

## SO YOU THINK YOU CAN PITCH? 2019 Competition

Bring forth your best film ideas at Reel Asian's pitch competition, *So You Think You Can Pitch?!*  
The 2019 Toronto Reel Asian International Film Festival is looking for submissions of short films ideas.

### EVENT FLOW

1. **Applications Open (August 1st)**
2. **Pitch AMA - Live Q&A (August 6)**
3. **Applications Close (August 31st)**
4. **Jury Deliberations (September)**

5. **Pitch Finalists Shortlist Announced (October – Press Conference)**

*\*Finalists will receive an annual Standard CineSend subscription (Value \$300).*

*\*Finalists will also be awarded a 2019 Festival Filmmaker Badge, which allows you access to our festival screenings, special events, and artist talks, where you can gain insightful knowledge from industry professionals and networking opportunities.*

6. **First Pitch Consultation (Mid-October)**

*Finalists will sit with Reel Ideas Producer Jasmine for a Festival 101 and an orientation on going through the Pitch experience at Reel Asian. Attendance at the consultation is mandatory.*

7. **Pitch Clinic (November 1st)**

*Finalists will participate in a Pitch Clinic where they will be coached by Pitch mentors who are industry professionals, receive in-depth professional advice from our sponsors, and practice pitching like a pro in front of a live audience. Attendance at the clinic is mandatory.*

8. **So You Think You Can Pitch? Live Finale (November 10th)**

*Two winning filmmaking teams will walk away with prize packages that will help them kick-start and/or finish their short film, including a cash award and/or in-kind support to cover High Definition or Standard Definition production and post services, artists' fees and more.*

*The winners of the Pitch Competition will also be announced (and must be present) at the Award Ceremony during the Toronto Reel Asian International Film Festival (November 10<sup>th</sup>, 2018). Exact time and venue to be announced.*

We are open to all your great film ideas, be they dramatic, documentary, musical or experimental, as long as you feature an Asian (South Asian, East Asian, Southeast Asian) member in a key creative role, either in front or behind the camera.

For more information about the Reel Asian Pitch Competition visit  
<http://www.reelasian.com/festival/reelideas/so-you-think-you-can-pitch/>

Completed applications must be received by:  
August 31st, 2019 @ 11:59:59 PM (EDT)

Please send application to

Toronto Reel Asian International Film Festival  
c/o **"So You Think You Can Pitch?"** Competition  
401 Richmond Street West, Suite 448  
Toronto, ON M5V 3A8

Or email an e-version (PDF) to [industry \[at\] reelasian \[dot\] com](mailto:industry@reelasian.com)

Selected by a panel of judges, finalists will advance to the Pitch Competition Finale to take place during the Toronto Reel Asian International Film Festival (November 7 – 15, 2019).

Reel Asian aims to build the Asian-Canadian filmmaking community by providing networking and professional development opportunities, such as the "So You Think You Can Pitch?" Competition.

For more information about *So You Think You Can Pitch?* Competition, please contact Jasmine Gui, Reel Ideas Producer, at [industry \[at\] reelasian \[dot\] com](mailto:industry@reelasian.com) or visit <http://www.reelasian.com>.

## COMPETITION GUIDELINES

### Eligibility

1. Films must feature an Asian (South Asian, East Asian, Southeast Asian) in a key creative role (director, writer, producer, lead actor). Please specify this role(s) in your application.
2. Film projects can be at any stage of production; whether it is in development, production or post-production.
3. Finished films cannot exceed 15 minutes.
4. Films can be dramatic, documentary or experimental.
5. Projects originating on film are acceptable, but the filmmaker is responsible for bearing transfer costs to digital (for the post-production phase).

## AWARD DETAILS

### **GOLD PRIZE AWARD:**

The Reel Asian So You Think You Can Pitch? Gold Prize Award

- \$4,000 Cash
- Business affairs & legal consultation with Behind The Scenes Services
- Acting support (if applicable) from ACTRA Toronto including consultation, coaching, and more
- Opportunity to premiere work at the 2020 Toronto Reel Asian International Film Festival (subject to review), with full festival accreditation
- Digital film and festival strategy consultation with CineSend
- A production workflow consultation with Charles Street Video which includes:
  - \$2,700 in edit suite access and/or production equipment rentals
  - 2 sessions with Charles Street Video's in-house editor
  - One-year membership with Charles Street Video

