



**FINALIST,
2024 SUNDANCE
INSTITUTE FILM LAB**

**Sometimes the Hardest
Ride is Loving Yourself.**

cowboy

LOGLINE

When Pro Rodeo's hottest star, COLE LANGAM, hits rock bottom after coming out, he believes he's lost everything—until an unexpected journey of self-love redefines what it truly means to be a champion.



STORY COMPS



The character study of
**BROKEBACK
MOUNTAIN...**



The pageantry of
**FRIDAY NIGHT
LIGHTS...**

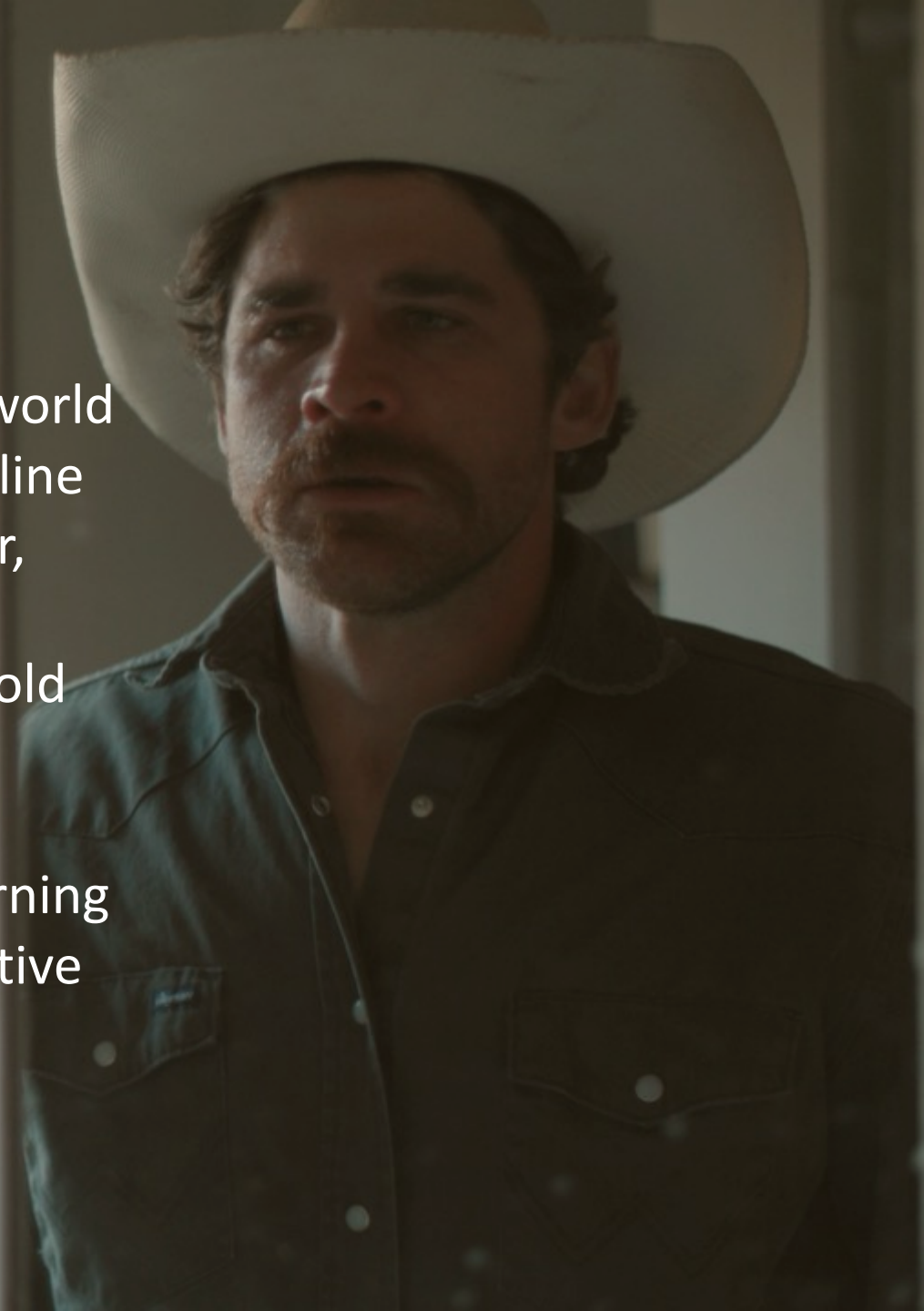


And the family themes
of CODA.

