



# The Highwayman



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# *The Highwayman*

*The moon was a ghostly galleon tossed upon stormy seas.  
The road was a ribbon of moonlight....*

***The Highwayman*** is a motion picture based on Alfred Noyes' haunting romantic ballad. In 18<sup>th</sup> century England a young farmer, Will Stiles, finds his world falling apart as he discovers a tangle of past lies and betrayals when his father dies. Evicted from the farm he thought his family owned, and kept from the woman he loves by her father, Will tries to restore some order to his world. First in desperation, then for revenge, he becomes a highwayman, haunting the roads by night to rob those who conspired against his family. The conspirators fight back by hiring a troop of Redcoats lead by Lt. Cardwell to hunt down the highwayman and kill him. But death does not end his vengeance, nor separate him forever from his Bess.

*Romance and adventure that reaches beyond the grave.*

***The Highwayman*** combines elements of action, adventure, romance and horror in an old-fashioned type of tale that the whole family can enjoy. The cast features the best acting talent in Colorado, from our young stars Macleish Day and Marianne Page, to the supporting cast of veterans with 20+ years of experience on stage and screen. The look of each character was designed by New York makeup and hair stylist Lorraine Altamura. The 18<sup>th</sup> century English costumes were assembled by a team of over ten costumers who have worked for the Colorado Shakespeare Festival, the Colorado Ballet and other productions on film and stage. The tavern brawl and swordfights will highlight the skills of Asgard Entertainment's stunt team, veterans of numerous feature films.

*Old fashioned adventure and romance meets modern technology.*

***The Highwayman*** will be shot in the highest quality HD video on the Red One camera, which can create a very film-like image with greater flexibility than film, providing the production company with the options to distribute the movie on Blu-Ray, to print out to film negative or distribute directly to digital cinemas. We have assembled an expert camera team headed by Director of Photography Edward Done backed up by Jon Firestone's in-depth knowledge of the Red One camera and experience with digital effects.

*How does one shoot a movie set in 18<sup>th</sup> century England in Colorado?*

***The Highwayman*** locations have been chosen very carefully. The Duke's house will be shot in the Colorado Governor's mansion in Denver which is designed and decorated in Colonial Revival style. The country tavern will be shot in Boettcher Mansion on Lookout Mountain west of Golden which is a fabulous example of Arts & Crafts architecture and décor. The "downs" of England will be represented by the rolling hills of Arapahoe and Douglas Counties. The Colorado footage will be supplemented by the stock footage of old English farmland shot for the production by the Farnham Film Company in March 2009.

## Cast



**Macleish Day as William Stiles, Sir Malcolm Stiles & The Highwayman:**

Macleish Day is best known for his theatrical works, including his performance as J. Pierrepont Finch in *How to Succeed in Business Without Really Trying* with the Colorado Light Opera in 2008. His film credits include *ER Experience*, *A Date with Socrates*, and *The Sacrifice*.



**Marianne Page as Bess Hynes:** Marianne Page recently earned her Associate of Arts degree in Theatre from Red Rocks Community College and was featured in *The Haunted Mine at Lonesome Place* and *Out of Reach*. Marianne's screen experience includes a leading role in the film *Rear View Mirror* and a supporting role in *11:59* directed by Jamin Winans.



**Trygve Lode as Lieutenant Cardwell:** Trygve Lode is best known for playing villains in movies such as the evil scientist Therion in the martial arts action movie, *Dragon and the Hawk*, and the man turned monster in *The Shadow Walkers*. But he occasionally plays good guys like his recent role as the Oracle in *Gathering of Heroes: Legend of the Seven Swords* (starring Christopher Atkins).



**Tom Doyle as Jake Hynes, Innkeeper:** Tom Doyle has 25 years of experience in radio, television, film and theater. His recent film credits include *Serpent Rising*, *ER Experience*, *Bum School*, *Juncture*, and *Skills Like This*. He has appeared on television commercials for Frontier Airlines and 9news and on an episode of *America's Most Wanted*.



