



## **MIGHTY ASIAN MOVIE MAKING MARATHON 12**

**AUGUST 05 –15 2017**

## **INFORMATION PACKAGE**

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## **KEY DATES**

### **8 MINUTE CATEGORY**

#### **REGISTRATION AND PAYMENT DEADLINE**

- 9:00 p.m. Pacific, Wednesday, July 26, 2017.

#### **VIDEO PITCH SUBMISSION DEADLINE**

- 9:00 p.m. Pacific, Wednesday, July 26, 2017.

#### **VIDEO PITCH ADJUDICATION RESULTS PROVIDED**

- By 9:00 p.m. Pacific, Wednesday, August 2, 2017.

#### **CREATIVE ELEMENT PROVIDED**

- By 9:00 p.m. Pacific, Wednesday, August 2, 2017.

#### **SCRIPT SUBMISSION DEADLINE**

- 9:00 p.m. Pacific, Friday, August 4, 2017.

#### **FILM PRODUCTION/POST PRODUCTION DURATION**

- 12:00 a.m. Pacific, Saturday, August 5, 2017–9:00 p.m. Pacific, Tuesday, August 15, 2017.

#### **FILM SUBMISSION DEADLINE**

- 9:00 p.m. Pacific, Tuesday, August 15, 2017.

### **1 MINUTE CATEGORY**

#### **REGISTRATION AND PAYMENT DEADLINE**

- 9:00 p.m. Pacific, Wednesday, July 26, 2017.

#### **FILM SUBMISSION PERIOD**

- 12:00 a.m. Pacific, Wednesday, July 26, 2017 – 9:00 p.m. Pacific, Tuesday, August 15, 2017.

#### **FINAL FILM SUBMISSION DEADLINE**

- 9:00 p.m. Pacific, Tuesday, August 15, 2017.

# REGISTRATION

## 8 MINUTE CATEGORY

### FEE

- **Non-refundable registration fee of \$50 per team for 8 minute category.**
- Fee must be submitted at time of online registration.
- All registrations/payments must be made by the registration closing date/time of 9:00 p.m. Pacific, Wednesday, July 26, 2017.
- The video pitch download link, and password (as applicable) may be provided at time of registration, or sent after registration to [mamm@vaff.org](mailto:mamm@vaff.org).
- Registration is not considered complete and video pitch submissions will not be accepted until full payment of the registration fee has been received by VAFF.
- All video pitches must be submitted by 9:00 p.m. Pacific, Wednesday, July 26, 2017, or the team is disqualified.
- Online registration link: <https://goo.gl/forms/WPKGrwMesG6xfE5f2>
- **All payments are via PayPal. Registrants must have a PayPal account to register.**

### TEAM LEADER/CONTACT

- Please send all correspondence to [mamm@vaff.org](mailto:mamm@vaff.org).
- Each team must designate a leader (usually the primary contest registrant) who will be the main representative for communications between the team and the MAMM/VAFF organizers, and to accept awards on behalf of the team.

### REGISTRATION/CONTEST LIMIT

- **Thirty (30) registered video pitch teams total**, in the order applications are received and paid for online.
- **A maximum of ten (10) teams that score the highest for their video pitches, will be provided with a creative element, asked to submit a script, and to make their film.**

## 1 MINUTE CATEGORY

### FEE

- **Non-refundable registration fee of \$10 per team for 1 minute category.**
- Fee must be submitted at time of online registration.
- All registrations/payments must be made by the registration closing date/time of 9:00 p.m. Pacific, Wednesday, July 26, 2017.
- Registration is not considered complete until full payment of the registration fee has been received by VAFF.
- Online registration link: <https://goo.gl/forms/f3hg818JO2nWKznk2>
- **All payments are via PayPal. Registrants must have a PayPal account to register.**

### TEAM LEADER/CONTACT

- Please send all correspondence to [mamm@vaff.org](mailto:mamm@vaff.org).
- Each team must designate a leader (usually the primary contest registrant) who will be the main representative for communications between the team and the MAMM/VAFF organizers, and to accept awards on behalf of the team.

