

PRODUCTION ASSISTANCE PROGRAM APPLICATION GUIDELINES

These application guidelines follow the Documentary Core Application used by IDA, Sundance and many other funders. By incorporating these elements in your proposal for the Production Assistance Program, you're also creating the materials you will need once you begin fundraising.

1. Project Description

- a. **Logline** – Provide a brief, catchy summary of your story.
Suggested Length: Approximately 2-3 sentences
- b. **Story Summary / Synopsis** - 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.
Suggested Length: Approximately 1 to 2 pages
- c. **Topic Summary** - Describe why this topic is important, timely or relevant. Things to consider include: 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. If there are other films on the same subject, how is yours different?
Suggested Length: Approximately 1 to 2 pages
- d. **Artistic Approach** - 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.
Suggested Length: Approximately ½ page
- e. **Project Stage and Timeline** - 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.
Suggested Length: Approximately 1 paragraph

2. Audience and Distribution

- a. **Distribution and Marketing Strategy** - Characterize the intended distribution life for your film. Specify plans for festival, theatrical, and/or community screenings, as well as your plans for securing broadcast and/or distribution
Suggested Length: Approximately 1 paragraph

- b. **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?
Suggested Length: Approximately 1 paragraph

- c. **Audience Engagement and Social Impact – IF APPLICABLE** - Audience Engagement is a strategy designed to activate audiences and constituencies toward specific goals. 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?
Suggested Length: Approximately 1 to 2 paragraphs

3. Key Creative Personnel

- a. **Bios of Key Creative Personnel** - Provide brief biographies for the director(s), and if attached, the producer(s), cinematographer, and/or editor. Include notable credits and/or major recognition or award information. For each key creative team member, include information about relevant expertise and the individual's role in the project. Bullet list names and titles of any attached advisors and/or consultants.
Suggested Length: Approximately 1 paragraph/short bio

4. Fundraising Strategy and Grant Impact

- a. **Fundraising Strategy** - Describe the strategy for raising the additional funds necessary to complete the project. Be specific.
Suggested Length: Approximately 1 paragraph

- b. **Funding to Date** - Provide a list of all sources and amounts raised to date. 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:

Source	Amount	Status
Foundation A	\$x	Secured
Private Investment	\$x	Secured
Foundation	\$x	Applied
Broadcast License A	\$x	In Negotiation
Crowdfunding Campaign	\$x	In Process (end date MM/DD/YY)

- c. **Production Assistance Program Impact** – If your project is accepted, how do you anticipate the PA Program can help you move forward with your project?

Suggested Length: Approximately 1 paragraph

5. Budget

- a. **Comprehensive Line Item Expense Budget** - Please provide a breakdown of your project's projected expenses, from development through release, in U.S. dollars, including a budget total. *Provide budget notes* for any areas that may be viewed as out of the ordinary or which requires further explanation.

6. Work Sample

- a. **Director's Prior Work – IF APPLICABLE** - Describe the sample you are submitting for consideration, 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?

Suggested Length: Approximately 1 paragraph

- b. **Current Sample/Rough Cut –IF APPLICABLE** – Describe the sample you are submitting for consideration. 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 another aspect of the project? If you submitted a rough cut, what changes or additional material are planned?

Suggested Length: Approximately 1 paragraph

7. Diversity

Women Make Movies supports a diverse film community. To that end, please let us know how that mission is reflected in the make-up of your crew, advisors and others working on your project.

8. Dramatic or Narrative Projects

Please also include a detailed treatment and/or the first 10 pages of your script.