



W INTO THE WILDERNESS

New Film Group PRESENTS

A RICHARD DE WITT FILM

PRODUCED
BY

Richard De Witt J.H. Everett Michael Candela

NR NOT RATED
Parents Strongly Cautioned
Some Material May Be Inappropriate for Children Under 17

WWW.WILDERNESSMOVIE.COM

INTO THE WILDERNESS, LLC

A feature film by Wilderness Movie LLC

Independent Film - No studio affiliation

Producers: Ev Stanton & Michael A. Candela

Executive Producer: Richard De Witt

Cast: Shuler Hensley, David Dwyer, Cylk Cozart, Kelly Shipe, Christopher Lawson Palmer, Alex Watson, Enya Flack, Emma Thorne, Nikki Cozart, Lena Aliison

INTO THE WILDERNESS

TAGLINE: Where fate and coincidence collide...

GENRE: A Coen Brothers style Dark Comedy / Thriller

LOGLINE: At the Battle of the Wilderness, a war-hardened, South Carolina Confederate soldier makes a fateful decision in the heat of battle that sends him on a journey through a parallel wilderness.



SYNOPSIS

May 5, 1864, Battle of the Wilderness, Cumberland Gap Campaign, American Civil War – Jeremiah Bowman, a nine-year-old slave boy, loves to wander free in the forest. Only this time, he finds himself trapped between Confederate and Union lines. Just as all hell breaks loose, Samuel Barnett, a Confederate soldier with deeply-held Southern convictions, must face his own internal demons to make a decision that will determine the course of the rest of his life. From that moment on, the two unlikely companions take a journey through the ethereal back country of America and a parallel wilderness.

THE FILM

INTO THE WILDERNESS is a dark-comedy, thriller, independent feature film.

Many films in this genre end up overly-focused on the bloodshed of war or are ideologically motivated pieces pushing preconceived and stereotypical ideas.

This film is neither.

Much like a Mark Twain yarn, INTO THE WILDERNESS is a well-spun traveler's tale that tells the story of two characters making their way through the forest, on their way across a war-ravaged country. Quirky characters step into frame to celebrate, delight, and challenge the duo and the audience. This story needs to be told. And, our cultural landscape couldn't be more perfect for it than it is right now. This is a timely film with a positive message offering a message of hope in a divided country, from a very different point of view. It firmly places the idea of choice and change into the hands of the individual.



Brilliantly portrayed by Olivier and Tony Award winning actor, Shuler Hensley, INTO THE WILDERNESS explores Confederate soldier, Samuel Barnett's self loathing, social and cultural identity, and circumstances, in the heat of battle. It challenges the audience to rise above what the man looks to be on the surface. The film forces difficult and current discussions into the light, in a way that focuses on growth and the potential for people to change their conditioning to be better human beings and act out of a desire to love and be loved, instead of acting in anger, hate, and fear.

INTO THE WILDERNESS is a positive and engrossing narrative that explores the nature of being human and the resilience of hope present in the human heart, even when it faces the darkest inhumanity of man towards man and the conflict that comes with war.

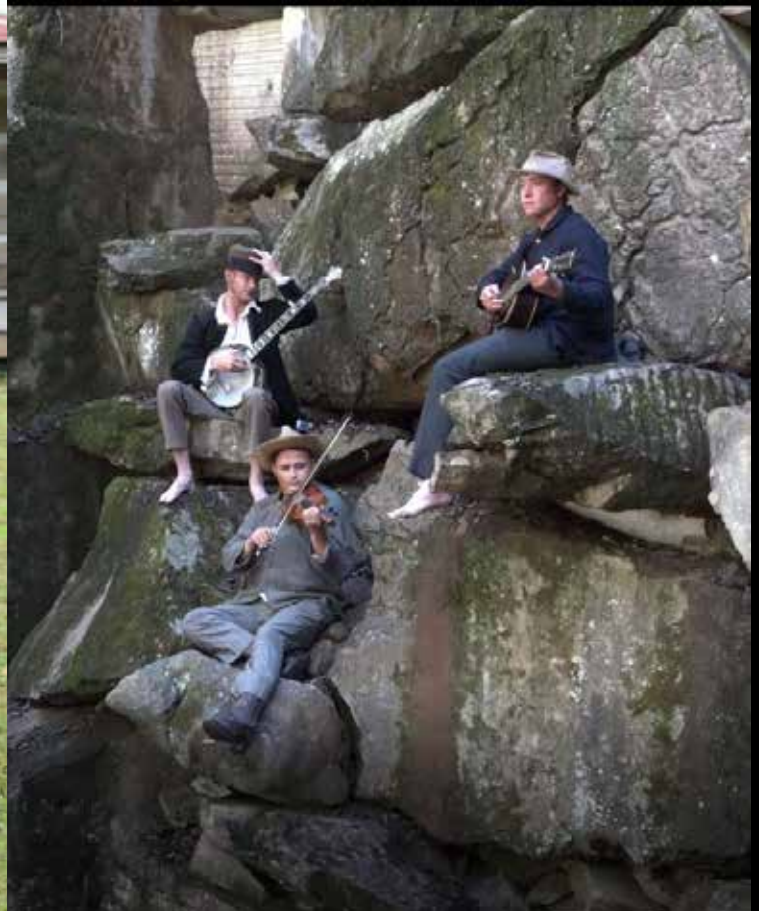
Think of this film as you would...

