A soldier in full combat gear, including a tan beanie and a rifle, is kneeling in the foreground of a vast, arid desert landscape. In the background, another soldier is crouched over a fallen comrade, providing medical aid. The sky is filled with scattered clouds, and the terrain is sparsely vegetated with dry grass and shrubs.

THE MASCULINE URGE  
TO DIE IN THE SNOW

*A Film by Logan Cordray*



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# At A Glance

*Generation Kill* meets Gen Z when a high schooler's romanticized perception of combat, brotherhood, and masculinity is shattered after joining a militia group during a Second American Civil War.

**Genre** ..... War/Drama  
**Format** ..... Feature  
**Status** ..... Script/Short Film  
**Est. Budget** ..... \$2M

# The Business Stuff

## *Why this film?*

*The Masculine Urge to Die in the Snow* explores socially relevant themes about the morality of war, desensitization to violence, the end of adolescence, the dangers of manipulative role models, and finding true purpose in life.

# Market Positioning

## *Audience - Who is this for?*

### *Primary audience:*

Males, aged 18-34, living in suburban/rural parts of North America.

This is the chronically online man, who grew up on YouTube and video games and can recite to you the technical specifications of any tank from World War II.

Psychographically, they have complicated feelings about topics like masculinity or patriotism. They are media literate and skeptical towards messages that are too preachy, but dissatisfied with messages that have nothing to say.

This film will speak to them because it falls somewhere in the middle: it has a powerful moral theme, but it's shown, not told.

### *Secondary audience:*

Male-Female split, aged 28-50, living in Western society.

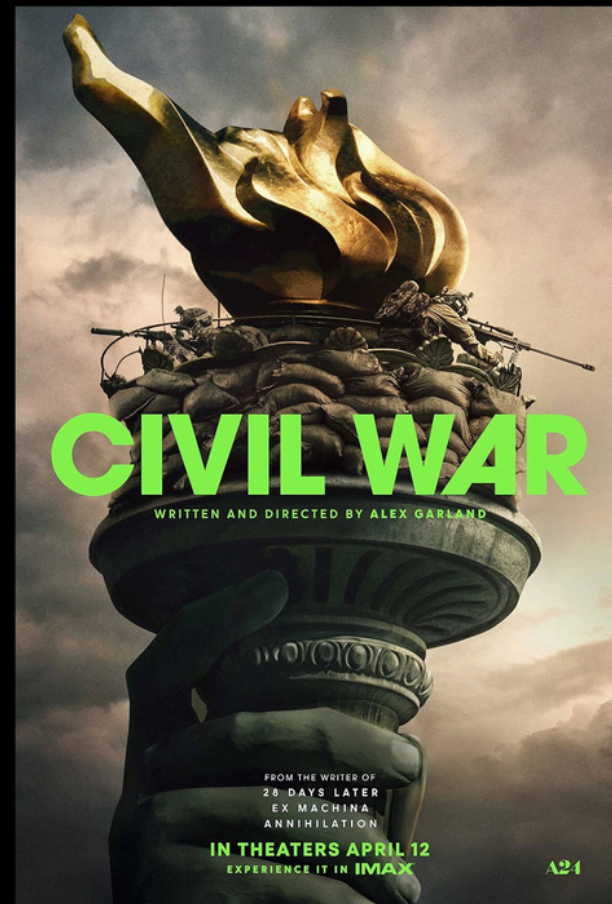
This audience is drawn to socially and politically relevant filmmaking. They will watch this film for the political allegory and, as the victims of generational trauma, will connect with the theme of "toxic mentorship."



*Primary Audience Market Demand: 18-34 males made up 23% of total moviegoing audience in first half of 2024*