## REGISTRATION/CONTEST LIMIT

- **Twenty (20) registered teams total**, in the order applications are received and paid for online.
- **Ultra Short (1 minute category) film submissions must be received by VAFF between Wednesday, July 26, 2017, 12:00:01 a.m. PDT and Tuesday, August 15, 2017, 9:00 p.m. PDT to be eligible for the contest.**

## ELIGIBILITY (ALL CATEGORIES)

- Registrations are accepted from individuals in all provinces in Canada.
- All key creative team members (e.g. Team Lead, Director, Producer, Writer, Cinematographer, Editor) and at least one (1) Lead Actor must be Canadian citizens or Permanent Residents of Canada.
- Of the **key creative members**, at least **one must be from a Visible Minority** (<http://www.statcan.gc.ca/eng/concepts/definitions/minority01a>) **OR of Asian/mixed Asian heritage. Any team that does not have at least one key creative member from a Visible Minority or of Asian/mixed Asian heritage, is disqualified.**
- At least **one (1) lead actor** appearing in the final submitted film **must be of Asian/mixed Asian heritage. Any submitted film that does not have at least one lead actor/subject of Asian heritage/mixed Asian heritage is disqualified.**
- Members of the VAFF board, advisory, executive and committees are ineligible to compete.
- Submitted films **must not contain subject matter that contravenes the Criminal Code** of Canada, such as explicit sexual or hate content.

## PRIZES & PROMOTION (ALL CATEGORIES)

- VAFF will contact team leads to arrange for behind the scenes (BTS) filming during their production period.
- VAFF will provide digital and print promotion for the competing teams.
- Cash prize and industry in-kind prizes to the TOP TWO winning 8 minute shorts, TOP TWO winning 1 minute ultra shorts, and in-kind prizes to the Fans Choice Award winners in both categories.
- The TOP TWO adjudicated winning 8 minute shorts and TOP TWO winning 1 minute ultra shorts, as well as the Fans Choice Award winners in both categories, will be announced and awarded at the MAMM premiere and awards presentation (Date/Time/Venue TBA) and will be showcased at the 21st Annual Vancouver Asian Film Festival, November 2-5, 2017.
- Distribution for the winning shorts may be available through VAFF media partners.

## RULES & REGULATIONS

### 8 MINUTE CATEGORY

- Contest registration remains open until the maximum number of teams (30 registrations/video pitches received) is reached, after which registration will be closed.
- One entry per primary registrant, per category.
- Each team may have a **maximum of 10 crew members and 5 key creative members**, but any number of additional performers.
- Each designated key creative team member may hold more than one key creative position.
- The listed key creative members of a team may participate on only one film and be a member of only one team.
- Each team may have up to **a maximum of 10 listed crew members per team**. In addition to the listed crew members, any number of additional performers may be used in the film.
- Teams must submit a video pitch by the deadline, or they will be disqualified.
- Teams must submit a script by the deadline, or they will be disqualified.
- Submitted **films that are significantly different than the video pitch and submitted script, will be disqualified.**
- Submitted **films should conform to the genre/genre combination specified at time of registration or they will forfeit a percentage of the final score.**
- **Submitted films that do not use the specific "creative element" provided and that do not include this in their final paperwork, will be disqualified.**
- Primary **production (90% of creative activity) for all films must take place within the contest duration**, between August 5 and August 15, 2017.
- All teams are responsible for securing their own cast, crew, budgets, locations, permits, equipment, transportation, production facilities, copyright clearances, insurance, health and safety, completion, and for submitting any required material by the provided deadlines.
- Logos, trademarks, and trademarked names cannot be clearly visible/legible in the films without proof of written permission by the registered owner of the logo, trademark or trademarked name.
- All music and lyrics used in a film must be either original, used with permission, under a Creative Commons license, and/or copyrights cleared.
- Stock footage and stills are permitted but cannot account for more than half of the footage used. Participants must have all rights to the stock footage/stills.
- Submitted films **must be no longer than 8 minutes (including titles and credits).**
- The digital file size of submitted films should not be more than 2GB.
- Films must be **NTSC compliant, submitted electronically as a self-contained Quicktime file (with no proprietary codecs except those listed below), in the REQUIRED format of MPEG-4 (.mp4, .mov, .m4v)**, with the following specifications:
  - **RENDERED in H.264/AVC compression. SHOT in 23.98 fps progressive). EDITED and OUTPUT in HD: 1080p (1920x1080) or 720p (1080x720). AUDIO RECORDED at 48 kHz, stereo PCM encoding.**
- Teams may use any camera(s) to shoot their film but **deliver finished films in the above format and specifications**. MAMM reserves the right to convert the submissions to conform to screening format requirements.
- The **VAFF logo must appear in the end credits** (logo provided).
- **Film files must be submitted electronically by providing a download link/password to [mamm@vaff.org](mailto:mamm@vaff.org) by 9:00 p.m. Pacific on Tuesday, August 15, 2017, or the film will be disqualified. Include:**
  - In the email subject line: "[Your Team Name] MAMM 2017 submission"