OUR STORY

Cole Langan's journey is one of resilience, love, and breaking barriers. Once Pro Rodeo's brightest star, his world shatters after coming out publicly. Fans turn on him, online hate surges, and his strained relationship with his father, Allen, implodes. Injured and consumed by shame, Cole retreats to his family's ranch, where depression takes hold despite his sister Molly's unwavering support.

An unexpected invitation to a Gay Rodeo becomes a turning point. Drag queens, campy events, and a warm, supportive community introduce Cole to a new world of joy and acceptance.



OUR STORY

There, he meets Logan Moss, a compassionate cowboy who helps him reconnect with the sport he loves. As their bond deepens, Cole must confront his fear of living openly. When insecurities push Logan away, Cole spirals again—until Allen offers a heartfelt apology, giving Cole the affirmation he's longed for.

With newfound clarity, Cole reconciles with Logan and returns to the Pro Rodeo circuit as the first openly gay cowboy to compete professionally. Facing an arena that once rejected him, Cole rises above, proving talent transcends prejudice and redefining victory in a powerful, trailblazing way.





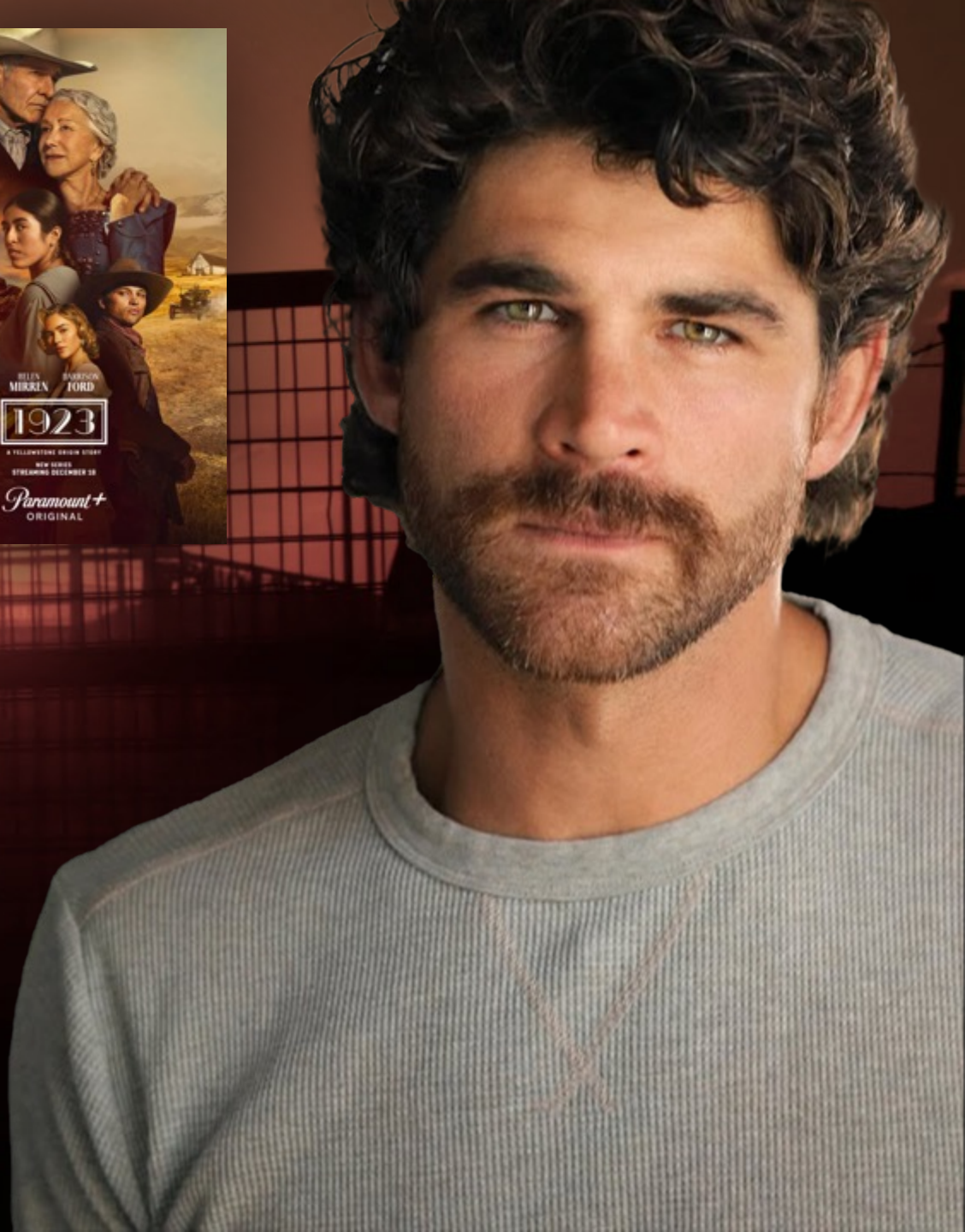
Cowboy is proud to have the Palm Springs Hot Rodeo (PSHR) as our fiscal sponsor. A donation toward *Cowboy* through the PSHR is a non recoupment, tax write-off incentive. 7% of your donation will support the rodeo, with the remainder going toward production of *Cowboy*.

