



THE GOOD PITCH 2012 ENTRY GUIDELINES, CRITERIA & FORUM RULES

Good Pitch is an invitation-only event starting with an intensive two-day campaign development workshop, followed by the day-long live event. This process covers a four-day period.

In 2012, there will be three flagship Good Pitch events taking place in New York, San Francisco and London.

Good Pitch New York: May 25th 2012, The Ford Foundation

Closing date for applications:

Wednesday 1st February, 4pm UK time

Good Pitch Europe: June 2012, venue TBD

Closing date for applications:

Wednesday 1st February, 4pm UK time

Good Pitch San Francisco: October 2012, venue TBD

Closing date for applications:

Wednesday 9th May, 4pm UK time

Entry Guidelines & Criteria

- We are looking to find projects that both corporate and non-profit partners can collaborate on; films which tell great stories that, directly or indirectly, raise important contemporary global and national subjects and enhance our understanding of the world.
- We look for projects at any stage from early production to completion; rough cut stage is ideal.

- The Good Pitch Events 2012 are open to projects looking for:
 - completion funding
 - outreach funding
 - campaigning networks
 - a combination of the above
- Your finished film must be 60+ minutes in length.
- You can only apply for Good Pitch if you have outreach or audience engagement plans for your film. Your outreach campaign can take any form, with any ultimate goal.
- You must submit a trailer or key sequence or trailer by 4pm UK time on the closing date of each call to be eligible for Good Pitch 2012. You can upload your material after you've submitted your written application, as long as it is before the closing date & time.
- You must also record and upload a 2-minute video of yourself, telling us why you want to make this film and what want it to achieve.
- Applications are welcomed from filmmakers of any nationality
- There is no minimum financing requirement for Good Pitch 2012 events, but pitchers will be expected to outline a financing plan
- In order to finalise our selection, we enlist some external reviewers who have experience in the field of using films for social impact. You will need to confirm you are happy for your project to be viewed by external parties.

Which Pitch?

We have redesigned our application so that you can apply for multiple events with just one form.

You should decide which city is appropriate for your project. Where are your potential partners based and where do you hope to undertake your outreach? Travel and accommodation is the responsibility of filmmakers, so you should also consider where you can afford to get yourself to.

Please only apply for a city which is a realistic fit for your project and budget.

And if you're selected...?

If you are selected, then we will work for you and your film for a 3 month period, completely gratis. In this time we will collaborate with you to identify the best partners, funders and advocates for your project from across society. Once identified, we will work like trojans to get them to the live event.

In return we need both members of your pitch team to attend the two-day campaign development workshop and Pitch day - this takes place over a four-day period and is at your own expense.

If your project is selected to pitch and you are still in production, we ask you acknowledge our work by including 'with thanks to the Good Pitch' in the closing credits of the completed film.

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 moderator will stop pitchers mid-flow.
- After the pitch, there will be a feedback session of up to 15 minutes, led by the moderator.
- 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.