

# WHISTLER FILM FESTIVAL PRESENTS: CFC GO WEST PROJECT LAB

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## ***SUBMISSION GUIDELINES AND APPLICATION FORM***

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# SUBMISSION GUIDELINES

## **APPLICATION DEADLINE: APRIL 5, 2010**

You are invited to apply to the GO WEST Project Lab, an intense five-day business and marketplace immersion experience held in Whistler June 20<sup>th</sup> – 24<sup>th</sup>, 2010. This project lab is intended to advance a producer's dramatic feature project, facilitate relationships and collaboration on and investment in film projects that have US & international appeal.

Up to 6 producers will be invited to participate in the 2010 GO WEST Project Lab.

## **WHAT IS THE GO WEST PROJECT LAB?**

Imagine up to 5 days spent meeting, work-shopping, dining, brainstorming in Whistler, North America's top mountain resort, with key industry experts who aim to help you tap into significant opportunities.

Producers will receive individual and project specific feedback from select sales agents, distributors and other key packaging & market experts in order to help build the producer's ability to create interest in, funding and market strategies for their films. Everything from where to take the script to next, what changes the project and package may require to attract investors outside of Canada, what market resources are available to producers looking for US interest. Producers will also examine conventional and alternative distribution strategies, and learn what they need to do to stay relevant as media distribution platforms continue to evolve.

## **THE BENEFITS:**

- Once projects have been selected, the Producers will receive initial feedback on their packages and some strategy discussions with Lab Facilitators prior to the Lab.
- At the Lab, Producers will receive strategic advice and packaging feedback from:
  - international market experts and sales agents who have relationships with US and International partners
  - Select Distributors and Financiers most relevant to the projects
  - Experts in alternative distribution
- Each producer will be booked into both individual and group meetings
- The Lab will provide Facilitators who lead guest sessions, debrief with producers after sessions, discuss next steps helping producers determine how best to implement the feedback and advice.
- The Lab will also prep Producers for application to or attendance at key markets as next steps where relevant.
- Producers leave with a revised package reflecting the strategic advice and creative counsel received, the tools needed to assemble an attractive international package, increased abilities to effectively pitch themselves and their project to various U.S. and International industry members, a strategic marketing and distribution plan, significantly expanded network of international experts, and ideally leave with new investment interest.

## ELIGIBILITY:

- The GO WEST Project Lab is for western-based Producers (Alberta, British Columbia, Manitoba, Saskatchewan or Yukon). Writers and/or directors are not eligible.
- You must have produced at least one feature film or a total of 90 minutes of short and/or television credits.
- You must have a fully developed dramatic feature-length script suitable for international or US interest/financing/co-production.
- Projects with or without equity investment and/or distribution commitments are eligible.
- You must be able to commit to attending the GO WEST Lab June 20<sup>th</sup> – 24<sup>th</sup>, 2010.
- You must be a Canadian citizen or have landed immigrant status.
- **Only one producer per project will be allowed to attend the Lab.**

*PLEASE NOTE: A producer may enter a maximum of three projects. There must be a separate application and fee submitted for each project.*

## APPLICATION REQUIREMENTS:

To be considered, your application must include the following and be received by the CFC on or before 5pm EST on April 5, 2010:

- Producer/Company profile.
- Objectives in participating: What do you hope to gain by attending the Go West Project Lab?
- Curriculum vitae outlining your experience as a producer.
- Filmography: List your producing credits; specify title, genre, budget level, year, festival participation if any, theatrical/broadcast sales, etc.
- Current Project Slate: List and briefly describe the projects you currently have in production and/or development - 1 paragraph description for each project, including title, genre, other key creatives involved, current status (i.e. treatment to first draft, funding received, etc.).
- 2 page pitch document on your dramatic feature project (full script will be required if your project is selected for the Lab).
- Producer notes.
- Budget top sheet.
- Financing plan & list of potential partners – funders, distributors, executive producers, co-producers, etc.
- Marketing & Distribution strategy.
- Multiplatform strategies.
- Potential Cast List.
- Potential Key Creatives List.

