

A RETURN TO THE 1980'S SLASHER GENRE



BUTCHERS BLUFF

A Film by William Instone & Matt Rifley

PROJECT OVERVIEW



FILMING

Summer 2020 – Fall 2021



GENRE

HORROR



LOCATION

Texas



SPECS

BMPCC4K – 16:9 – 5.1



DIRECTORS

William Instone
Matt Rifley



BUDGET

\$200,000

STORY SYNOPSIS

In a reclusive Texas town, 28 people have gone missing over the past 20 years. A group of college film students seek to capitalize on the dark and twisted local legend of the Hogman as the subject of their thesis film.

After one weekend in Butchers Bluff, their only gain is also their biggest loss...



BUTCHERS BLUFF

A Tribute to the 1980s Slasher Genre

BUTCHERS BLUFF

tells the story of a group of college film students who are making their thesis film on the rumored legend of The Hogman.

With an original story that even the non-horror fans will enjoy, this film keeps with the traditions of the classic horror movies the fans know and love.

It's a balls to the wall, take no prisoners, 1980's style slasher film filled with sex, drugs, rock 'n roll and an iconic masked killer delivering high body counts with fantastic kills and top-notch practical FX gore.

OUR TEAM



William Instone



Matt Rifley



The Directors

William Instone and Matt Rifley have been working together on film projects since 2012 and have won several festival awards.



HORROR ICONS



Paul T. Taylor

Paul T. Taylor played the iconic role of Pinhead in *Hellraiser: Judgment*.

In *Butchers Bluff*, Paul plays Joe, the local Sheriff with a dark secret.



Bill Oberst Jr.

Bill Oberst Jr. is a cult horror icon with many notable roles such as Tony Commando in Rob Zombie's *3 From Hell*.

In *Butchers Bluff*, Bill plays Jed, a sketchy local shop-keep in Emerald Hills.



Bill Johnson

Bill Johnson played the legendary masked Leatherface in *Texas Chainsaw Massacre 2*.

In *Butchers Bluff*, Bill plays Willie, a disturbed former employee at the mental asylum where the Grimley boy was held.

NOTABLE CAST



Jeremy London

Jeremy is best known for his work in *Mallrats*, *7th Heaven* and *Party of Five*.

In *Butchers Bluff*, Jeremy plays Chris Ovrud, a sleezy over-the-top country boy.



Ammie Masterson

Ammie is best known for her role in *Better Call Saul*, *Magnum P.I.* and *Queen of the South*.

In *Butchers Bluff*, Ammie plays Dunn, a new detective to Emerald Hills who finds herself caught up in a local conspiracy.



LC Holt

LC is an indie horror veteran who has worked on several recent movies such as *Lamb Killer* and *You're Next*.

In *Butchers Bluff*, LC plays AJ, a weed thief who finds himself in a precarious situation.



Brinke Stevens

Brinke is one of the original *Scream Queens* with her first major role in *The Slumber Party Massacre*.

In *Butchers Bluff*, Brinke plays a mother whose daughter is the recent victim of a mysterious disappearance.

CORE CAST



Michael Fischer

Rodger Coleman has assembled a group of classmates to embark on an adventure to make their film thesis.



Paige Steakley

Nicole reluctantly agrees to go on Rodger's adventure to make a documentary about a small-town legend of the Hogman.



Johnny Huang

Derick also agrees to help make the film thesis with the promise of an easy A.

SUPPORTING CAST



Dakota Millet



Kayla Anderson



Samantha Holland



Santiago Sky

THE HOGMAN



William Instone

Initially, William was not supposed to play the role of the Hogman, but when the actor who was originally cast to wear the suit in the concept trailer moved away, William took up the role of the Grimely boy.

ADDITIONAL TALENT



Eric Wieder



Jaclyn Hays



Shawn C. Williams



Tyler Shea Cone



Christopher Winbush

UFF ENDRD

SPECIAL FX



Jenna Green

SyFy's Face Off
Season 4 contestant

Jenna Green and Joe Castro supplied the blood and gore for Butchers Bluff. With 32 practical effect kills and a limited budget, the best talent was needed to make the magic happen and these two professionals and Face Off competitors went above and beyond.