PSHR is also providing *Cowboy* their rodeo as a filming location in May 2025—free of charge!

CASTING: ATTACHED

RYAN BERTROCHE as Cole Langam

RYAN is a real-life cowboy and professional horse trainer, actor. He has appeared on “Euphoria” (HBO) and “Love, Victor” (Hulu). Ryan has a recurring role in the upcoming second season of Taylor Sheridan’s “1923” (Paramount).



FROM DIRECTOR STEPH MARTINEZ

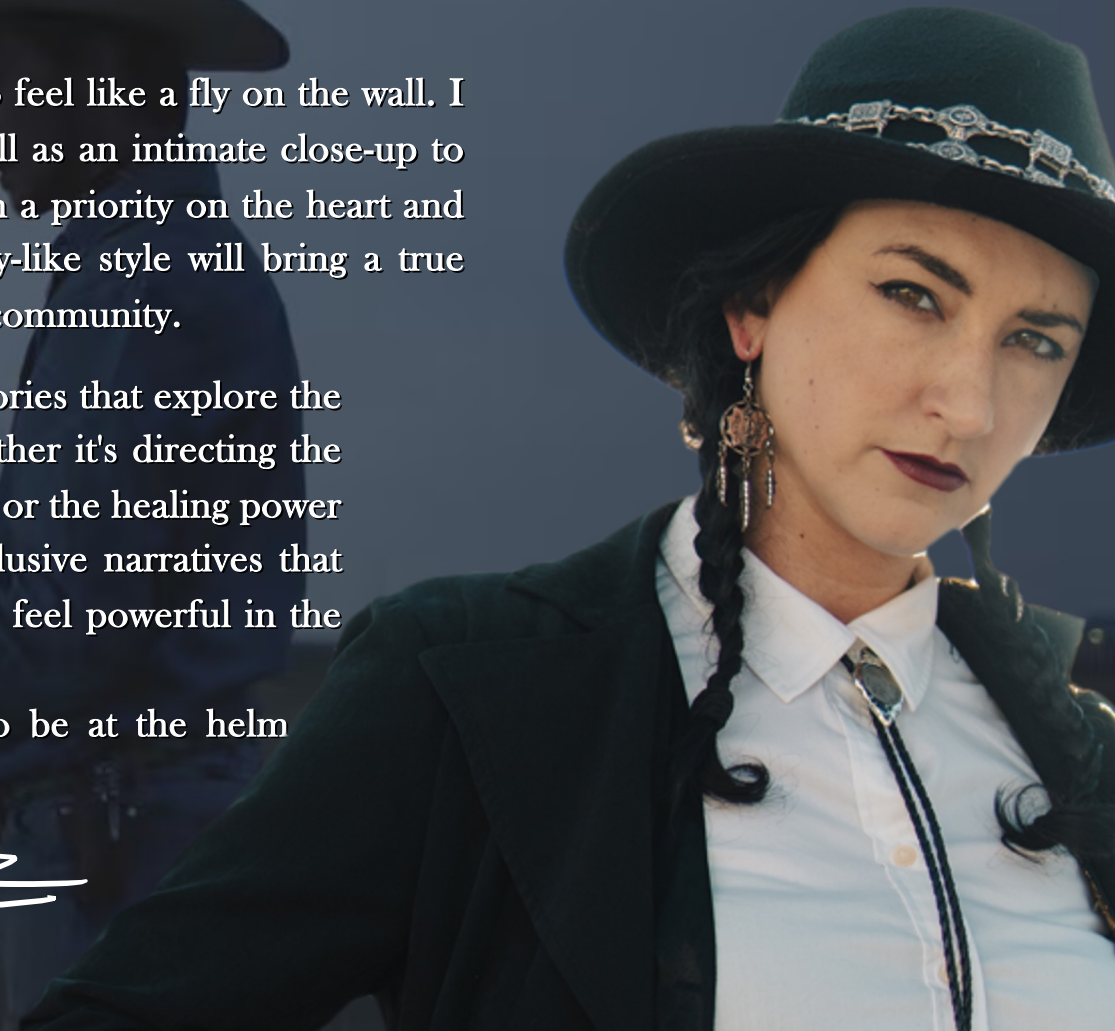
As a sporty, queer, Latinx kid raised in Arizona on Westerns and Selena by a *caballero* father and Catholic Midwesterner mother, I was drawn to *Cowboy*'s story because it celebrates LGBTQIA+ resilience and visibility in spaces where we've often been erased—directing this film is a dream come true!

