

A man wearing a black cowboy hat and a blue denim shirt is shown from the back, looking out over a rodeo arena at night. The arena is filled with spectators and lit up with bright lights. The word "cowboy" is embroidered in red, sparkling thread on the back of the denim shirt.

A FEATURE FILM

**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...**



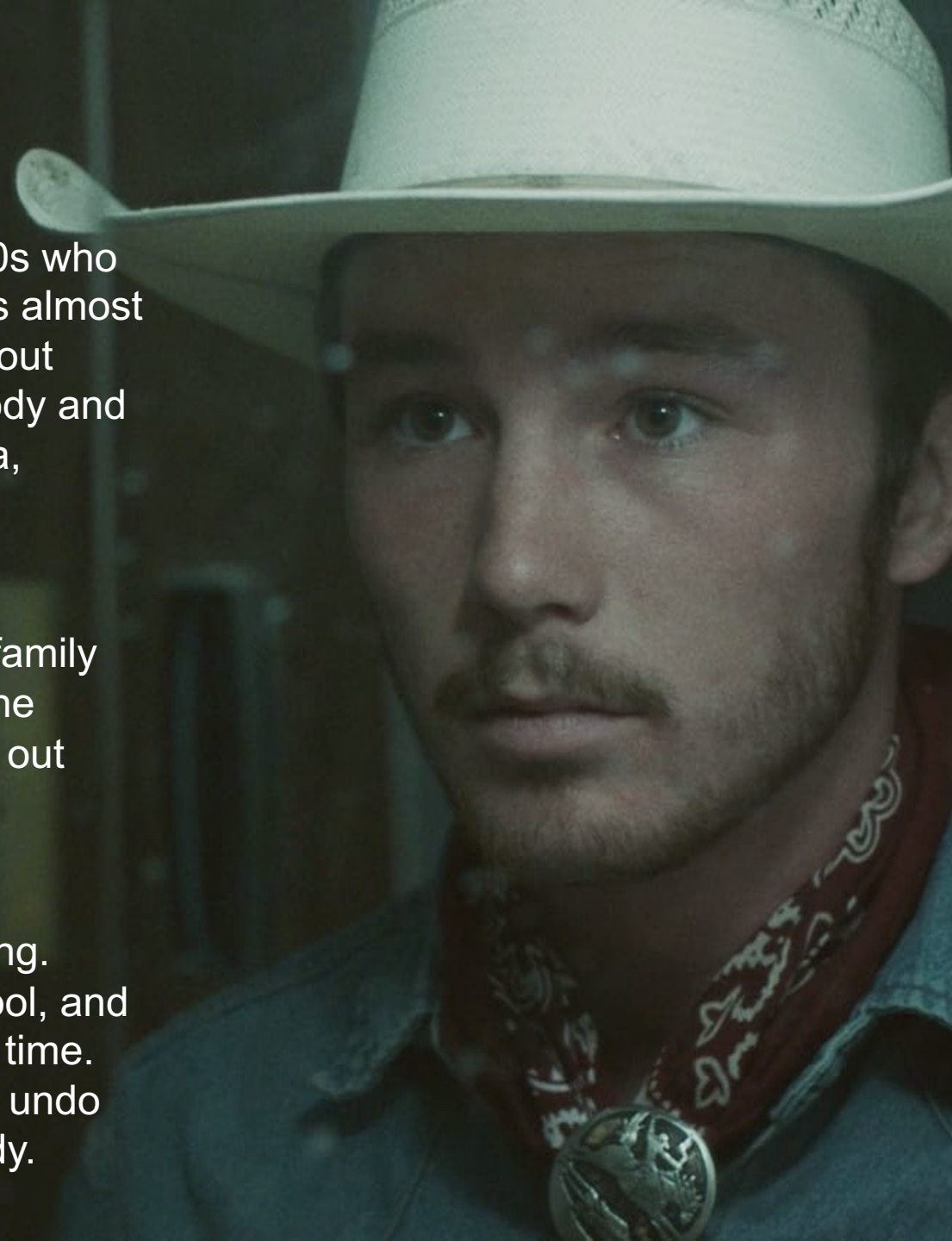
And the family themes of
CODA.

OUR STORY

Cowboy follows COLE LANGAM, a professional bull rider in his 30s who comes out as gay in the hyper-masculine world of rodeo and loses almost everything in the fallout. Distracted by the backlash to his coming out video, Cole is thrown from a bull and seriously injured. With his body and reputation in pieces, he returns home to his family's ranch in Vinita, Oklahoma.

Back home, things are tense. His father, ALLEN, is old school and emotionally distant, while his sister, MOLLY, struggles to hold the family together. Haunted by online hate, the collapse of his career, and the betrayal of CHANDLER DRAKE, his secret boyfriend who backed out when things got hard, Cole isolates and drinks, spiraling into self-destruction.

