

**Toronto Reel Asian International Film Festival
Telefilm's Talent to Watch Program Application**

MANDATORY ELEMENTS CHECKLIST

1. Application Outline:

- Project Title:
- Applicant Names:
- Relationship to Reel Asian:
- First Features Alumni:
 - Year participated:
- Unsung Voices Alumni:
 - Year participated:
- So You Think You Can Pitch? Alumni:
 - Year participated:
- Festival Filmmaker:
 - Film:
 - Year screened:

2. Pitch Video (max 5min):

- Identify the key creative team involved in the project and their individual track records;
- State the project's working title;
- Identify the genre they type and the length of the project;
- Outline the creative team's vision;
- Provide a synopsis of the story;
- Identify the target audience and present ideas on reaching and engaging the target audience through a digital marketing and social media strategy

3. Written synopsis of project including description of the creative team's vision.

4. Promotion & Distribution Plan

Including a digital marketing and social media strategy. This plan should:

- Identify the target audience;
- Identify the goals for audience reach and engagement;
- Describe the release strategy;
- Identify digital platforms in which the distribution of project will be made;
- Describe how the project will be promoted on the chosen platforms;
- Enumerate the distribution and/or promotion partners that will be pursued;
- Identify the digital marketing expert that will assist the creative team (if this information is available at this stage);
- Add any other information deemed important regarding the promotion and distribution plan

5. Production Schedule (from pre-production to digital release)

6. Total Budget of Project

- Budget should include the amount allocated for the promotion and distribution of the project

7. Short Bios & Headshots for creative team

- 50 words maximum

8. Links to previous work

ADDITIONAL ELEMENTS

9. Project Trailer (if available)

10. Social Media Handles

- For project and/or creative team

11. Key Creative Resumes

12. Any other information that sets this project apart

- E.g. a successful crowd-funding campaign, confirmed cameo by a well-known actor, established fan base on social media.