**NOTE: If you are co-producing this project, you must identify which producer will attend on behalf of the team.**

## APPLICATION/SELECTION PROCESS:

A selection committee consisting of CFC, WFF and industry professionals will vet the applications and shortlist candidates for interviews before making final decisions.

March 8 <sup>th</sup>	Call for applications
DATE April 5	Application deadline
DATE April 30 <sup>th</sup>	Final producers & projects invited & announced (up to 6)
DATE May 3-14	Selected producers receive feedback on their package and a proposed strategy is discussed so they can revise package if need be.
DATE May 24	Deadline for producers to resubmit revised materials that are sent off to consultants/guests to prep.
June 20-24	Week long (5 day) Lab takes place in Whistler, BC
July-December	Check-ins with the producers to see what has happened with their plan of action.
December 1-5	Producers attend 2010 Whistler Film Festival as potential success stories of the Lab – participate in an info session about the lab at Whistler, etc. and will all receive a complimentary industry pass to attend.

# APPLICATION FORM

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(Please fill out one form per script)

Project Working Title: \_\_\_\_\_

Name of Producer: \_\_\_\_\_

Company Name (if applicable): \_\_\_\_\_

Home Phone: \_\_\_\_\_ Alt/Cell Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Other key personnel attached to the project at this point (include their role, e.g. Executive Producer, Co-Producer, Director, Writer, etc): \_\_\_\_\_

Project Genre & Type: (e.g. Horror, Romantic Comedy, Historical Drama, etc.) \_\_\_\_\_

## PRIVACY POLICY

The WFF/CFC keeps all of its user information strictly confidential. This means that we will not sell, rent, loan, trade, give or exchange your contact information or e-mail address to anyone outside of the Canadian Film Centre or Whistler Film Festival Society. Information is collected solely for funding purposes.

## SUBMISSION CHECKLIST AND AGREEMENT

All components must be included before submission can be evaluated. See detailed application checklist above.

- Signed and completed application form for each project submitted.
- \$50 application fee (cheque or money order only - **DO NOT SEND CASH**). Please make cheques payable to "Canadian Film Centre".

**Send completed Submission Packages attention to:**

Manager, GO WEST PROJECT LAB  
CFC  
2489 Bayview Avenue  
Toronto, Ontario, Canada, M2L 1A8  
t. 416.445.1446 x246

**OR** send via e-mail to: [kkazias@cfccreates.com](mailto:kkazias@cfccreates.com)

**Please read the following carefully and sign to state your agreement to these terms.**

If selected, participants must pay a workshop fee of \$500, payable in full upon acceptance into the lab. The fee is refundable if advance notice is given by May 30, 2010. Workshop fee includes registration, accommodation and travel. Participants are responsible for incidentals, including meals. Assistance with this fee and travel expenses may be possible, please check with the CFC or Whistler to find out more.

Please contact the CFC or Whistler Film Festival as follows for more detailed information:

CFC: 416.445.1446 x246, [kkazias@cfccreates.com](mailto:kkazias@cfccreates.com)

Whistler Film Festival: 604-938-3201, [program@whistlerfilmfestival.com](mailto:program@whistlerfilmfestival.com)

WFF/CFC is not responsible for any copyright or legal issues pertaining to the project or the applicant.

WFF/CFC holds no rights to work produced by the applicant during the workshop. However, if selected, the participant grants to the Whistler Film Festival Society the right to utilize materials related to the project for promotional purposes in all mediums, including broadcast, print and Internet. Participants may be selected for inclusion in the Whistler Filmmaker Forum taking place December/10 as part of the 2010 Whistler Film Festival.

Participation in the WFF/CFC GO WEST Project Lab implies an understanding and acceptance of these regulations. The WFF/CFC reserves the right to rule on cases not foreseen by these regulations.

I, \_\_\_\_\_, understand and agree to the above terms.  
(Print name)

Signed \_\_\_\_\_ Date \_\_\_\_\_