### **SILVER PRIZE AWARD:**

The Reel Asian So You Think You Can Pitch? Silver Prize Award

- \$800 Cash
- Business affairs & legal consultation with Behind The Scenes Services
- Acting support (if applicable) from ACTRA Toronto including consultation, coaching, and more
- Opportunity to premiere work at the 2020 Toronto Reel Asian International Film Festival (subject to review), with full festival accreditation
- Digital film and festival strategy consultation with CineSend
- A production workflow consultation with Charles Street Video which includes:
  - \$1,400 in edit suite access and/or production equipment rentals
  - 2 sessions with Charles Street Video's in-house editor
  - One-year membership with Charles Street Video

## APPLICATION GUIDELINES

### ALL APPLICATIONS MUST INCLUDE:

1. A signed and completed 'So You Think You Can Pitch?' Application Form.
2. A one-page letter outlining why this award would benefit your work and practice as a filmmaker and how you plan to use the award.
3. A detailed description of the project, no more than one page in length.
4. A brief production schedule outlining generally which facilities will be used with approximate dates of when they will be needed. Your production must be complete by August 1<sup>st</sup>, 2020.
5. A detailed budget that includes all sources of funding, confirmed and pending. The expense and revenues of your budget must balance along with copies of any contracts/letters of agreement from confirmed revenue sources (if any).
6. Letters of agreement from key personnel (if applicable), including rights to an adapted work (i.e. short story), or music, if integral to the film.
7. A video/filmography and/or curriculum vitae. If the project is a collaboration, CV's for both artists must be included.

### ENCOURAGED BUT OPTIONAL:

8. A storyboard or script outline of the proposed project
9. Demo reel

### Assessment

Reel Asian will invite a panel of judges who will review all applications and choose finalists to move on to the live pitch competition finale. The successful applicants will pitch their proposal during the 23<sup>rd</sup> Annual Toronto Reel Asian International Film Festival (time, date, and venue TBA). The jury will include media artists and other industry professionals, recognized for their knowledge of film and video. Decisions of the judges are final.

### Criteria

All applications and pitches are assessed according to the following:

- Originality
- Clarity and creativity demonstrated in pitch session
- Financial viability
- Full utilization of the award package
- Demonstrated ability to complete the project within the allotted time frame

Incomplete applications will not be considered, nor will extensions be granted beyond the deadline.

# APPLICATION FORM

**1.** TITLE OF PROJECT:

PROJECT LENGTH (in minutes –15 max):

**2.** NAME OF APPLICANT:

CREDIT OR ROLE:

**Please specify Asian representation in Key Creative Role**

NAME:

CREDIT OR ROLE:

**For collaborations, first co-applicant (if applicable)**

NAME:

CREDIT OR ROLE:

**For collaborations, second co-applicant (if applicable)**

NAME:

CREDIT OR ROLE:

**3.** MAILING ADDRESS:

TELEPHONE: (H)

(W)

(M)

EMAIL:

**4. BRIEF SYNOPSIS OF YOUR PROJECT (50 WORDS, add separate page if necessary):**

**5. DOCUMENTS TO INCLUDE:**

- PLEASE WRITE A (MAXIMUM) ONE-PAGE LETTER outlining why this award would benefit your work and practice as a filmmaker and how you plan to use the award.
- PLEASE PROVIDE A DETAILED DESCRIPTION of the project, no more than one page in length.
- PLEASE PROVIDE YOUR PRODUCTION SCHEDULE outlining generally which facilities will be used with approximate dates of when they will be needed. Your production must be complete by August 1<sup>st</sup>, 2020.
- A DETAILED BUDGET that includes all sources of funding, confirmed and pending. The expense and revenues of your budget must balance along with copies of any contracts/letters of agreement from confirmed revenue sources (if any)
- LETTERS OF AGREEMENT from key personnel (if applicable), including rights to an adapted work (i.e. short story), or music, if integral to the film.
- A VIDEO/FILMOGRAPHY and/or CV. If the project is collaboration, CV's for all artists must be included.

WHERE YOU HEARD ABOUT THIS PITCH COMPETITION (Web, at an event, acquaintance, etc.):

I certify that the statements in my application are true:

Signature \_\_\_\_\_

Date \_\_\_\_\_

A reminder that completed applications must be received by:  
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