In directing the short film *A New Era of Cowboy*, I wanted the audience to feel like a fly on the wall. I love a moving handheld shot to show the dynamics of a relationship, as well as an intimate close-up to show emotional closeness. I will continue to play with these techniques, with a priority on the heart and soul of the piece: love. Additionally, incorporating an almost documentary-like style will bring a true authenticity to the film and allow the audience to feel set inside of the rodeo community.

For me, filmmaking is about more than representation—it's about creating stories that explore the joys and struggles of queer existence with vulnerability and humanity. Whether it's directing the centuries-spanning love story of two queer vampires in *Artemis & Cassandra*, or the healing power of female friendship in *Sitting in Silence*, my goal is to offer nuanced, inclusive narratives that connect with audiences on a deeply human level, all while making everyone feel powerful in the process.

Queer stories in film are acts of resistance and affirmation. I'm proud to be at the helm *Cowboy*, a part of this transformative moment in cinema.

Steph Martinez



FROM WRITER JACOB SEIDMAN

I love writing stories that explore themes of love, self-esteem, and the societal pressures that strain relationships. These films, though varied in story and tone, also reflect my personal journey—sometimes intentionally, sometimes subconsciously—toward self-love and self-worth as a gay man navigating the modern world.

Cowboy continues this narrative style that has become my signature: telling stories about people, not about people who are different. This film is not a traditional "coming out" tale, but rather an exploration of "coming into your own." While much of today's LGBTQ content celebrates the discovery of identity during adolescence, I find myself increasingly drawn to the journey that comes afterward—the unraveling of deep-seated shame ingrained simply by growing up "other" in a heteronormative world.

Cowboy's setting was inspired by my discovery of the gay rodeo, a vibrant, inclusive space where people can embrace a culture that both defines and welcomes them. Yet, I also learned that mainstream rodeo still struggles with inclusion, which makes queer rodeos an essential haven. *Cowboy* aims to spark conversations around queer mental health and shed light on the experiences of LGBTQ individuals living outside the privileged urban centers often associated with acceptance.



J. Seidman



MEET OUR TEAM CONT'D

MATTHEW LYNN, DIRECTOR OF PHOTOGRAPHY

MATTHEW's work has achieved worldwide theatrical release and been played at SXSW (2023 Audience Choice Winner), Cannes, Tribeca, TIFF, Frameline, Outfest and more while receiving both Gotham and Queerty award nominations. He has served as the cinematographer for work with QC Entertainment, NEON, Cadillac, Ford, Chevy, Nissan, Lush Cosmetics, Caitlyn Jenner, and The Tannenbuam Group.



BRIGS/WARE CASTING, CASTING

BRIGS / WARE CASTING is the duo of Rachel Imbriglio, CSA and Walter Ware, CSA. They have more than 20 years of industry experience working for FX, Warner Brothers, Amazon, Disney, NBC, Apple+, ABC, Netflix, 20th/Hulu, and Lionsgate. They are also known for their associate work on the award-winning *Jury Duty* and *Monster: Dahmer*.



MEREDITH PETRAN, LINE PRODUCER/UPM

MEREDITH's production experience runs the gamut from commercials, television pilots, and YouTube content to feature films with multi-million-dollar budgets. Her background in marketing provides expertise in managing projects, people, and budgets of every size, making her a producer who holistically understands what it takes to unite creativity and costs.



MEET OUR TEAM CONT'D

JAZZ VICKERS, STUNT COORDINATOR

Jazz has worked with the stunt teams of *csi* and *9-1-1*. Most recently she worked under her father, 5x emmy nominated stunt coordinator Jim Vickers on Paramount's *1923*.





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