- In the body of your email:
    - The category (8 Min Short)
    - The provided creative element
    - The title of the film
- **Electronic copies of completed final paperwork (releases/permissions/team lists - forms provided) must be sent to [mamm@vaff.org](mailto:mamm@vaff.org) by 9:00 p.m. Pacific on Tuesday, August 15, 2017, or the film will be disqualified.**
- All films that meet the qualifying criteria in these guidelines, will be screened at the MAMM premiere and awards presentation, followed by an after party (Date/Time/Venue TBA),
- The Registrant/Team give MAMM and the Vancouver Asian Film Festival the right to use all submitted films and any behind the scenes footage in their entirety for promotional and fundraising purposes, including use of clips and images on the website, at events, in advertising, fundraising and sponsorship materials and activities, and any media outlets.
- Rights to the submitted films and scripts remain the property of the Registrant/Team.

## 1 MINUTE CATEGORY

- Contest registration remains open until the maximum number of teams (20 registrations received for 1 minute category) is reached, after which registration will be closed.
- One entry per primary registrant, per category.
- Submitted **films must include the creative element selected at time of registration or they will be disqualified.**
- Primary **production (90% of creative activity) for all films must take place within the contest duration**, between July 27 and August 15, 2017.
- All teams are responsible for securing their own cast, crew, budgets, locations, permits, equipment, transportation, production facilities, copyright clearances, insurance, health and safety, completion, and for submitting any required material by the provided deadlines.
- Logos, trademarks, and trademarked names cannot be clearly visible/legible in the films without proof of written permission by the registered owner of the logo, trademark or trademarked name.
- All music and lyrics used in the film must be either original, used with permission, under a Creative Commons license, and/or copyrights cleared.
- Stock footage and stills are permitted but cannot account for more than half of the footage used. Participants must have all rights to the stock footage/stills.
- Submitted films **must be no longer than 1 minute (including titles and credits).**
- The **VAFF logo must appear in the submitted film credits** (logo provided).
- The digital file size of submitted films should not be more than 2GB.
- Registrants may use any camera(s), including smartphone cameras, to shoot their film. MAMM reserve the right to convert submissions to conform to online platform and/or theatrical screening format requirements.
- Films are ideally submitted as a HD 1080p (1920x1080) or 720p (1280x720) QuickTime file in MPEG-4 format (.mp4, .mov, .m4v), frame rate 25fps (frames per second), using the H264 codec, with audio at 48 kHz, stereo PCM encoding (if applicable).
- If applicable, films can also be submitted to the following additional specs: 640x640 pixels, with file bit rate of less than 35,000 Hz.
- **Film files must be submitted electronically by providing a download link/password**

or an attachment to [mamm@vaff.org](mailto:mamm@vaff.org) by 9:00 p.m. Pacific on Tuesday, August 15, 2017, or the film will be disqualified. Include:

- o In the email subject line: "[Your Team Name] MAMM 2017 submission"
- o In the body of your email:
  - The category (1 Min Ultra Short)
  - The chosen creative element
  - The title of the film
- **Electronic copies of completed final paperwork (releases/permissions/team lists - forms provided) must be sent to [mamm@vaff.org](mailto:mamm@vaff.org) by 9:00 p.m. Pacific on Tuesday, August 15, 2017, or the film will be disqualified.**
- All films that meet the qualifying criteria in these guidelines, will be screened at the MAMM premiere and awards presentation, followed by an after party (Date/Time/Venue TBA),
- The Registrant/Team give MAMM and the Vancouver Asian Film Festival the right to use all submitted films and any behind the scenes footage in their entirety for promotional and fundraising purposes, including use of clips and images on the website, at events, in advertising, fundraising and sponsorship materials and activities, and any media outlets.
- Rights to the submitted films and scripts remain the property of the Registrant/Team.



