
YOUR FAVORITE
SCARY
MOVIES
PASSING SUNRISE
WRITTEN & CREATED
BY
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PASSING SUNRISE

What starts as a fun weekend camping getaway descends into pure carnage after sundown, when two passing strangers reveal themselves as bloodthirsty predators.

LOCATION

UPSTATE, NY



VISUAL TONE & DIRECTOR'S VISION





DIRECTORS STATEMENT

I want to make Passing Sunrise because it puts a light on something we all know and keep forgetting: you can't be too careful with strangers. We're raised to be polite. We wave the stalled car over and offer a seat by the fire. We say "come on in" because saying no feels rude. Predators of every kind count on that. They don't break down the door. They wait for us to open it.



SYNOPSIS

Four friends escape to Maya's RV on a quiet creekside farm for one last October weekend together. At sunset, two young women come hiking across the land, and the friends invite them to hang out at the campfire. Lena invites Cora into the RV. Ruby slips into the woods with Trey and comes back alone, carrying his severed arm. What follows is a night-long game of cat and mouse. The friends fall one by one, and Maya's run for help ends with the old farmer down the road dead at Cora's hands. With the man she loves turned against her, Maya has to survive the two strangers until the sun comes up.



CHARACTERS



MAYA REYES (27): THE ORGANIZER AND FINAL GIRL

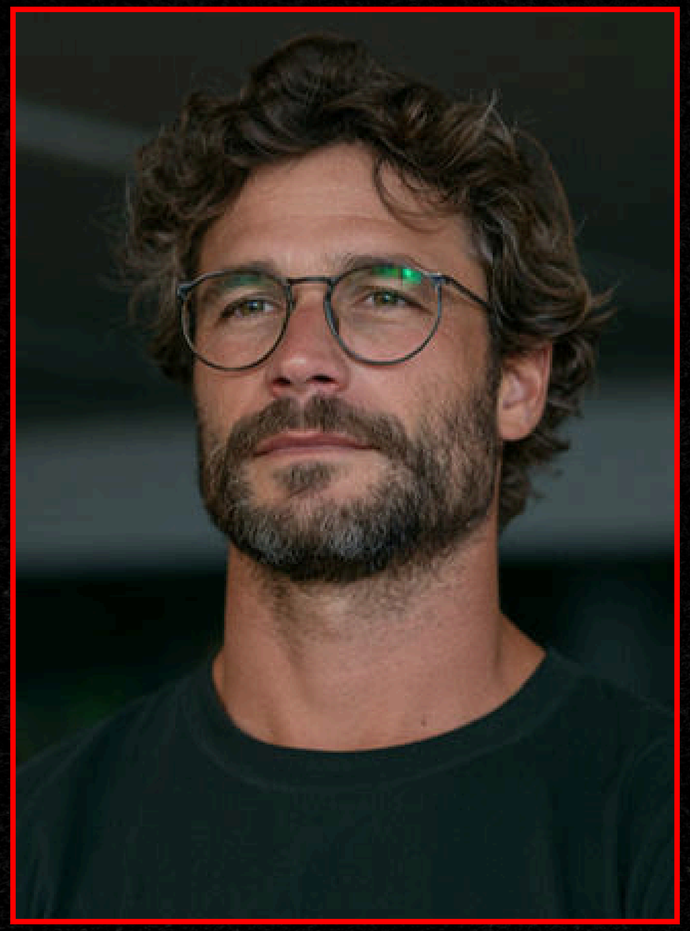
Who she is: An ER nurse who planned the whole trip, down to the color-coded packing list. She's the group's caretaker and fixer.

Want: One perfect weekend with everyone together, "like before."

Flaw: She needs control and thinks she can save everybody.

Secret: She has accepted a job in Seattle and leaves in three weeks. She hasn't told anyone, Noah included.

Arc: She goes from trying to hold everything together to accepting what she can't save. Her biggest act is letting Noah go by staking him herself.



NOAH BRANDT (29): MAYA'S BOYFRIEND

Who he is: A quiet software developer and the dry-humored skeptic of the group. He isn't really an outdoors person.

Want: To propose to Maya at sunrise on Sunday. The ring is in his jacket.

Flaw: He holds back. He watches and waits instead of acting.

Secret: The ring. Only Trey knows.

Arc: His one decisive act is throwing himself between Maya and Cora, and Cora bites him for it. Ruby secretly feeds him her blood, and he comes back as the monster Maya has to kill.



TREY WALKER (34): THE BIG BROTHER OF THE GROUP

Who he is: The oldest of them, recently divorced, owns a struggling bar. He's loud, generous and the first to grab a beer or a fight. He brought his father's deer rifle "for bears."

Want: To feel like the guy who has it together again.

Flaw: Bravado and drinking. He covers fear with jokes.