- The Sixth Sense
 - O Brother, Where Art Thou?
 - Cold Mountain
 - The Shining
-
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CAMPAIGN STATUS

- Wrapped principal photography (one of the first U.S. Feature Films shot on the new Sony Venice camera, using Tokina Lenses, with the Rotolight light system developed at Pinewood Studios)
- In post production. Assembly editors are currently working on a preliminary cut of the film and first teaser clips
- Composer has begun soundtrack and sound design
- Attached box names are involved PR participation, strongly positioning the film for national and international distribution
- Seeking distribution partners
- Working with Film Commission of Tennessee on 2019 red carpet release
- Submitting festival entries
- Created marketing packages and started next phase of publicity and social media





The principle photography of INTO THE WILDERNESS was completed in the beautiful state of Tennessee, at the foot of the Smoky Mountains throughout the spring, summer, and autumn, as the leaves turned from lush green to fiery, brilliant colors. The stunning natural setting, coupled with a wickedly unique Coenesque cast of characters, carries the story and the audience through a wilderness of fear and wonder.



THE BATTLE PLAN

MARKETING & PR

PRE-PRODUCTION AND PRINCIPAL PHOTOGRAPHY IS COMPLETED
FILM IS CURRENTLY IN POST PRODUCTION - PLANNED COMPLETION SPRING 2019

Our team has developed a business strategy for developing, producing, and selling independent films based on market observation and risk calculation of like products and similar approaches.



The INTO THE WILDERNESS social marketing campaign has been taking place on all major Social Media platforms since June 2018. Since early May, our website visitors went from zero to over 375,000 unique visitors now in early November.

- We've created hours of BTS (Behind the Scenes) footage in order to create a "making of the film" documentary and the historical context of the Battle of the Wilderness, for PR and marketing support material for VOD aggregators and distributors
- We are utilizing a hybrid marketing and PR approach, both traditional terrestrial media (TV news, PBS, periodicals, radio, etc.) and heavy influencer social media channels.
- We are targeting specific sub-cultures
- Our social media outreach is now in the tens of thousands. The communities that we are targeting are designed around the film's main themes and genres, as well as current social and cultural news on racial struggles in the United States, Civil War history, and Civil War re-enactment sub-cultures. Why? 50,000-75,000 re-enactment participants at any given time, in any given region of the United States and millions of media participants in civil rights forums.
- Involving re-enactors and civil rights awareness groups in the making of the film and becoming part of their national boards, internet sites, and publications are key to our core marketing strategy.
- We are collaborating with the celebrities involved in the film, as well as Internet celebrities and activists to help promote the film.
- In an effort to position the film's message as a positive contribution to race relations in the U.S., and to help reach the segment of the population where that part of the film's message will resonate, we are working closely with cultural icons, Ken Nwadike, Jr. and LORE Productions in the Americas market. The film and supplementary materials will be packaged as a tie-ins, with merchandise and limited edition theater tickets to INTO THE WILDERNESS, LORE event and concert projects, educational lectures, and TVOD (Transactional Video on Demand).

CO-MARKETING WITH COMMERCIAL PARTNERS

We have now launched our early, pre-production marketing and social media pipelines, which include PR NEWSWIRE press release articles, NAB (National Association of Broadcasters) social media posts, movie website blog, email campaigns, GOOGLE AD groups, sub-genre backlinking, and blogger influence campaigns. Along with the relationship we have started with MAXON, we have also initiated relationships with representatives of SONY CineAlta and ROTOLIGHT. The average user base for their combined social media marketing is well over 4.5 million viewers per year.

