WISH I HAD SOME.*

Movie Return on Investment by Studio

Datasource: Kaggle's "The Movies Dataset"



GOVERNOR'S OFFICE OF FILM & TELEVISION

**OREGON
FILM**



Business Plan

Step two- Finish the Movie
Production will begin in December 2024, to be completed by November 2025.

Step one - Raise Funds
Equity-built and ready for production.

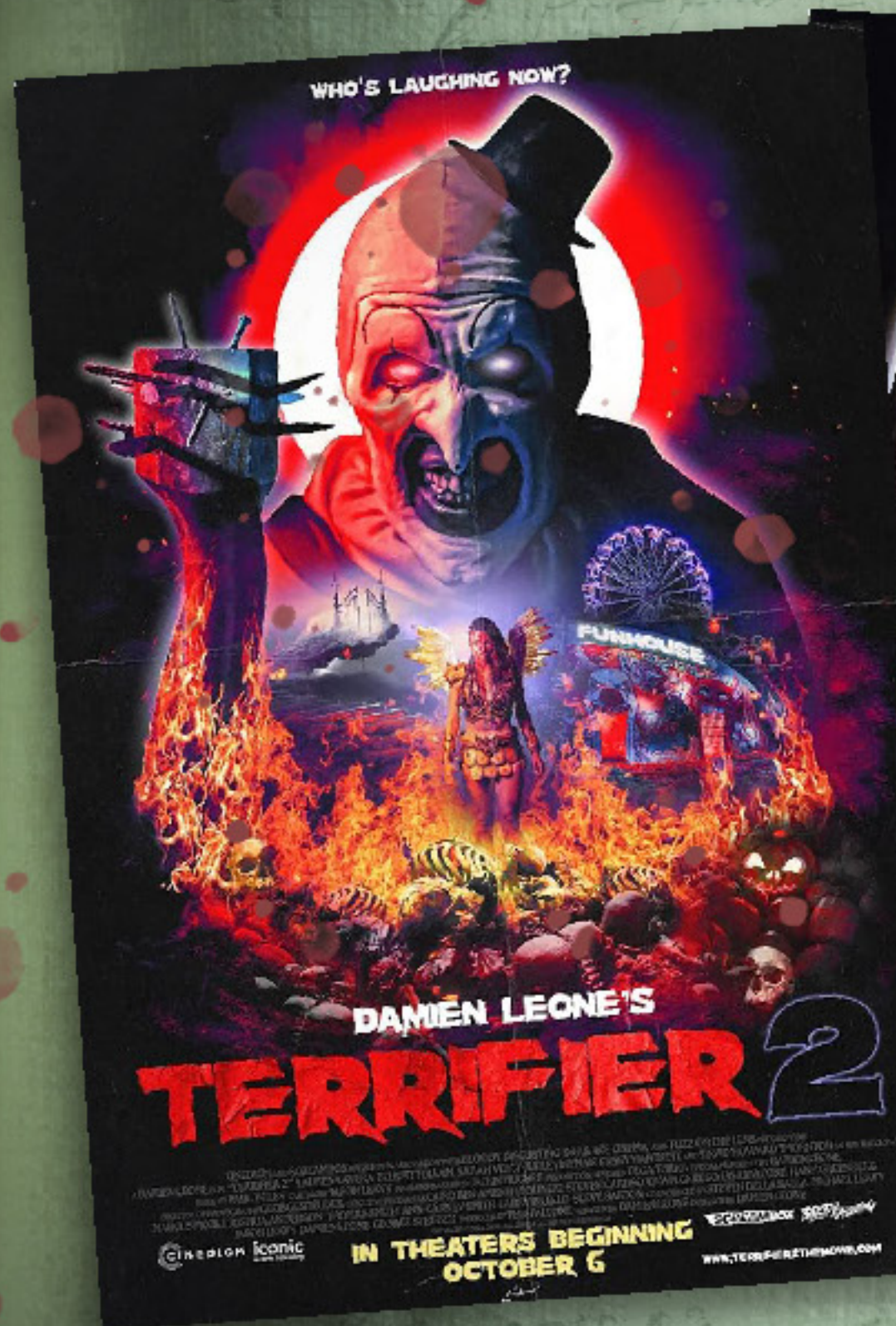
Step four - Distribute
With studios looking to satisfy high demand at ever-reducing costs, independent genre films give streaming platforms the most bang for their buck. A strong advertising campaign capitalizing on the film's marketable qualities will generate views, income, and a return on investment.