Secret: The bar is going under

Arc: He learns his rifle is useless, and his humor holds the group together. He gives his life to buy Maya time against Noah.



LENA PARK (24): THE YOUNGEST

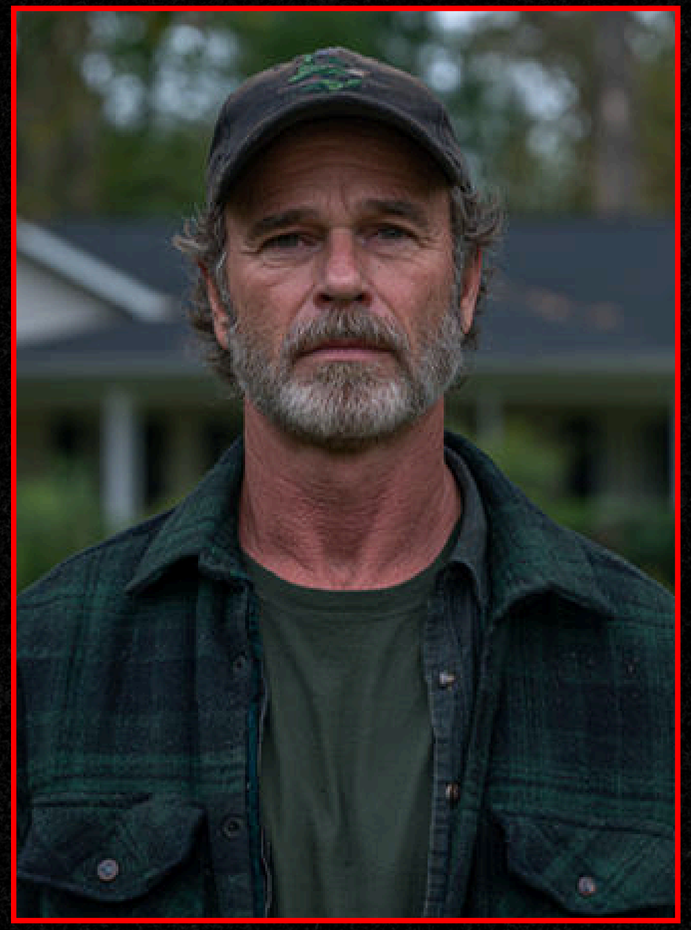
Who she is: An event influencer from LA. She's paid to post from launch parties, festivals and pop-up openings, and she has about 180K followers. She's always filming on her phone and a small gimbal camera, and she's treating the weekend as "rustic content."

Want: To be taken seriously, by the group and by herself, as more than her feed.

Flaw: She performs instead of feeling. She trusts strangers too quickly when they give her attention, and she's the one who invites Ruby into the RV.

Secret: Her brand deals are drying up and her numbers are falling. She still lent Trey $8,000 to keep up the image that she's doing great, and she's quietly furious he hasn't paid it back.

Arc: At first she's the joke of the group: ring light in the RV, retaking shots of the campfire. Then her camera habit is what catches the truth, because Ruby doesn't appear on her screen or in the RV mirror.



HOLLIS GRADY (64): THE FARMER DOWN THE ROAD

Who he is: A man of few words with a calloused, polite manner. He owns the farm down the road. His history with Cora: Twenty years ago, on a stormy October night, a stranded woman knocked on his door and he invited her in to use the phone. By morning his first wife was dead.

Want: To keep the past buried and his farm safe.

Arc: From denial to facing it. At the midpoint he sees Cora and recognizes her, because she hasn't aged a day.



RUBY (LOOKS 22, TURNED IN 1977): THE WILD ONE

Method: Play. She pairs off with the most open person in the group (Lena), gets herself invited into the RV, then leads Lena up the woods trail and hunts her for fun.

Want: A companion of her own. She's tired of being Cora's "stray."

Flaw: Impulse. She breaks Cora's one rule ("we don't keep strays") by secretly feeding Noah her blood.

Arc: Her defiance leads to her death. When Cora abandons her at dawn, she understands what Cora is just before the sun hits her.