Joe Castro

SyFy's Face Off
Season 3 contestant

FACE OFF

A PICTURE IS WORTH A THOUSAND WORDS



Renfield Rasputin



William Instone

Renfield and William co-wrote the Butchers Bluff movie.

William Instone and Renfield Rasputin are both award-winning writers individually and together have won a Remy Platinum award at World Fest 2018 for their Western script 36 Notches.

Butchers Bluff was a collaboration that took over 2 years to complete. The goal was to write the slasher film they would have wanted to see back in the 80s when they were kids and thus the Hogman was born.

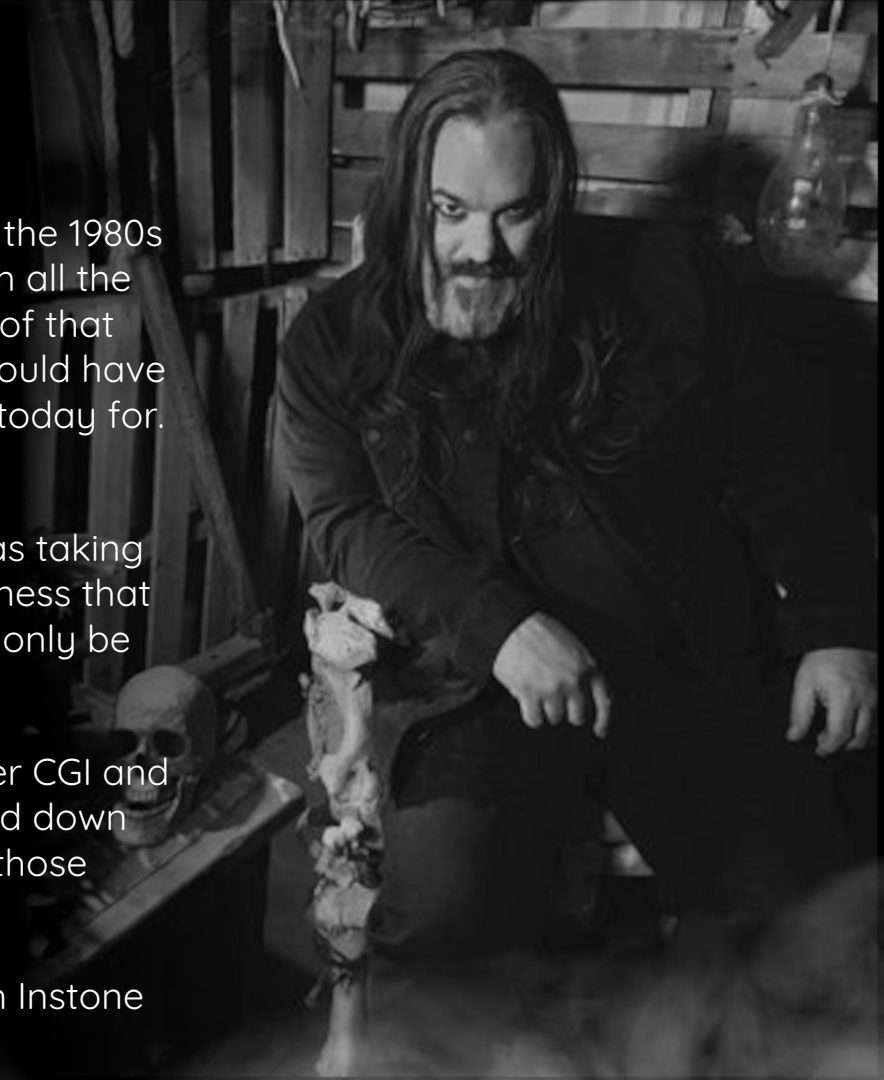
DIRECTOR'S NOTES

Butchers Bluff is a love letter to the golden age of the 1980s horror films. The script was written as a tribute with all the tropes and nods to the classic slasher genre films of that time period. We set out to make the genre film I would have wanted to see then and still rush to the box office today for. It's a classic feel but set in modern times.

We shot the film in the Hill Country of Central Texas taking full advantage of the local small towns and wilderness that creates an authentic rural feel to the film that can only be obtained by shooting on location.

For the 32 kills in the film, we used practical FX over CGI and opted for more handheld camera work over locked down shots to give a grittier look; emulating the look of those classic films I so love and was influenced by.