TRADITIONAL MEDIA

News about the making of the film has already started appearing on TV news channels, in regional newspaper articles and international magazine articles with outreach to well over 1.2 million viewers.



MEDIA LINKS

<https://www.knoxnews.com/story/entertainment/movies/2018/11/09/into-wilderness-civil-war-movie-east-tennessee-knoxville/1896450002/>

<https://civilwartalk.com/threads/new-civil-war-movie-into-the-wilderness-being-made-for-2019.148407/>

<https://www.wbir.com/article/news/entertainment-news/civil-war-film-into-the-wilderness-to-be-filmed-in-knoxville-holding-open-casting-call/51-564403968>

<https://www.wvlt.tv/content/news/Open-casting-call-in-Knoxville-for-new-movie-Into-the-Wilderness-485781301.html>

<http://vocm.com/news/local-musician-mallory-johnson-heading-to-the-silver-screen/>

<https://www.wbir.com/article/news/local/knoxville-film-industry-works-to-cast-more-feature-films/51-567399271>

DISTRIBUTION

We are interested in hybrid-distribution models for this film, particularly systems which rely not only on film festivals and university art house showings, but also on theatrical release in conjunction with VOD aggregation for value added propositions to theatrical audiences, which combine theatrical ticket and streaming rights sales opportunities.



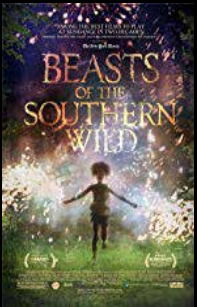
We put out consistent weekly media and are actively growing interaction with our audience in an effort to funnel them into a purchasing system once the film is completed. We are also developing extensive film-based cooperatives with production colleagues to spread the word in the film community. And, we utilize genre-specific demographic analysis via Google Analytics and other services that targets ads and PR (Press Release) distribution to our highest potential audiences.



COMPARATIVE MARKETS

Independent films are performing well in the current market. This is particularly true of films that take advantage of low up-front budgets and that have box office appeal based on film festival and art house placement. Typically, these factors propel small independent films into the video on demand market where their profit margins often outperform their conservative production budgets.

ILLUSTRATIVE EXAMPLES



BEASTS OF THE SOUTHERN WILD (2012)

Budget: \$1,800,000 (estimated)
Opening Weekend USA: \$169,702,
1 July 2012, Limited Release
Gross USA: \$12,795,746
Cumulative Worldwide Gross: \$21,080,058



MR. TURNER (2014)

Budget: £8,200,000 (estimated)
Opening Weekend USA: \$109,000,
19 December 2014, Limited Release
Gross USA: \$3,958,546
Cumulative Worldwide Gross: \$25,187,026



MOONLIGHT (2016)

Budget: \$1,500,000 (estimated)
Opening Weekend USA: \$402,075,
23 October 2016, Limited Release
Gross USA: \$27,850,912
Cumulative Worldwide Gross: \$55,561,162



DALLAS BUYERS CLUB (2013)

Budget: \$5,000,000 (estimated)
Opening Weekend USA: \$260,865,
3 November 2013, Limited Release
Gross USA: \$27,298,285
Cumulative Worldwide Gross: \$55,198,285

Richard De Witt

Executive Producer/Director/ Cinematographer



A photographer, cinematographer, writer, and filmmaker. Richard holds degrees from UCLA film program and American Film Institute (MA Cinematography). He began his work in professional film with veteran movie producers ROBERT CHARTOFF & IRWIN WINKLER. He was involved in the script-to-screen process on ROUND MIDNIGHT, BETRAYED, and THE MUSIC BOX, with European film directors Bertrand Tavernier and Costa Gavras. He also worked on ROCKY IV and Martin Scorsese's GOODFELLAS. He completed his internship at AFI with Clint Eastwood's Academy Award winning DP, Jack Green, on THE ROOKIE. He also served as animation manager for Ralph Bakshi on COOL WORLD for PARAMOUNT PICTURES. He has shot feature films, short films, commercials, PSA's (Public Service Announcements), industrial, and documentaries for many companies including DREAMWORKS SKG. As principle partner of New Film Group, LLC Richard produced and shot MY DAD'S GARAGE (a PBS-oriented children's puppet educational series), the HOTHEADZ (a YOUTUBE comedy series), MACMILLAN'S HAUNTED HISTORIES (children's animated series), and the animated feature film and TV series concept, THE FUMPPITS, with HANNA-BARBERA artist, Bob Singer and Ev Stanton / J.H. Everett (2012-2017). He created concept packages for PBS, DISCOVERY CHANNEL, MACMILLAN, SCHOLASTIC, and STOOPID BUDDIES Productions (with the help of MUPPETS veterans BJ Guyer and Thom Stanley). Richard, his wife, Dharma, and son, Keanan, live with their dog Bali in the San Diego area of southern California.