At Molly's urging, he attends a gay rodeo, and it changes everything. There, he reconnects with LOGAN MOSS, a friend from high school, and begins to find community among other queer cowboys for the first time. But old wounds run deep, and Cole's fear of rejection threatens to undo his progress, leading to a breaking point that nearly ends in tragedy.



OUR STORY

In the aftermath, it is Allen who steps up, offering the acceptance Cole has longed for. With his family's support, Cole enters therapy, works toward sobriety, and rebuilds trust with Logan, who reminds him that love is possible, but only if he chooses it.

By the end, Cole is back in the arena, riding better than ever and living openly. The film culminates at a Championship Rodeo, where Cole competes proudly, surrounded by his family, both biological and chosen.

Cowboy is a grounded, emotional story about identity, recovery, and belonging. It explores the collision of traditional Western culture and queer identity through the lens of family, love, and resilience. It is about unlearning the rules we are raised with and finding the courage to live honestly, no matter the cost.



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!

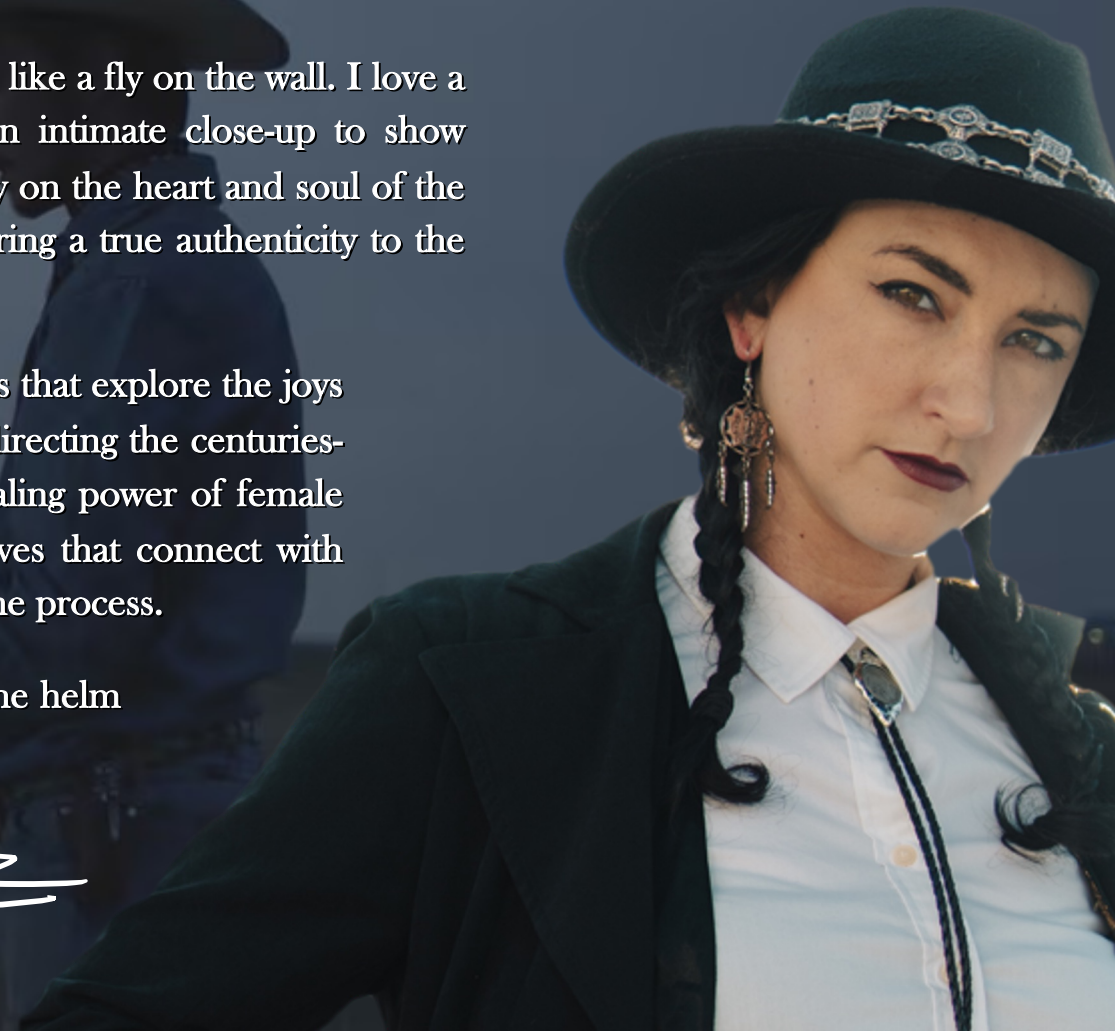
In directing the short film *A New Era of Cowboy*, I wanted the audience to feel like a fly on the wall. I love a moving handheld shot to show the dynamics of a relationship, as well as an intimate close-up to show emotional closeness. I will continue to play with these techniques, with a priority on 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 of *Cowboy*, a part of this transformative moment in cinema.



