**SQ Working The Pitch**

**2018**

**screenqld.com.au**

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# SQ Working The Pitch

Screen Queensland has partnered with The Solid State to deliver an intensive two-day masterclass and extended consultation for four teams of Queensland filmmakers on effectively pitching and marketing your screen project and creating an impactful pre sales

trailer. The initiative suits projects considered ready to go to market, with the intended goal that each participating team will walk away with an ability to articulate a robust pitch that sells their feature film or broadcast project, and a concept trailer as a tool to raise finance and secure market attachment.

Following an intensive two-day masterclass on creating an effective trailer, marketing and pitching your screen project to distributors, participants will develop a brief for their film’s trailer. The Solid State will then review each brief and respond with a range of trailer scripts for the participants’ consideration. Each team will go on to create a trailer over eight (8) weeks and receive guidance and feedback from The Solid State on three cuts of their trailer. The final trailers will be showcased to a room of market representatives (e.g. distributors, production companies, festival directors) for further feedback.

Successful factual producers will also be supported to attend the World Congress of Science and Factual Producers (WCSFP) in Brisbane in November 2018. Scripted producers will have the opportunity to apply to attend a key industry market in early 2019.

# Who can apply?

Applications will be accepted from Queensland teams consisting of Producer, Director & Editor who are early to mid-career talent. The teams must have a project that is ready to be pitched at market.

To be eligible, applicants must:

* Be early to mid-career with proof of experience in either short films, factual, or narrative content;
* Be a bona fide Queensland resident;
* Be an Australian Citizen or Permanent Resident;
* Have an active ABN registered in the Producer’s name;
* Submit a complete, accurate application by the closing date. Applications can be submitted at <https://screenqueensland.smartygrants.com.au/>
* Not be full time undergraduate or masters students. This application may not contribute to the coursework or research of any study the applicant is undertaking;
* Not propose a project designed for the education, training, advertising, marketing, tourism or media sector;
* Not be employed by a Government Screen Agency;
* Not be employed by a broadcaster;
* Not be involved with any projects in default with SQ;

Applicants in default with Screen Queensland are **not eligible** to apply until all previous funding has been acquitted. If you are not sure whether you are in default, contact Screen Queensland (07) 3248 0500 / [content@screenqld.com.au](mailto:content@screenqld.com.au).

In addition to meeting the requirements of this funding program, all applicants must adhere to the Screen Queensland Terms of Trade available at [www.screenqld.com.au](http://www.screenqld.com.au).

# How will my application be assessed?

Applicant teams will be required to submit the following **support material** with their application, in addition to responding to application questions:

* CVs/Bios of all team members and any other key personnel involved in the project
* a sample of your work (ie. Directors and/ or Editor reel if relevant)
* Synopsis of your project (1000 word limit)
* Logline: A 1-2 sentence description of your project
* Artistic Statement (Describe the creative vision for the material, give us a sense of where you are in the creative process. For example, what is your personal connection to the material? What do you want an audience to take away from your film? How do you envision the realization of this script in terms of story, character, tone, and/or visual style? What two (2) comparable directing samples would your project sit next to? Ie. David Fincher – please provide specific links to examples. Is there a budget level you have in mind, and who is the audience you most want to reach? Why are you passionate about this story?)
* Script (first 5 pages only in .pdf format)
* Development Plan (document to include market analysis for your project outlining genre, intended audience, finance strategy, marketing strategies and comparable references to other projects)

Eligible applications will be assessed by Screen Queensland on the following criteria:

* Track record of the team, appropriate to their experience level
* Quality and originality of the story / concept
* The project’s ability to attract market interest

# Key Dates

* Applications due 5pm Monday 4th June 2018
* 2 day workshop - Week of 23rd July 2018
* Trailers due - Week of 10th September 2018
* Showcase - October 2018
* World Congress Science and Factual Producers - November 2018

# How do I apply?

1. Read the guidelines in conjunction with Screen Queensland’s terms of trade, paying special attention to the eligibility and assessment criteria for the fund. You must pass all eligibility and strongly satisfy all assessment criteria to have a competitive application. Incomplete and ineligible applications will not be assessed.
2. Contact Screen Queensland’s Content team to discuss your application. Email [content@screenqld.com.au](mailto:content@screenqld.com.au) or phone (07) 3248 0500.
3. Complete the application form at <https://screenqueensland.smartygrants.com.au/> and submit by **5pm Monday 4th June 2018.** An automated email will be sent to you within 30 minutes of your submission to indicate Screen Queensland has received your submission. It is your responsibility as applicant to **contact Screen Queensland** **if you do not receive an application** receipt email.
4. Applicants may be asked to provide additional documentation and participate in interviews if assessors require further information. Applicants will be notified of outcomes in mid-July 2018.

Due to the volume of applications, individual feedback will not be available for unsuccessful applicants.