- William Instone



BUDGET BREAKDOWN

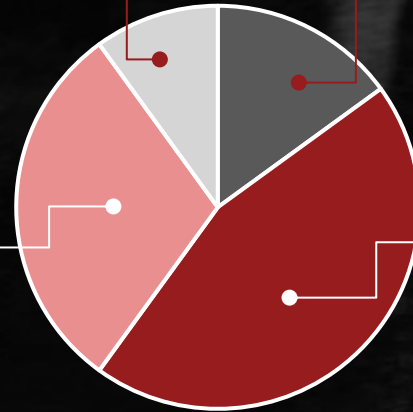
The film was made on a budget of \$200,000 dollars and that money was partially raised by online donations through Indiegogo.

The initial campaign raised 40,000, then a finishing funds campaign raised an another 20,000.

The rest came from our producers and an outside investor who backed the campaign and believed in the project enough to put up the rest of the funds needed.

10%
ADMIN
Legal, website and other admin services

30%
POST-PROD
Editing, sound, special FX and pick-up shots



15%
MARKETING
Advertising and swag

45%
PRODUCTION
Cast, crew, equipment and location fees

PRIVATE SCREENINGS

Butchers Bluff has had 5 private test screenings in 4 different cities and each one has sold out within days of releasing tickets.

2 events were in such high demand we had to add a second screen which also sold out within days of their inclusion.

The film received a standing ovation at our very first test screening at the Alamo Draft House in Austin, Texas in October of 2022.



“A love letter to classic horror movie fans!”



“Made by horror fans for horror fans.”



“I don’t really like horror films, but I really liked this one because it had a good story.”



“It’s got everything you could ask for in a horror movie.”

FAN TESTAMONIALS



The image shows a screenshot of a movie listing application. On the left, a list of movies is displayed in dark red buttons with white text. Each button includes the movie title, a hand icon, and a rating icon (CC or AD). The movies listed are:

- BLACK PANTHER: WAKAN (10:00PM)
- BUTCHERS BLUFF (7:15PM 8:00)
- DEVOTION (10:00PM)
- FATHER STU: REBORN (7:45PM)
- STRANGE WORLD (6:00PM)
- UFC 282: PROCHAZKA V (9:00PM)

At the bottom of the list, pricing information is shown: ADULT - \$9.00, MATINEE/SENIOR/CHILD/ACTIVE MILITARY - \$6.50. A note below the prices states: "R-RATED MOVIES - NO CHILDREN <5 AFTER 6PM & ID REQUIRED AT ALL TIMES". A hand icon next to the prices is labeled "UPGRADES AVAILABLE".

On the right side of the screenshot, a movie poster for "BUTCHERS BLUFF" is visible. The poster features a group of people in a dark, wooded setting. A quote at the top of the poster reads: "There ain't nothing in them woods smart... DEATH".

A large white play button icon is overlaid in the center of the screenshot.

At the bottom center of the entire image, the YouTube logo is displayed.

COMPARIBLE FILMS



Winnie The Pooh
Blood and Honey

Budget: \$100,000
Box Office: \$4 M



Terrifier 2

Budget: \$250,000
Box Office: \$15 M



X (2022)

Budget: \$1,000,000
Box Office: \$15 M

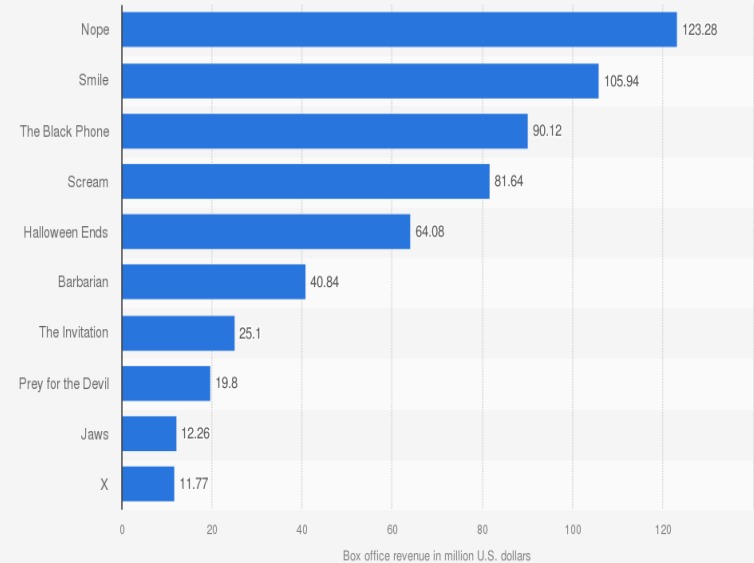
THEATRICAL AMBITIONS

In 2022, Indie Horror had a very successful run in theaters across the United States and Canada.