## CREATIVE ELEMENT & GENRE

### 8 MINUTE CATEGORY

- A genre must be selected in the registration form.
- A contest creative element based on the theme “We Heart Canada” in commemoration of Canada 150 will be provided to each successful video pitch team by 9:00 p.m., Wednesday, August 2, 2017. \*\*\*NOTE: The creative elements for the 8 minute category will not be the same as those listed in the registration form for the 1 minute category.
- The provided creative element **may be incorporated into the submitted film in any way**, e.g. as a location, a prop, a motif; in dialogue, or as a theme, and **may be interpreted in any way** e.g. including an alternate or challenging perspective.
- The way the creative element is used, must be **documented in the team’s final paperwork and is worth a percentage of the final score, based on:**
  - How creatively the element is incorporated into the final film, and/or
  - How theme or plot-appropriate the integration of the element is, in the final film

### 1 MINUTE CATEGORY

- A genre must be selected in the registration form.
- A contest creative element must be selected in the registration form:
  - Option 1: Food and Drink
  - Option 2: People
  - Option 3: Nature
  - Option 4: Culture
  - Option 5: Technology
- The provided creative element **may be incorporated into the submitted film in any way**, e.g. as a location, a prop, a motif; in dialogue, or as a theme, and **may be interpreted in any way** e.g. including an alternate or challenging perspective, **bearing in mind the contest theme “We Heart Canada” in commemoration of Canada 150.**
- The way the creative element is used, **is worth a percentage of the final score, based on:**
  - How creatively the element is incorporated into the final film, and/or
  - How theme or plot-appropriate the integration of the element is, in the final film

## VIDEO PITCH GUIDELINES (8 MINUTE CATEGORY ONLY)

- This video pitch is a short verbal and/or visual presentation of each team's idea for their proposed film.
- Each team can submit only one video pitch.
- **The video pitch must not be longer than 3 minutes or it will be disqualified.**
- In the pitch, start with a slate that introduces yourself and anyone else you are pitching with:
  - Your team name (as provided in your registration), proposed film title
  - Yours/your co-pitch members' name(s) and your role(s) e.g. (writer/director/producer)
  - Any other confirmed people you feel will add credibility to your pitch

- **Each team must be represented by at least one key creative team member, e.g. Team Leader, Director, Cinematographer, Editor, Writer, Producer.**
- **The pitch must describe the premise, “hook” and essential beats/plot points of the story, and should include the ending of your story.**
- Mention any potentially ambitious elements in your story, e.g. an out-of-country location or scenes involving stunts or a large number of cast/extras, and address them in the pitch (i.e. how will you accomplish the element).
- If your script is not the original idea of your Writer, Director, or Producer, mention it in your pitch and also mention whether you can provide written permission or documentation giving you the right to use the idea or material in your film.
- **The pitch session counts toward a significant percentage of the final score,** reflecting its importance in the film industry as a primary method for filmmakers to attract or secure development financing for a screenplay to be written, or for a film to be produced.

## **COPYRIGHT (ALL CATEGORIES)**

- Logos, trademarks, trademark names are not permitted in the films (unless they are obscured or blurred out) without submitting written permission by the owners for their use by the paperwork submission deadline.
- Copyrighted music and songs must be accompanied by written permission by the songwriter, band, or rights owners and must be submitted by the paperwork submission deadline.
- The film should be the original idea of your Writer, Director, or Producer:
  - If your film is not based on an original idea, you must provide chain of title documentation when you submit your script, proving that you have the right to use the idea.
  - If you are basing your film on a real person or event, or on a previously published/broadcast/staged work, you must provide proof of written permission when you submit your script, from the person who created the original work or from the organization holding the rights to that work.
- Work in the public domain (including work created by people who have been dead more than 50 years) can be used without obtaining chain of title documentation or written permission.
- Rights to the submitted films and scripts remain the property of the filmmaker(s) to distribute as they wish. The Mighty Asian Moviemaking Marathon and the Vancouver Asian Film Festival reserve the right to use all submitted films and any behind the scenes footage in their entirety for promotional and fundraising purposes, including use of clips and images on the website, at events, in advertising, fundraising and sponsorship materials and activities, and media outlets.

## LOGO PLACEMENT (ALL CATEGORIES)

- The **VAFF logo must appear in the end credits** and will be provided.

## VISIBLE MINORITY CLASSIFICATION (ALL CATEGORIES)

- Visible Minority as classified by Statistics Canada (June 15, 2009):  
<http://www.statcan.gc.ca/eng/concepts/definitions/minority01a>

## UBCP PERFORMER REQUIREMENTS (ALL CATEGORIES)

- **UBCP (Union of BC Performers) does not provide performer waivers** for films produced as part of MAMM.
- Teams wishing to use UBCP performers in their film must follow UBCP regulations for ultra-low budget short films.
- Teams must apply for the 20/20 ULB Program at least 5 days prior to principal photography: <http://www.ubcp.com/2020-ulb-program-2014/>.
- **IMPORTANT: If the film uses even ONE performer who is a UBCP member, the film must apply for a low budget agreement with UBCP.**