

401 RICHMOND STREET WEST, SUITE 309 I TORONTO, ONTARIO I CANADA M5V 3A8 I **T** 416 703 9333 I **F** 416 703 9986 I WWW.REELASIAN.COM I CHARITABLE #870021383RR0001

The 4th Annual Collaboration between The Toronto Reel Asian International Film Festival and Charles Street Video

'SO YOU THINK YOU CAN PITCH?'

2009 Competition

So you think you have a brilliant idea for a short film?
So you think the recession is what's keeping you from making your film a reality?
So you think you and your team can go through the intensive Pitch Clinic boot camp and pitch like a pro in front of a live audience?
Then get ready! Apply now! The 4th annual Toronto Reel Asian and Charles Street Video pitch competition - 'So You Think You Can Pitch?' is back!!

Once again this year, 10 brave finalist teams will present their pitches in front of 3 judges and a live audience. Two winning filmmaking teams will walk away with amazing prize packages that will help them kick-start and/or finish their short film. The two prize packages of over $10,000* for the Emerging Category and $18,000* for the Established Category cover High Definition or Standard Definition production and post services, artist's fees and a one-year membership at Charles Street Video (CSV).

We like all good films! Your film can be dramatic, documentary or experimental, up to 30 minutes in length, and don't forget it must feature an Asian in a key creative role in front or behind the camera.

Submit your completed application (see details below) to the address below, or email a PDF version to industry@reelasian.com

Toronto Reel Asian International Film Festival
c/o Siya Chen, '*So You Think You Can Pitch?'* Competition
401 Richmond Street West, Suite 309
Toronto, ON
M5V 3A8

Deadline: Applications must be received at the Reel Asian office by 5pm on Friday September 25th, 2009

The Pitch Competition
Selected by a panel of three judges, *only* five teams of finalists in each category will advance to the Pitch Competition to take place during the **13th annual Reel Asian International Film Festival, November 11th to 15th, 2009.**

The Pitch Clinic
Finalists will be coached by an industry professional to fine-tune, receive feedback and support in developing their pitches for the judges and a live audience during the festival. Attendance at the clinic is mandatory.

Notification of Results
Finalists will be announced during Reel Asian's Official Press Launch on Tuesday October 13th, 2009 at The Japan Foundation (131 Bloor Street West, Suite 213).

The winners of the Pitch Competition will be announced during Reel Asian's Closing Night Awards Ceremony on **Sunday, November 15th, 2009,** at The Bloor Cinema, (506 Bloor Street West, Toronto). **

Through the Industry Series, Reel Asian aims to build the Asian Canadian filmmaking community by providing workshops, panels, networking opportunities, and of course —the ***'So You Think You Can Pitch?'*** Competition.

For more information about the Reel Asian Industry Series, please contact **Siya Chen, Industry Series Coordinator** at (416) 703-9333 or industry@reelasian.com or visit http://www.reelasian.com

*Estimated value at Industry rental rates
**All pitching teams must be present at this event.

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COMPETITION GUIDELINES

Eligibility

1. Films must feature an Asian (East/Southeast Asian) in a key creative role (director, writer or producer).
2. Film projects can be at any stage of production; whether it is in development, production or post-production.
3. Finished films cannot exceed 30 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).

Category Definitions

Emerging Filmmaker — defined as someone who has less than three years of experience in filmmaking, has basic training and has completed at least one independent film or video work. The basic training can be formal (university or college studies) or informal (production courses, workshops, hands-on experience in media arts production etc). Students are welcome to apply!

Established Filmmaker — defined as someone who has more than three years of experience in filmmaking and who has created a body of film and video work in a professional context and completed basic training. Students are not eligible for this category.

Professional Context — means venues and organizations primarily devoted to presentation. These may be artist-run centres, exhibition centres, museums, galleries, film clubs, television, cinematheques, festivals and competitions.

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AWARD DETAILS

EMERGING CATEGORY:

The CSV and Reel Asian Pitch Emerging Artist Award
- This award has a $3,000 value (a $10,000 value at Industry rental rates)
- One-year membership with Charles Street Video
- A production workflow consultation

which includes:

- $1,000 in edit suite access
- $400 in production equipment rentals
- $300 materials credit
- $150 artist fee
- 2 Sessions with Charles Street Video's in-house editor
- Opportunity to screen work at the 2010 Toronto Reel Asian International Film Festival with full festival accreditation

ESTABLISHED CATEGORY:

The CSV and Reel Asian Pitch Professional Artist Award
- This award has a $5,000 value (a $18,000 value at Industry rental rates)
- A production workflow consultation
- One-year membership with Charles Street Video*
- A production workflow consultation

which includes:

- $2,000 in edit suite access
- $700 in production equipment rentals
- $300 materials credit
- $300 artist fee
- 2 Sessions with Charles Street Video's in-house editor
- Opportunity to screen work at the 2010 Toronto Reel Asian International Film Festival with full festival accreditation

*A one-year membership at Charles Street Video, valid as of the first day of the residency period. For residents who are currently members, memberships will be extended by one year.

Charles Street Video will provide a letter of support outlining its financial commitment to the resident's project, if this is required in securing further sources of funding.

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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 residency award at Charles Street Video and Reel Asian 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 1st, 2010.
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 collaboration, CV's for both artists must be included.

A storyboard or script outline of the proposed project and demo reel **is encouraged but optional.

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Assessment
Reel Asian and Charles Street Video have invited 3 judges who will review all applications and choose five finalists from *each* category to move on to the pitch competition. The successful applicants will pitch their proposal during the 13th annual Toronto Reel Asian Film Festival at Innis Town Hall, University of Toronto. 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
- Will CSV award be fully utilitized
- Demonstrated ability to complete the project within the allotted time frame.

Notification of Results
Finalists will be announced during Reel Asian's official press launch on Tuesday October 13th, 2009, at The Japan Foundation (131 Bloor Street West, Suite 213).

The winner of the pitch will be announced during Reel Asian's Closing Night Awards Ceremony on Sunday, November 15th, 2009, at The Bloor Cinema, (506 Bloor Street West, Toronto).
**All pitching teams must be present at this event.

Application Deadline
Completed application must reach the Reel Asian office **by 5pm on Friday September 25th, 2009.**
Incomplete applications will not be considered, nor will extensions be granted beyond the deadline.

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By email: Completed application in PDF version to industry@reelasian.com

If you have questions about the pitch or your application, please contact:

Siya Chen
Telephone: 416-703-9333
Fax: 416-703-9986
Email: industry@reelasian.com

APPLICATION FORM

1. **PLEASE CHECK WHICH CATEGORY YOU ARE APPLYING ☐EMERGING ☐ESTABLISHED**

2. TITLE OF PROJECT: _____

PROJECT LENGTH in (min): _____

3. NAME OF APPLICANT: _____

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: _____

4. MAILING ADDRESS: _____

_____

TELEPHONE: (H) _____ (W) _____ (M) _____

EMAIL: _____

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5. BRIEF SYNOPSIS OF YOUR PROJECT (50 WORDS, on a separate page):

☐ PLEASE WRITE A ONE-PAGE LETTER outlining why this residency award at Charles Street Video and Reel Asian 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 1st, 2010.

☐ 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 both artists must be included.

I certify that the statements in my application are true:

Signature _____ Date _____

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