

UPDATED: Proposal Checklist has changed since last round. Please note the NEW guidelines.

PROPOSAL MUST CONTAIN THE FOLLOWING ELEMENTS:

(Page limits are suggested lengths only.)

Logline (2-3 Sentences) – Provide a brief, catchy summary of your story.

Story Summary / Synopsis (Approximately 1-2 pages) *What is your story and story structure?*

Give an overview of your story, introducing the main characters and potential plot points. Describe the anticipated story structure and narrative trajectory, or potential character arcs for your project. Discuss your access to the story and characters.

Topic Summary (Approximately 1-2 pages)

Why is this topic important, timely, or relevant? Why are you the best person to make a film about this?

Explain the cultural or social relevance and context for the topic, and why this project is timely or urgent. Detail the topics, issues, themes, challenges, stakes, or questions that your project will cover.

Artistic Approach (Approximately 1/2 page) *How are you going to tell this story?*

Describe your creative vision for the finished project – its visual look and feel. Explain your intended use of cinematic language or any particular artistic approach that informs the storytelling. *If applicable*, mention any creative elements and assets, interactive elements, new technologies or non-traditional mediums that you intend to utilize. Explain how these elements will enhance the experience and interaction between viewers and the world of the story.

Project Stage (Approximately 1 paragraph)

Explain the current status of the project. Outline the projected production timeline from the project's current state to the anticipated completion date. Your timeline should cover both the creative and production processes and should detail major project activities, production schedules, and anticipated post production and release dates. If you have applied before, please share how your project has progressed since the last time you applied.

Key Creative Personnel (Approximately 1 paragraph/bio)

Provide brief biographies (50-150 words) for the director(s), and if attached, the producer(s), cinematographer, or editor. Include notable credits and/or major recognition or award information. For each key creative, include information about relevant expertise and the individual's role in the project. Do not send resumes, CVs or extensive filmographies. Bullet list any other advisors or consultants, if applicable.

Audience and Distribution Strategies (1 paragraph for each)

Distribution and Marketing Strategy

Characterize the intended distribution life for your film. Specify plans for festival, theatrical, and/or community screenings, as well as plans for securing national broadcast and/or distribution.

Intended Audience

Describe the anticipated audience for your project, including any underserved audiences. How do you plan to reach your target audience? How have you addressed the needs and interests of this audience in your film? What is your relationship and access to this community?

Audience Engagement and Social Impact (if applicable)

Audience Engagement is a strategy designed to activate audiences and constituencies toward a specific goal. Not all films are suited for social engagement, but if yours is, what actions do you hope for viewers to take after seeing your film? Potential activities could include organizational partnerships, educational guides, targeted stakeholder/community screenings, social media strategies, multi-platform activity, or social change campaigns. Do you have partnerships with organizations in your issue area already, and if so, how are these relationships informing your project development?

Visual Sample

Please provide links and passwords for both samples in your written proposal.

Director's Prior Work (1 paragraph) (required)

The director's previous work (any length or genre) is required. If a prior directing sample is not available, you may submit a film you have shot or edited. Alternatively, previous work from a key creative on the team will also be accepted. Note: A directing sample is not required for Audience Engagement applications.

Describe the sample you have submitted, including its narrative, aesthetic, or communication intentions. Discuss the relevance of the work to the current project, if any. If the current project is a departure from the prior work, how will this film differ?

Current Sample/Rough Cut (1 paragraph)

Required for production/post-production grant applications

Provide necessary background and/or context for the work-in-progress. What should reviewers be looking for in your sample? Explain what is present or absent in the sample, and how it will differ as a finished film. How is it representative of the intended story, style, subject, or other aspect of the project? If you submitted a rough cut, what additional scenes do you need?

Director's Prior Work LINK AND PASSWORD

Current Sample/Rough Cut: LINK AND PASSWORD

Financial Info (1 paragraph for each)

Fundraising Strategy

Describe the strategy for raising the additional funds necessary to complete the project. Include all sources and amounts raised to date. Clearly distinguish between potential sources of funding

and secured amounts. List the status of other sources of funding currently under consideration, whether to be applied for or pending.

Example:

Foundation A \$X Secured

Private Investment A..... \$X Secured

Foundation B \$X Applied

Broadcast License A \$X In Negotiation

Crowdfunding \$X In Process (Campaign end date MM/DD/YY)

Grant Impact

Amount requested? If you were to receive a grant, describe how the funds would be spent. In light of your total budget, how would these funds help you move forward with your project?

Comprehensive Line Item Expense Budget

Please list a breakdown of all expenses from development through release in U.S. dollars, including a grand budget total. You may view a sample budget on our website. This sample budget is provided as a reference tool only, you may use your own budget format.

Contact Information

Please provide complete contact information including a valid email address, telephone number and mailing address (in the country's format). Contact information should be valid until AT LEAST December, 2015.