Step three - Market and Shop
Cottontail is positioned to succeed as marketed. Being a feminist political horror, as well as a, comedy makes it appealing to multiple demographics. (60% of horror fans are women) Marketing will consist of an earned social media strategy with Streaming and YouTube personalities involved with the film.

**STEP 5
SEQUEL!**



Comparable Films



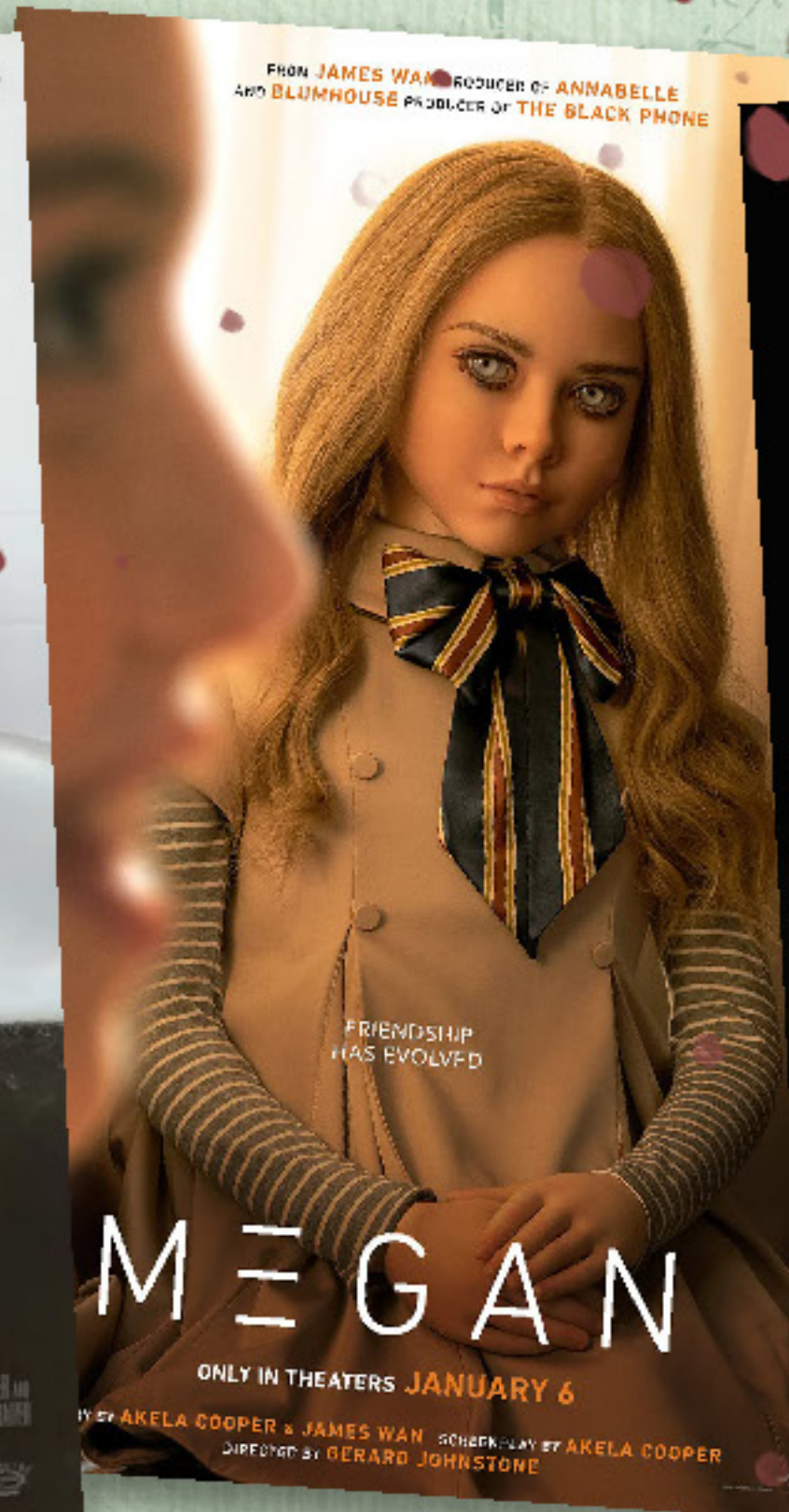
Terrifier 2 (2022)
Budget \$250,000
Box Office \$8 million