**Timothy Englert as Nathaniel Cole:** Timothy Englert's roles have ranged from Kris Kringle in *Miracle on 34th Street* to God in *Creation of the World and Other Business*. In 2004 he was nominated for Best Actor for his portrayal of Dodge Sam Shepard's *Buried Child*. He appeared on television in *Encounters With The Unexplained* and *Busted*. His film credits include *Our Burden is Light* and *Justice ...Finally*.



**June Polner as Anne Stiles, Will's mother:** June Polner is a native of Yorkshire, England who acted on stage, and in television and movies in England before coming to Colorado. She was featured in 12 episodes of the English daytime drama *Crossroads*.

Additional cast biographies can be found at [www.thehighwaymanmovie.com/cast.html](http://www.thehighwaymanmovie.com/cast.html)

## Production Team



**Producer: Darlene A. Cypser** – Darlene A. Cypser is an attorney licensed in Colorado and New York. She practiced in Boulder, Colorado from 1988 to 1999. Since 1999 she has been managing partner of Inferno Film Productions, LLC. Darlene is the primary negotiator of distribution deals for the movies that Inferno represents. She produced *Dragon and the Hawk* in 1999 and has advised numerous other movie producers on tax matters, production, distribution and marketing.



**Director: Trygve T. Lode** – In addition to playing Lt. Cardwell, Trygve Lode will be taking the helm as director for *The Highwayman*. Trygve has directed companies and small stage plays. He has also assisted other movie directors in communicating their directions to actors. Trygve's background as a writer, both on and off the web, and his knowledge of the marketing and technical aspects of the movie business will help him guide the actors as they bring the movie to life.



**Director of Photography: Edward Done** – Edward has been a director of photography for over 12 years. Ed was DP on a *Memory of a Large Christmas, Monty, Midnight Sun, The Newspaper, Path Altered* and *She Said She Loved Me*. Edward was the second unit director of photography on John Sayle's feature film, *Silver City*.



**Production Sound Recordist: Dave Schaaf** – Dave has been the production sound mixer on dozens of features films and television programs, including: *Six Wire Winter, Dancing Bear, The Claim, Friends First, Perfect Murder, Perfect Town, Dragon and the Hawk, Food for the Heart, Picture of Priority, No Way Up, Ichabod, America's Most Wanted, Entertainment Tonight* and *Nova*.



**Digital Effects Supervisor: Jon Firestone** – Jon Firestone has over seven years experience behind the camera and has extensive experience at computer generated visual effects including chroma-key work to combine live and computer generated footage. Jon also developed and taught the 3D graphics program at the Colorado Film School.



**Mark Steven Grove** – Mark Steven Grove has been an actor, stunt and fight choreographer, special FX supervisor, firearms handler, action coordinator and director since 1989. His stunts and effects film credits include: *3 Ninjas: High Noon at Mega Mountain, Mad Love, My Samurai, Seclusion, Looking for Sunday, Alice in Wasteland, Summer Dreams (aka Surfer King), The Goal, Spotless, The Sensei, Tequila Express, Brother Tied,* and *Tiger Street*.

## ***Inferno Film Productions, LLC***

Inferno Film Productions, LLC, was formed by Trygve T. Lode, Darlene A. Cypser, and Mark Steven Grove in 1999 to produce and distribute feature films. Inferno's first feature was the martial arts/action film, ***Dragon and the Hawk***. Mark, Trygve and Darlene have worked on a number of movies by other producers since. Inferno has been exhibiting at the American Film Market and acting as a sales agent for other producers since 2003. Currently, license fees for distribution of motion pictures made by other producers make up approximately 98% Inferno's income. Inferno is in frequent contact with distributors from all over the world and has already begun promoting ***The Highwayman*** to those distributors.

The current economic climate has put a strain on everyone's cash flow and the movie business is no exception. Sponsors of ***The Highwayman*** will assist Inferno in reaching its budgetary goals to make this a world class movie, while allowing Inferno to promote the sponsors and their businesses to the fans of the movie.