Steph Martinez

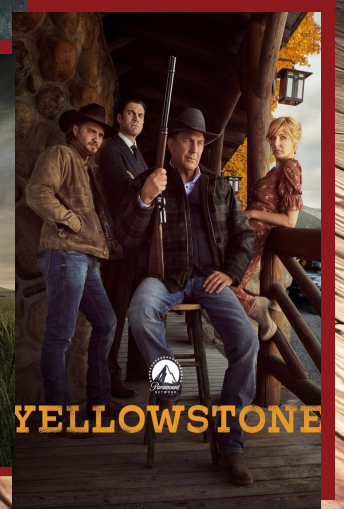


THE COWBOY AUDIENCE

Western stories continue to resonate because they explore timeless themes of resilience, identity, and transformation. These stories reflect universal human conflicts, and depict a world where survival demands grit.

At their core, these narratives are driven by complex, morally ambiguous characters navigating personal struggles and societal expectations. Adding emotional depth are family dynamics and relationships shaped by love, duty, and sacrifice. Paired with stunning cinematography and visceral storytelling, Westerns offer a powerful exploration of survival and the pursuit of meaning, ensuring their enduring appeal.

The Hollywood Reporter and industry executives alike credit Taylor Sheridan's *Yellowstone* for sparking renewed interest in "Americana and real-world living," highlighting the appeal of dramatic, soap opera-style storytelling set in the modern Wild West. *Yellowstone*'s record-breaking success has reignited demand for Western-themed content, with networks and streamers like Amazon and Netflix fast-tracking projects such as *The Abandons* and *American Primeval*.





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—free of charge!

MEET OUR TEAM

STEPH MARTINEZ, DIRECTOR

Steph is a Latinx actor and director based in Los Angeles. Her past directing work includes *Bothered* (IndieFlix) seasons 2-4, *Fault, Sitting in Silence*, and *A New Era of Cowboy* (Best LGBTQ short, Palm Springs Movie Awards/Santa Barbara International Short Fest).

She is the co-director and lead in the upcoming feature *Artemis and Cassandra*, and stars in the award-winning short films *Pay Deferred* (LA Shorts) and *Get Away* (Best horror short, Cannes 2025).

As an LGBTQIA+ filmmaker and advocate, Steph is passionate about increasing diverse visibility in film and creating more LGBTQIA+-focused roles both in front of and behind the camera. When directing queer-centered stories, her goal is to lead with heart rather than lean on stereotypes or trauma. She is a member of the Alliance of Women directors and the National Assoc of Latino Independent Producers.



JACOB SEIDMAN, WRITER/PRODUCER

Jacob is an actor, writer, and producer. His debut short film *Fall to Fame* (Winner, Best Dramatic Actor, Micheaux Film Festival) premiered on the LGBTQ streaming platform Dekkoo. He followed this with the 22-episode indie series *Searching for Josh Brolin* (Seeka TV), *A New Era of Cowboy* (Best LGBTQ Short, Palm Springs Movie Awards / Santa Barbara International Short Fest), and *The Possible Life* (Best Narrative Script, Top Shorts).

Last year, Jacob starred in Matthew Lombardo's play *Looped* for three sold-out runs in Los Angeles and Illinois. He is a finalist for the Sundance Screenwriters Lab and a second-round for the Austin Film Festival.

Jacob is a member of the Pacific Rep Theatre Company in Venice Beach, CA. He is an alumnus of the ACEX Writers Room Fellowship and a current fellow of the Jewish Writers Institute.



MEET OUR TEAM CONT'D

JASON BOWERS, PRODUCER

JASON is an award-winning executive producer and creative leader dedicated to telling stories that shift culture and create lasting impact. A Los Angeles native with 15 years of experience.

He started his career at a small boutique production company, learning the craft from the ground up, before joining a creative agency where he helped build and grow its in-house production team. He later worked at Paramount Pictures, leading branded content initiatives across film, television, and advertising. Today, Jason brings that experience to his role as Head of Production at World Within Studios, where he focuses on creating meaningful, impact-driven stories.

As a queer filmmaker, Jason is committed to authentic representation and amplifying underrepresented voices. His producing ethos centers on building purposeful, collaborative productions that push creative boundaries and spark cultural conversation. He was drawn to this story because it dares to move people at a time when visibility and connection are needed most. This modern gay cowboy coming-of-age feature expands queer visibility in a genre that has historically erased it — reclaiming space for voices too often left out of the frame and reminding us why stories like this matter.



KATY MARY GARLAND, CO-WRITER/ASSOCIATE PRODUCER

KATIE is a member of YouTube Channel *Just Giggle It*, where she writes, produces and acts in sketches and various web series. *Just Giggle It* has proudly accumulated over 142k subscribers and 50 million views with narrative content. Katie also writes for YouTube Channel *Love XO*, which tells short stories with a message aimed at middle and high school kids.



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.



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.



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