Friday the 13th (1980)
Budget \$550K
Box Office \$60 million



Teeth (2007)
Budget \$2 million
Box Office \$2.5 million



Megan (2022)
Budget: \$12 million
Box Office \$188 million



It Follows (2014)
Budget \$1.3 million
Box Office \$24 million



CREW

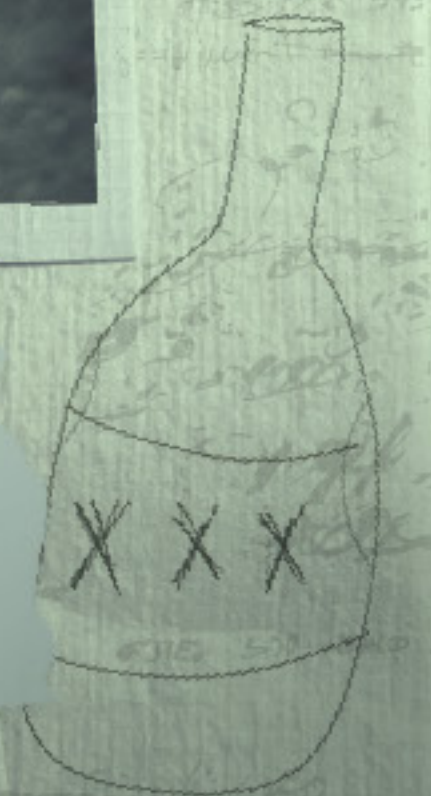
Sander Gusinow

WRITER/DIRECTOR

Sander Gusinow is a dramatic writer, journalist, and horror fanatic whose plays have been performed at Signature Theatre, The Amoralist Theatre Company, Theatre Row in New York City, and the Babes with Blades Theatre Company in Chicago. He has written for two web series *Nerd Love* (2017) and *Mirage* (2018). His screenplay *Big Sisters* was the 2022 grand prize winner of ScreenCraft Feature Competition.



NICE GUY. WOULD BE TERRIBLE IF SOMETHING HAPPENED TO HIM...





Morgan Raymond

CREATIVE PRODUCER

Morgan Raymond is a film producer with a variety of experience in the film community including working as an assistant to producers on movies like *PIG* (w/ Nicholas Cage), *Showing Up* (directed by Kelly Reichardt). She produced her first feature, *Background Noise* in 2018, which and her second *Can't Seem to Make You Mine*, in 2022.



Mikyla Bordner

CREATIVE PRODUCER

Mikyla Bordner studied and honed the techniques of storytelling in many different mediums but has maintained her passion for Horror and strong thematic films for the past years. She is known for her work in various films including *Surplus*, *Termina* (2022) and *The Way We Speak* (2024).



Jason Wilkinson

CREATIVE PRODUCER

Jason is the Executive Director of endHaven Productions in Portland. He wrote and directed the short, *Tabitha* for the feature film horror anthology *Siphony* (2022), available on all VOD platforms and streaming on Screambox.

ONE BIG, HAPPY FAMILY



Contact

Cottontailfilm@gmail.com

Phone: 541.337.9490