It is our ambition to minimally get Butchers Bluff a limited theatrical run across the country.

Horror fans are the most supportive fans in the world and with the following that Butchers Bluff has obtained through word of mouth and social media, we believe that our film will bring in a decent profit.

Highest-grossing horror movies in the United States and Canada in 2022 (in million U.S. dollars)



Source
the-numbers.com
© Statista 2023

Additional Information:
Canada; United States; 2022; the U.S. market includes the unincorporated territories of Guam and Puerto Rico

FRANCHISE OPPORTUNITIES

The film concludes with an open ending that promises that there is a lot more story to be told.

William Instone has already drafted the outline for the sequel film that moves the story forward and introduces new elements that were not present in the original.

Where the original story plays out the majority of its scenes taking place in the woods, the sequel will be more in-your-face and unfold in public settings within the small town. Again, ending with the question... is the more to come?

BUTCHERS BLUFF

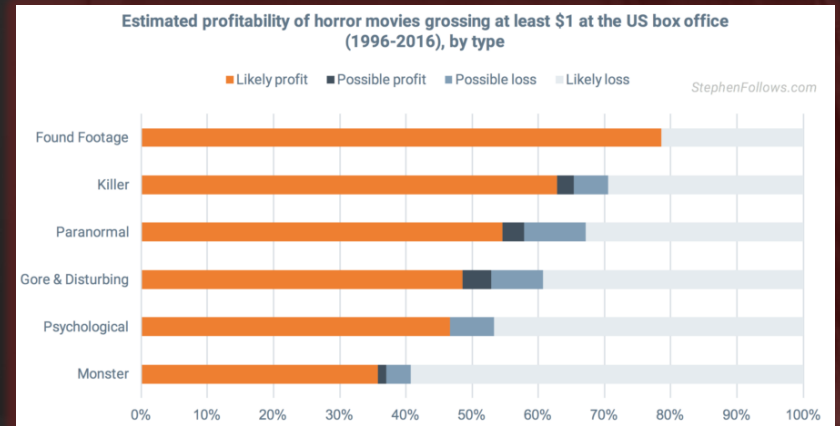
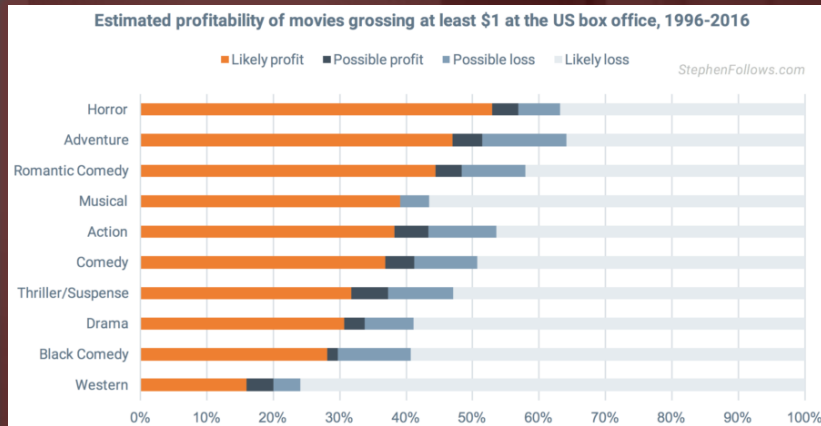


THE HOGMAN COMETH

MARKET RESEARCH

Horror and Gore/Disturbing films are in the “Likely Profitable” side of film genres.

With the increase in popularity of the Hellraiser, Halloween, Terrifier and Scream movies as of late, the momentum of gritty and personal horror movies are continuing to rise.



TEASER TRAILER



You Tube

THANKS!

WANT MORE INFO?

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