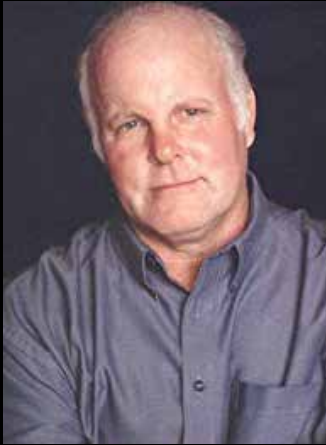
STARRING

Shuler Hensley



Shuler's stage career began in the early 1990's in roles with professional theaters in the United States and abroad. In 1998, Shuler's portrayal of Jud Fry in *Oklahoma!* earned him the Olivier Award – London theatre's equivalent of the Tony. In November of 2000, Shuler made his Broadway debut as Inspector Javert in *Les Misérables*. In 2002, his Jud Fry, garnered the Tony Award, the Drama Desk Award, and the Outer Critics Circle Award for Shuler's performance. He later appeared in the Disney musical *Tarzan* in the role of Kerchak. He also played the role of Frankenstein's monster in the stage musical of Mel Brooks' *Young Frankenstein*. Among his TV credits are *The Americans*, *Deadline*, *Law & Order: Special Victims Unit* and *The Jury*. His film appearances include *The Legend of Zorro*, *Van Helsing*, *The Bread, My Sweet*, *Odd Thomas*, *Cruiser*, and *The Greatest Showman*. A recent film project had him playing President James Garfield in PBS's *Murder of a President* on Georgia Public Broadcasting, as well as recurring characters on NBC's *Shades of Blue* and Cartoon Network's *Neon Joe Werewolf Hunter*.

David Dwyer



DAVID DWYER – A Screen Actors Guild member for 31 years, has appeared in nearly a hundred films and television series. His favorites include *The Blind Side*, *Stranger Things*, *Selma*, *Outcast*, and coming up soon, *Ozark* and *The Highwaymen*, an accurate retelling of the Bonnie and Clyde story. He is also known for his roles in the films *October Sky*, *The Firm*, and *Remember the Titans*. He has appeared in the films *Fried Green Tomatoes*, *Robocop 2*, *The People Vs. Larry Flynt*, *The Runaway*, *The Exorcist III*, and *We Are Marshall*. His TV show appearances include *Reckless*, *Fifty-One Percent*, *Dawson's Creek*, *Matlock*, *I'll Fly Away*, and *In the Heat of the Night*.

Cylk Cozart



With 30 films and more than 20 television shows to his credit, over 75 million viewers in the United States alone have seen Cylk Cozart's work. He has an impressive list of film credits to his name that have garnered well over a half a billion dollars at the box office, including: *Conspiracy Theory* with Mel Gibson and Julia Roberts; Ron Shelton's *White Men Can't Jump*; *Three to Tango* with Matthew Perry and Neve Campbell; *Love Affair* with Annette Bening and Warren Beatty; *Eraser* with Arnold Schwarzenegger; *Play It to the Bone* with Antonio Banderas and Woody Harrelson; *Blue Chips* with Nick Nolte and Shaquille O'Neal; and *In the Line of Fire* with Clint Eastwood.

THANK YOU

New Film Group, LLC is an independent studio that currently has a slate of film and transmedia projects, which include 11 feature films, 3 documentaries, and 2 shorts with budgets that range from \$750,000.00 to \$1.25 million.

Our efforts are focused on the independent film markets and VOD markets that are growing exponentially in the U.S., Latino, International, Asian and European markets. We know that, if the correct boundaries are kept in place, the low budget market has the potential to thrive at a high-level of excellence and quality.

INTO THE WILDERNESS - Where fate and coincidence collide.
A Civil War story from the other side.

At the Battle of the Wilderness, a war-hardened, South Carolina Confederate soldier makes a fateful decision in the heat of battle that sends him on a journey through a parallel wilderness.

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