



# Pitcher Perfect: Guidelines

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Screen Australia and VidCon are teaming up for the first time to present Pitcher Perfect, a brand new pitching competition where teams can apply for the chance to pitch their project to win \$30,000 of development and proof of concept funding. Pitcher Perfect will be held on Friday September 20<sup>th</sup> at VidCon Australia in Melbourne.

Up to five teams will be selected to pitch their project to a panel of industry experts at VidCon Australia 2019. Successful finalists will also participate in a pitching workshop on Thursday 19<sup>th</sup> September in Melbourne, and each team will receive two complimentary Creator Track passes to Vidcon in Melbourne (September 20 - 22)

## WHAT

The winning project will receive \$30,000 in funding to develop scripts and produce a proof of concept in the form of a trailer, pilot, episode or any piece of content that speaks to the overall concept.

Projects must be of a scale suitable for online audiences - immediately compelling, creatively outstanding and short form/web series in format. They can be of any scripted narrative genre, and cannot be documentary, factual or reality in nature.

Specifically, we are looking for:

- Scripted narrative projects suitable for online audiences
- An awareness of **who** the project is for, **how** an audience will access it and **why** that audience will keep returning to watch it
- Unique stories that add to the cultural landscape of Australian content, for a global audience
- Teams who are able to develop, finance and produce the project for the intended platform and audience.
- An ability to present an engaging pitch that summarises the project within the time provided.

Up to five shortlisted applicants will participate in a live pitch session to be held in Melbourne as part of VidCon Australia on **Friday September 20<sup>th</sup>, 2019**. They will be required to present a 5 minute pitch, which can include multimedia elements (however each pitch must run for a maximum of 5 minutes). This will be followed by 5 minutes of feedback from the judging panel.

Teams outside of Melbourne will receive flights and accommodation for two team members (one night accommodation Thursday 19<sup>th</sup> September).

Assistance will be provided in the lead up to the event, with a pitch training professional development event taking place in Melbourne on Thursday 19<sup>th</sup> September.

## WHO

Pitcher Perfect is targeted at emerging creators working on lower-budget productions. Ideally it will represent an opportunity for talent escalation for teams excited about creating for an online audience.

Applicant teams must consist of at least one producer, one writer and one director. Teams can be larger than two members, but a maximum of two team members will be required to participate in the pitch itself. Applicants must also meet the general eligibility requirements set out in Screen Australia's [Terms of Trade](#).

Screen Australia aims to support projects that reflect gender equity and/or the diversity of people and experiences from around Australia, all of which are important culturally, creatively and economically.

**All applicants must be available for both the pitch training session on Thursday 19<sup>th</sup> September and the pitch event on Friday 20<sup>th</sup> September.**

#### **HOW**

Applications close Friday, 19 July 2019 and can be made through the application portal.

Applications consist of two separate video links:

- An up to 3 minute pitch video, submitted as either a downloadable Vimeo link or a file 200MB or less in size (via Dropbox, Hightail, Google Drive etc). This video should include:
  - Information on the series format (how many episodes, length of episode)
  - Genre, characters and brief plot summary
  - Themes and tone of the project
  - The target audience, including demographics and viewing habits
  - The team and their past experience creating content
  - What is unique and exciting about the project
- A video of one example of previous work from the team (or an individual team member), submitted via a private YouTube or password-protected Vimeo link.

#### **Assessment criteria**

Each pitch will be assessed taking into consideration the below criteria:

- The creative strength of the project, and its ability to successfully engage an audience
- The capability of the team to successfully deliver the pitched project through a development and proof of concept production phase, and subsequently on to production
- Ability of the team to successfully articulate the features of the project in an engaging manner during the pitch video

Pitches will be reviewed by Screen Australia and VidCon before being shortlisted based on the assessment criteria.

Successful applicants will be notified by **23 August 2019**, and must be available for the workshop and pitch event on 19 and 20<sup>th</sup> September 2019.

Screen Australia acknowledges and appreciates the effort that goes into applications, but given the anticipated volume of applications will not be able to provide individual feedback on each application.

For any enquiries, please contact the Program Operations team on 1800 507 901 or [online@screenaustralia.gov.au](mailto:online@screenaustralia.gov.au).