### **Why become a Sponsor of *The Highwayman*?**

Would you like to associate your family or business with high quality motion picture production that encourages interest in history, literature and dramatic performance? Would you like to promote your business to our growing fan base?

#### **Artistic and Educational Value**

**Literature and Drama:** Will Stiles, the main character in ***The Highwayman*** is a farmer, but he is also a dreamer, a reader, a writer and a performer, and eventually goes beyond his art to live the adventures he writes about. Will is shown reading and reciting Shakespeare's sonnets and performing them to his friends and neighbors. The movie incorporates Alfred Noyes' poem itself into the movie. We see Will Stiles writing parts of ***The Highwayman*** and performing them to his girlfriend, Bess. Having a main character of an action/adventure movie who is a reader, writer, and dramatist encourages young people to read, write, and act out poetry and other literature.

**History, Civics and Sociology:** The historical setting may also encourage people young and old to read more about the 18<sup>th</sup> century, the century which gave birth to our nation. Several issues which are addressed by our federal and state constitutions are mentioned in the movie, including the right to bear arms, quartering of soldiers, corruption of blood and forfeiture of estates. The movie attempts to recreate the sharp distinctions that existed in the speech, dress and lifestyles of the different classes of the time.

# Why become a Sponsor of *The Highwayman*?

## Broad Demographic Appeal

**Attractive to Young and Old:** As Will Stiles is caught up in the whirlwind of destiny, from the gust in the fight in the tavern, through the gale of the betrayal and intrigue hidden in his family history, to the gentle breezes of his romance with Bess, audiences will follow along as he sails the twin winds of adventure and revenge. Demographics from Fans of our **Facebook** page (Figure 1) demonstrate that both men and women from ages 13 to 44 are attracted to the story and the images that have been released during pre-production. The **Youtube** demographics on the promotional trailer show a spread from 18 to 64 and a very different balance between men and women. The differences between the statistics on the two websites may be reflective of the differences in the users of the sites. What they both show is that *The Highwayman* has broad appeal across age ranges before the movie has even been shot.

