

Durban FilmMart Fact Sheet

A. Programme Overview - What do we do ?

The Durban FilmMart (DFM) is a co-production initiative co-founded by the Durban Film Office (DFO) and the Durban International Film Festival (DIFF). DFM takes place annually in July alongside the Durban International Film Festival in Durban, South Africa.

The annual event aims to bring visibility to African film projects, facilitate collaboration and interaction between African and international filmmakers, introduce new film projects to potential investors and partners, and provide delegates with the opportunity to network with experienced and established local, continental and international industry associates through a series of workshops, master-classes and interactive forums which cover topical and relevant film-production themes. Each year the Durban FilmMart presents an official selection of African fiction and documentary projects in development, who will be afforded the opportunity to present to a panel of potential co-producers, sales agents, broadcasters and film funds at the Africa Pitch public pitching forum followed by a series of finance forum meetings. A call for applications opens in November each year and all submissions are made online at www.durbanfilmmart.com

B. Eligibility Criteria – Can I apply to be an official project?

The following are eligible to submit applications for selection as an official Durban FilmMart project:

- Projects in which the producer, director or writer is an African citizen. Proof of African citizenship must be provided through a certified copy of a valid African passport;
- Africans living in the Diaspora, but who still have African citizenship;
- Projects with a producer and director attached.

Non-African industry professionals - producers, directors and writers - with projects looking for African partners can apply to be a delegate. Admission to the Durban FilmMart as a delegate is by registration and payment of a registration fee. The online delegate registration opens in May each year at www.durbanfilmmart.com

C. Submission Criteria – What must I submit with my application? (*compulsory documents)

- | | |
|------------------------------------|--|
| 1. Synopsis (1-2 pages)* | 9. Budget outline* |
| 2. Treatment (8-10 pages)* | 10. Letters of financial/other support |
| 3. Directors Statement of Intent* | 11. Two (2) production stills (for works in progress) |
| 4. Directors Profile | 12. Link to trailer/ teaser/ rough cut. (where applicable) |
| 5. Link to directors previous work | 13. High resolution picture of director |
| 6. Producers Profile* | 14. High resolution picture of producer |
| 7. Company Profile* | 15. Signed Letter accepting terms and conditions* |
| 8. Finance plan* | 16. Copy of a certified African passport of any one of the 3 key creative roles of writer, director or producer* |

D.Evaluation Process – How does it work?

The evaluation of applications takes place as follows:

Phase 1: Technical Evaluation Stage

The initial evaluation stage will evaluate whether your submission fulfils all the eligibility criteria and if your application includes all the documents required under 'submission criteria' (see above).

The Durban FilmMart will contact you to request any documentation not submitted and you will have **5 working days** to submit these documents. If you are unable to complete the application submission within 5 working days from date of first contact, your submission will be removed from the submissions and you will receive a notification that you will need to submit your project during the next project cycle.

Phase 2: Evaluation

A panel of industry professionals will evaluate your project submission on set criteria (see below). The panel will provide final scoring, assessments and recommendations for shortlisting for the phase 3 evaluations. Submissions that are not shortlisted will receive a notification that the project has not been shortlisted.

Phase 3: Confirming shortlisted projects

Shortlisted projects are contacted to confirm participation in Durban FilmMart.

Phase 4: Announcement of official selection

Public announcement of official project selection takes place in May each year.

E. Phase 2 Evaluation Criteria - What criteria are used to assess my submission?

Merits of the creative proposal

Does the project present strength and distinctiveness of the story or subject matter?

Does the writer demonstrate understanding of story/narrative structure?

Feasibility of the business proposal

Is there a clearly defined and relevant marketing and / or development plan?

Is the proposed budget realisable?

Is the proposed finance plan feasible?

Is there a clear market / audience for the film?

Track record of the creative team and the production company.

Has the company produced similar projects?

Do the level of skills, experience and track record of each of the key principals demonstrate reasonable capacity to advance the project?

The market potential for the film

Does the project demonstrate South African distribution potential?

Does the project demonstrate international sales potential?

G. Terms and Conditions for participation in the Durban FilmMart Programme

- Applicants may submit more than one project for consideration but only one project can be selected for per applicant per programme cycle
- Projects selected as official projects for a particular programme cycle cannot be submitted again.
- Successful applicants will be required to submit documents to prove the ownership of all the intellectual property rights of the film;
- A single representative must be present during the entire Durban FilmMart
- The Durban FilmMart reserves the right to alter program guidelines with general public notice to all potential applicants.
- Applicants are not permitted to direct any questions or comments to evaluation panel members in advance of deadlines or following decisions. All enquiries pertaining to the programme must be directed to Durban FilmMart staff.
- The Durban FilmMart support is to be acknowledged with a Durban FilmMart credit and logo on promotional materials relating to the project, subject to customary exclusions and exceptions. Once the project is completed, the credits must mention that the project was presented at the Durban FilmMart.