# Comparable Titles

*What are they watching right now?*



A24's *Civil War*

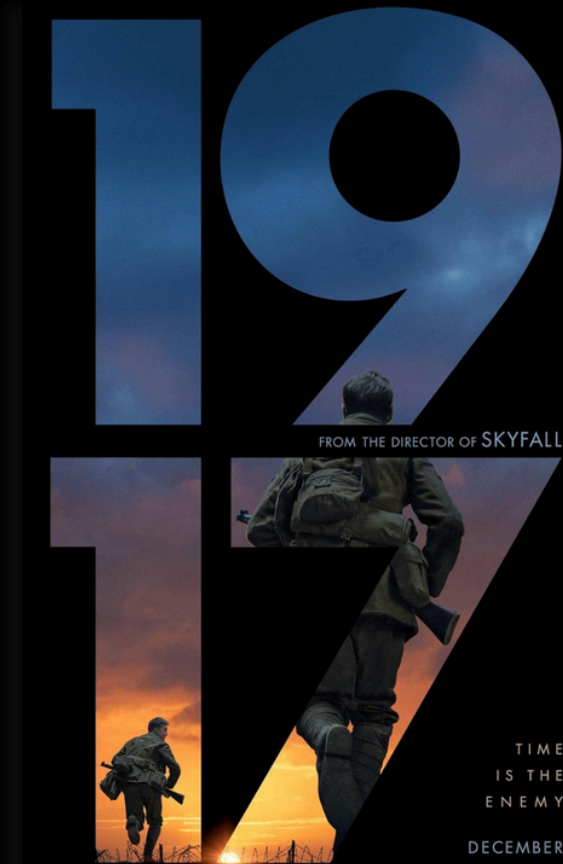
\$50m budget, \$127.3m box office



Warner Bros. *One Battle After Another*

\$140m budget, \$210.8m box office

13 Oscar nominations and 6 wins including Best Picture



Universal's *1917*

\$100m budget, \$383.7m box office

10 Oscar nominations and 3 wins



# Distribution Strategy

*How will they see our film?*

*Path to Market:*

Pre-Production → Production → Post-Production → Festival Run

*Marketing begins early to build momentum*

SVOD, AVOD, TVOD  
Distribution

Theatrical Run

Distributor  
Acquisition

# Financial Strategy

*What's this gonna cost?*

*Target Budget*

**\$2M**

Above The Line ..... **\$600,000 (30%)**

- Writer/Director
- Producer Fees
- Principal Cast

Below The Line ..... **\$1,100,000 (55%)**

- Crew
- Equipment
- Production Design
- Locations/Logistics
- Post-Production

Insurance ..... **\$100,000 (5%)**

Contingency ..... **\$200,000 (10%)**

# Financing Plan

*How will we raise the money?*

*Target Budget*  
**\$2M**

*Sources Overview*

Equity Investment ..... **\$1,200,000 (60%)**

*Soft Money:*

Utah MPIP\* ..... **\$500,000 (25%)**

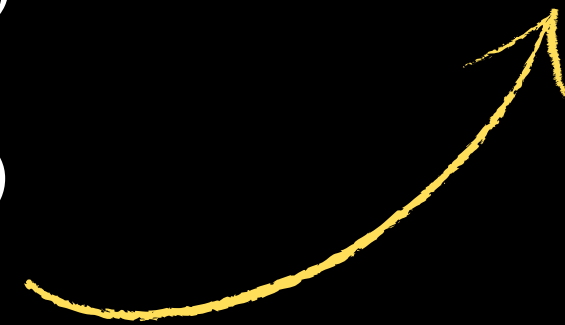
Grants (Stacked) ..... **\$100,000 (5%)**

International Pre-Sales ..... **\$200,000 (10%)**

*Two Tranche Financing Structure*

Tranche 1: **\$1M** = *Project Greenlight*

Tranche 2: **\$1M** = *Project Completion*



\*Motion Picture Incentive Program

# Attachment Plan

*Who's gonna work on this?*

*Strategy:*

Cast unknown/local actors for main roles to keep costs low and heighten the realism of the story

Find one big name to attach to the project in a supporting role - a seasoned actor with a wide fanbase to draw in audiences - leverage Idaho setting



Local Actor as *Marcus*



Aaron Paul as *Rick*



Local Actor as *Carter and others*

A young man with brown, wavy hair is shown in a close-up, looking downwards with a serious expression. He is wearing a military-style camouflage uniform with a tactical vest. The background is a blurred outdoor setting with other soldiers in similar gear, suggesting a field or training area.

# The Creative Stuff

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# Synopsis

*What's this film even about?*

18-year-old Marcus Little knows exactly how he wants to die: bleeding out peacefully on a snowy hilltop from gunshot wounds sustained in glorious combat.

When his home state of Idaho is plunged into a civil conflict between the National Guard and federal government troops, his need to participate in the violence draws him to a local militia group.

Under the mentorship of Rick Bosco, the militia's charismatic, middle-aged leader, Marcus and several other teens discover a sense of camaraderie and belonging they never previously had.


After launching their first attack against the Feds, however, everything starts to unravel. Friends are killed, trust is broken, and the reality of warfare finally begins to set in for Marcus.

On the run from a massive enemy force closing in, the question arises: will Marcus make it out of this conflict alive, or will he end up dying in the snow?



# MARCUS LITTLE

Marcus is the primary target audience embodied. His unrestricted access to the internet at a young age has fostered within him a craving for violence masked under the guise of being a “prepared citizen.” Rejecting his parents’ moderate upbringing, he seeks a new mentor who will guide him to the ultimate glory, which is dying in armed conflict, of course.

A man in military-style clothing, including a camouflage cap and sunglasses, is shown in profile, looking towards the right. He is holding a rifle. In the background, two other individuals in similar attire are visible in a field of dry grass under a clear sky.

# RICK BOSCO

Rick is like your uncle who pretends to be blue collar but drives a hundred-thousand-dollar truck with one of those bullet antennas on it. He's never served in the military, but he's full of charisma and unearned authority, and young, impressionable men like Marcus are drawn to him and his militia movement.

# CARTER

Carter is Rick's second-in-command. He's less charismatic, but has 4 years in the Army under his belt and a little more sense when it comes to combat, including when to retreat. Marcus is torn between Carter and Rick in his search for a mentor.



# BLAKE

Blake is in the same boat as Marcus, but where Marcus starts to doubt his personal motivations over the course of the film, Blake is only pulled deeper into the militia culture and Rick's charismatic but ultimately deadly leadership.




# Visual Style

The story of *The Masculine Urge to Die in the Snow* is heavily derived from reality. As such, it seems fitting to shoot this in an almost documentary style, as if this conflict is actually happening somewhere in the sagebrush fields of southeast Idaho.

The cinematography will draw from influences like the aforementioned HBO miniseries *Generation Kill* as well as films like *End of Watch* and *Warfare*.

Alongside traditional angles, GoPro and drone footage will let the audience see the conflict from the perspective of the cameras that record these wars in reality today.



A soldier in camouflage gear and a tan beanie is kneeling in the foreground, holding a rifle. In the background, another soldier is attending to a fallen comrade lying on the ground. The scene is set in a dry, open field under a cloudy sky.

THE MASCULINE URGE  
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