CORA (LOOKS MID-30S, ACTUALLY ABOUT 150 YEARS OLD): THE LADY

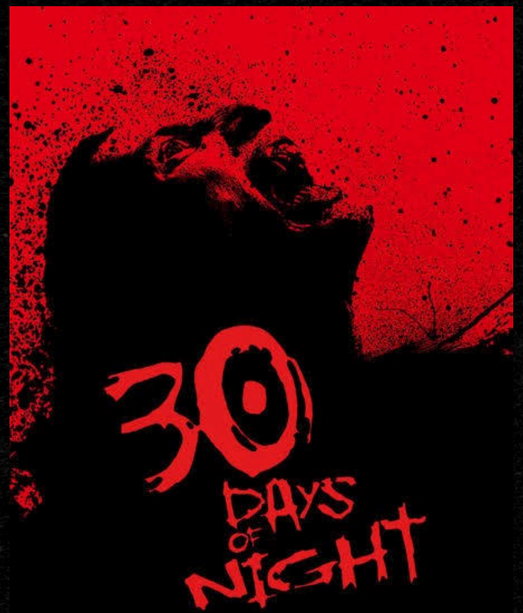
Method: Patient and motherly. She asks to warm her hands at the fire, tells a "ghost story" that is really her own life, and picks the group apart by learning what each of them wants. She never hurries.

Want: Comfort and routine. She drifts the same back roads every autumn and never stays anywhere long. She passed through this valley once before, 20 years ago, and killed Hollis's first wife.

Weakness: Pride. She believes rules protect her, and she lives by them: invitations, the creek, never staying anywhere long.

Arc: She drops the warmth once things go wrong. At dawn she leaves Ruby in the sun to save herself, which shows the audience she never loved anyone.

COMPARABLES & TARGET AUDIENCE





Passing Sunrise is Friday the 13th meets 30 Days of Night, and that's how we'll shoot it. Friday the 13th gives us the setting and structure: young friends at a remote spot, picked off one by one in the dark woods. 30 Days of Night gives us the predators: feral, merciless vampires and the long night spent hiding until the sun comes up. The comps below show that this kind of film can find its audience and pay back on a micro budget.

FILM	YEAR	BUDGET	RESULT	WHY IT'S A COMP
Hush	2016	$1M	Netflix bought worldwide streaming rights before its SXSW premiere	A woman alone in the woods with a stranger who stalks her through one long night. It's a tiny cast in a single location, made with Blumhouse economics. It shows a festival-launched micro-budget horror film can sell straight to a major streamer.
Barbarian	2022	$4-4.5M	**$45.4M** worldwide **(-10x)**	A getaway home turns deadly because of a stranger let inside, much like Cora in Maya's RV. It's an original R-rated horror film from a first-time solo director, with a sharp tone shift partway through, and it reached audiences beyond core genre fans.
Terrifier 2	2022	$250K	**$15.7M** worldwide **(-63x)**	This is the closest comp to our budget. It was crowdfunding, made with all-practical gore, released in October, and grew week to week on word of mouth with no stars and almost no marketing. Like Trey's severed arm, its shock moments became its marketing.
Sinner's	2025	$90M	**$370.3M** worldwide **(4.1x)**	Market signal only, not a budget comp. It proves vampires are back. It's the biggest original live-action hit in years, and it brought rural-night vampire horror back into mainstream conversation.

Core Target Audience

AGES 18–34 | MALE & FEMALE

A digitally connected generation of horror fans who:
Watch horror films on opening weekend.
Stream genre content throughout the year, particularly during Halloween.
Discover independent films through social media.
Share memorable, shocking and suspenseful cinematic moments online.

Marketing Hooks

SOCIAL-FIRST STORYTELLING

Lena's influencer storyline, vampires that cannot be captured on camera and vertical phone footage create natural opportunities for TikTok, Instagram Reels and viral trailer content.

HALLOWEEN RELEASE WINDOW

The late-October setting naturally positions the film for a Halloween-season release, aligning with peak audience interest in horror entertainment.

PRACTICAL HORROR

Memorable practical effects, shocking reveals and intense survival sequences provide distinctive material for trailers, promotional clips and behind-the-scenes content.

A UNIVERSAL FEAR

The director's central theme — “You can't be too careful with strangers” — provides a compelling psychological hook for audiences, press and film festivals.

Built-In Fanbases

PRACTICAL EFFECTS & GORE FANS

Terrifier 2 | HOYTS Cinemas

The Terrifier audience values authentic, visceral practical effects over CGI. Ruby's sunrise burn becomes one of our signature showcase moments.

VAMPIRE HORROR FANS

Sinners Review (Film, 2025)

Audiences energized by Sinners and Nosferatu, looking for a grounded, contemporary and terrifying interpretation of vampire mythology.

ISOLATION & STRANGER-DANGER FANS

Hush (2016) - Posters — The Movie Database (TMDB)

Fans of Hush, Barbarian and The Strangers, drawn to psychological tension, remote locations and the fear of trusting the wrong person.

GENRE FESTIVAL AUDIENCES

Screamfest Horror Film Festival | LAist

Dedicated independent horror enthusiasts, industry professionals and distributors seeking original genre filmmaking.

STREAMING HORROR AUDIENCES

Halloween 2026: What Are the Best Horror Movies?

Viewers on platforms such as Shudder and Tubi, where independent horror can build a dedicated audience and long-term revenue potential.