



THE GOOD PITCH @ TRIBECA ENTRY CRITERIA & FORUM RULES

Entry Criteria

- Applications are welcomed from filmmakers of any nationality
- We are looking for projects at any stage from early production to completion, provided projects have not received a major festival screening.
- Rough cut stage is ideal.
- The Good Pitch at Tribeca is open to projects looking for:
 - completion funding
 - outreach funding
 - campaigning networks
 - a combination of the above
- You will need a strong trailer to apply as this forms an essential part of the pitch.
- Trailers should be the same length as those used to pitch on the day – 4 minutes maximum. This will give pitchers enough time to talk about the film and the outreach campaign in the total 7 minutes of pitch time.
- If you already have a longer trailer, you can submit up to 15 minutes of material. If selected to pitch, this would need to be re-cut to 4 minutes.
- The trailer can be any format, though quicktime files upload and play most successfully, and can be any size up to 1 GB.
- There is no minimum financing requirement for the Good Pitch @ Tribeca, but pitchers will be expected to outline a financing plan.
- There is no fee for applying to or taking part in the Good Pitch @ Tribeca but teams must be able to be present in New York during Tribeca for the event.
- Pitchers will be expected to pay for their travel to and from the Festival, and their accommodation once there.

- The deadline for submissions is February 8 2010 and all trailers must be uploaded by this date for applications to be considered.
- The final selection of projects will be announced by March 15 2010

Forum Rules

- Each filmmaking team has 7 minutes to pitch their project including any time they wish to use showing a trailer, clips or photographs
- One minute before the end of the allocated time, filmmakers will be notified that they must wrap up their presentation
- At the end of the allocated time, the moderators will step in and stop pitchers mid-flow
- After the pitch, there will be a feedback session of up to 13 minutes, led by the moderators
- We are looking for positive feedback about the campaign possibilities of the film and how it intersects with the work of the participants. Brief questions, advice, expertise on how to move the outreach goals forward are all warmly welcomed

Entry Guidelines

We are looking for films which tell great stories that, directly or indirectly, raise important contemporary national or international subjects. Because we are looking to find projects that both corporate and non-profit partners can collaborate on, the Tribeca Good Pitch will emphasize:

- 1) Films that address social justice themes with an engaging, even entertaining tone. We will be looking for films making a serious point through stories of youth, music, creativity and sport. Think *Murderball* (disability) *Rize* (marginalized communities, gangs, youth) or *Spellbound* (education, immigration and inclusion).
- 2) Films that address issues and have outreach aims that could offer an opportunity for a brand to take a leadership position. Think *Who Killed the Electric Car?* or *Black Gold*.

Films from previous Good Pitches which would fit this brief include:

Town of Runners

Dir. Jerry Rothwell

Bekoji is a small Ethiopian town that won all four gold medals in the long distance running events at Beijing Olympics.

What do the next generation of young hopefuls dream of?

Trailer: <http://www.youtube.com/watch?v=ZsQhAH0IXxk>

Hungry in America

Dir. Lori Silverbush & Kristi Jacobson

1 in 4 children in the US lives on the brink of hunger. This film asks why. To achieve their outreach goals this team will need the involvement of the food industry.

Trailer <http://hungryinamerica.net/>