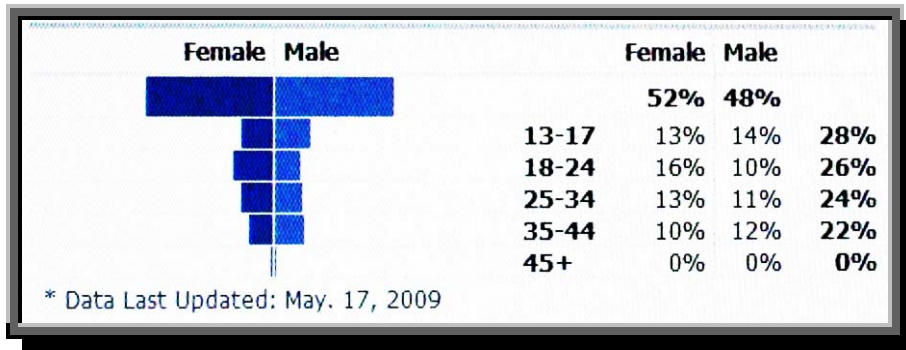


Figure 1 Facebook Fan Demographics

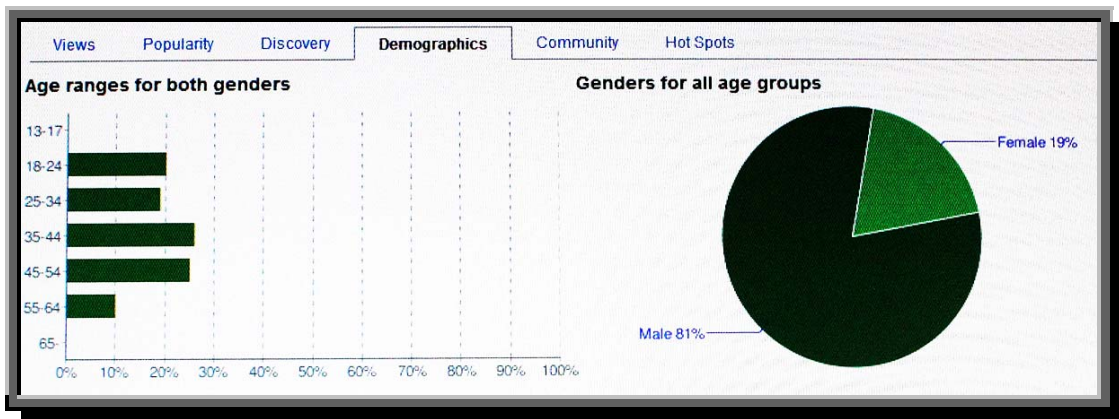


Figure 2 Youtube Demographics

# Why become a Sponsor of *The Highwayman*?

## Growing Web Traffic

Over 16,000 unique visitors have come to **www.TheHighwaymanMovie.com**. While Google AdSense rules prohibit us from revealing the statistics from the AdSense ads, **TheHighwaymanMovie.com** is one of the top earning sites that we have registered with AdSense. Traffic to the website is supported by links from **Myspace, Facebook, Youtube.com, LinkedIn.com, Movieset.com, TheFilmCatalog.com, Indieclub.com, Cinando.com, and CASA-films.ning.com**, in addition to our own websites.

**TheHighwaymanmovie.com** website is spidered regularly by all the major search engines and substantial traffic comes from domestic and foreign searches on **Google, Yahoo, Windows Live, MSN.com, Conduit.com** and **AOL**. Current key word activity is mostly aimed at the original poem by Alfred Noyes either by name or by a line from the poem. But some searches are looking specifically for “highwayman movie” and our website ranks number one in Google results from that search, above all previous movies and television shows using the word “highwayman” in the title. In a search on the word “highwayman” alone our website comes up 13<sup>th</sup> in Google. Our web stats show that once visitors reach our website many of them visit for a while before leaving. This means that they are more likely to encounter links to sponsors’ websites on our website.

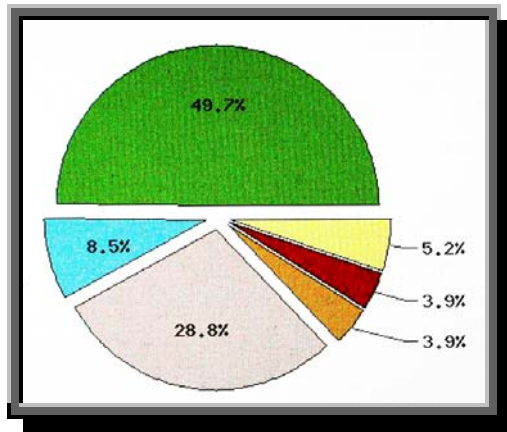


Figure 3 Web Stats - Length of Visit

Web traffic is bound to increase as we intensify our promotional activities during principal photography and once we begin more actively marketing the movie in the post production phase. We will be sending out press releases, and setting up interviews with television, radio and print media during those phases, as well as holding “sneak preview” promotional events. We also anticipate that the premiere of the movie will draw significant web and media attention.

## Become a Sponsor of *The Highwayman* Motion Picture!

We have several sponsorship levels available for businesses, individuals, families and groups.

### Individual, Family and Group Sponsorships

- Commoners: \$50.00 - \$99.99
- Patrons: \$100.00 - \$199.99
- Gentry: \$200.00 - \$499.99
- Aristocrats: \$500.00 - \$999.99

### Business Sponsorships

- Pewter: \$1,000.00 - \$1,999.99
- Brass: \$2,000.00 - \$4,999.99
- Silver: \$5,000.00 - \$9,999.99
- Gold: \$10,000.00 and up

**In-Kind Contributions:** In-kind contributions are also accepted towards each sponsorship level. Such contributions may consist of products or services to be used during production, such as food contributions or catering services, or props or set dressings. Please contact us if you would like to arrange for an in-kind contribution.

### Benefits of Sponsorship

#### Individual, Family and Group Sponsorships

##### Commoners

- Certificate of Sponsorship
- Autographed DVD when the movie is released
- Name listed in "Special Thanks" section in the end credits of the movie
- Name list on the website

##### Patrons

- Certificate of Sponsorship
- Autographed DVD when the movie is released
- Special "I've been robbed by The Highwayman" T-shirt
- Name listed in "Special Thanks" section in the end credits of the movie
- Name listed on the website

## Benefits of Sponsorship (cont'd)

### Gentry

- Certificate of Sponsorship
- Autographed DVD when the movie is released
- Invitation to Movie Premiere
- Name listed in "Special Thanks" section in the end credits of the movie
- Name listed on the website

### Aristocrats

- Certificate of Sponsorship
- Autographed DVD when the movie is released
- Invitation to Movie Premiere
- Opportunity to watch a scene being shot during the movie
- Name listed in "Special Thanks" section in the end credits of the movie
- Name listed on the website

## Business Sponsorships

### Pewter

- Certificate of Sponsorship
- Autographed DVD when the movie is released
- Business name listed on website.
- Business name listed in "Special Thanks" section in the end credits of the movie
- Business name mentioned in press releases
- Business name posted in craft services area during production.

### Brass

- Certificate of Sponsorship
- Autographed DVD when the movie is released
- Business name listed in "Special Thanks" section in the end credits of the movie
- Business name mentioned in press releases
- Business name posted in craft services area during production
- Web banner featuring business name or logo linked to business website across bottom of multiple pages for two years

## Benefits of Sponsorship (cont'd)

### Business Sponsorships

#### Silver

- Certificate of Sponsorship
- Autographed DVD when the movie is released
- Business name listed in "Special Thanks" section in the end credits of the movie
- Business name mentioned in press releases
- Business name posted in craft services area during production
- Right hand banner featuring business name or logo linked to business website on one page of the website (displacing AdSense banner) for two years. Page choice priority determined by highest bidder requesting that placement.

#### Gold

- Certificate of Sponsorship
- Autographed DVD when the movie is released
- Business name listed in "Special Thanks" section in the end credits of the movie
- Business name mentioned in press releases
- Business name posted in craft services area during production
- Right hand banner linking to Silver Sponsor's website on one page of the website (displacing AdSense banner) in perpetuity (i.e. as long as the website exists). Page choice priority determined by highest bidder requesting that placement.

### Additional Information

Additional information about *The Highwayman* motion picture and sponsorships, including in-kind contributions and product placement, may be obtained by contacting producer Darlene Cypser by e-mail ([darlene@infernofilm.com](mailto:darlene@infernofilm.com)) or phone (303-587-9792).

**Thank you for supporting the Colorado movie industry.**

### DISCLAIMER

The Highwayman Motion Picture, LLC, and Inferno Film Productions, LLC, are NOT non-profit organizations. No part of the amount paid for a sponsorship is deductible as a charitable contribution. Business sponsorships may be deductible as an advertising and marketing expense. Consult your tax advisor. This is not a solicitation for investors. No benefit or return on the amount paid is being offered beyond those listed above

# *The Highwayman*

## Sponsorship Form

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Anonymous Sponsor       Gift Sponsorship for \_\_\_\_\_

### Sponsorship Level

#### Individual, Family and Group Sponsorships:

- Commoners: \$50.00 - \$99.99
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- Silver: \$5,000.00 - \$9,999.99
- Gold: \$10,000.00 and up

Artwork for ads should be submitted by e-mail to ifilm@infernofilm.com in psd, jpg or png format. Small ads are 200x62 pixels, right hand tower ads are 120x600 pixels. Sponsor page banners are 331x150 pixels.

Checks may be written to:  
**The Highwayman Motion Picture, LLC,**  
and mailed to:  
**Inferno Film Productions, LLC,**  
**P.O. Box 696**  
**Littleton, CO 80160-0696**

Thank you for supporting the Colorado movie industry.