



## **MIGHTY ASIAN MOVIE MAKING MARATHON 15**

**JUNE 25 – AUG 20, 2020**

**INFORMATION PACKAGE**

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## **KEY DATES**

### **REGISTRATION DEADLINE**

- 11:59 p.m. Pacific Time, Wednesday, July 15, 2020.

### **VIDEO PITCH SUBMISSION DEADLINE**

- 11:59 p.m. Pacific Time, Wednesday, July 15, 2020.

### **VIDEO PITCH ADJUDICATION RESULTS ANNOUNCEMENT**

- By 9:00 p.m. Pacific Time, Monday, July 20, 2020.

### **MAMMENTORSHIP PROGRAM FOR SELECTED TEAMS**

- Saturday - Thursday, July 25 - August 20, 2020.

### **COMPETITION PERIOD: FILM PRODUCTION/POST PRODUCTION**

- 12:00 a.m. Pacific Time, Saturday, July 25, 2020 – 11:59 p.m. Pacific Time, Thursday, August 20, 2020.

### **SCRIPT SUBMISSION DEADLINE**

- 11:59 p.m. Pacific Time, Monday, August 3, 2020.

### **FILM SUBMISSION DEADLINE**

- 11:59 p.m. Pacific Time, Thursday, August 20, 2020.

### **MAMM SCREENING & AWARDS PRESENTATION EVENT**

- Saturday, August 29, 2020.

## WHAT'S NEW THIS YEAR

1. This year only, Registration and Pitch Submission is **FREE OF CHARGE!**
2. There will only be a **5 minute Shorts** category.
3. Top **10 Teams** will be selected for competition.
4. More awards will be given out for more categories.
5. There will be a maximum number of **6 members allowed in each team on set**, including all cast & crew.
6. Film Production must follow [WorkSafeBC](#) health & safety protocols strictly, and each Team must come up with their own [COVID-19 Safety Plan](#) for their teams with the help of the MAMM Producing team.
7. You **must** incorporate how you respond to the **Creative Element - "What's your 20?"** into your video pitch.
8. Because we know it will be a lot harder and take longer to make a film with social distancing in place, this year's competition will not be 10 days. You will have three weeks to make and deliver your film. The production period commences from the start of the MAMMentorship program on **July 25** and films must be delivered by the Final Film submission deadline on **Aug 20**.
9. The MAMMentorship program will be held in the form of Webinars.
10. MAMM15 is going **NATIONWIDE!** Any resident of Canada can lead a Team to enter from anywhere in the country.

## REGISTRATION

### REGISTRATION/ SUBMISSIONS

- **This year registration and submission fees have been waived for all participants.**
- Fee must be submitted at time of online registration.
- All registrations must be made by the registration closing date/time of 11:59 p.m. Pacific Time, Wednesday, July 15, 2020.
- 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).
- All video pitches must be submitted by 11:59 p.m. Pacific Time, Wednesday, July 15, 2020, or the team is disqualified.
- Online registration link <https://forms.gle/oG1SJm4SU9PkcmqW9>

### 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

- **A maximum of thirty (30) registered video pitch teams total are accepted**, in the order applications are received, after which registration will be closed.
- **A maximum of ten (10) teams that score the highest for their video pitches, will be asked to submit a script, and to make their film.**

## ELIGIBILITY

- Registrations are accepted from individuals in all provinces in Canada.
- All key creative team members (e.g. Team Lead, Producer, Director, Writer, Cinematographer, Editor) and at least one (1) Lead Actor must be a resident of Canada at the time of application and competition.
- Of the key creative members, at least **one must be from a Visible Minority (<http://www23.statcan.gc.ca/imdb/p3Var.pl?Function=DEC&Id=45152>) 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 VAFF's board and any advisory, executive or other committees are not eligible to compete.
- The submission, script and finished film cannot be part of an existing series (TV or online) or film project. Any film found **not to be created originally for MAMM will be disqualified and will not be screened.**
- Only narrative films will be accepted.
- By submitting, you are deemed to have considered and read, and are accordingly subject to, the below Rules & Regulations.

## PRIZES & PROMOTION

- MAMMentorship program:
  - one-on-one mentorship with selected teams and industry professionals, with special focus on screenwriting.
  - group workshops via Zoom.
- Digital promotion for the selected teams on social media and PR opportunities.
- Cash prizes and industry in-kind prizes will be awarded for the following adjudicated categories.
  - Best Short Film Award
  - Best Director Award
  - Best Performance Award
  - Best Screenwriting Award
- In-kind prizes are given to the audience voted People's Choice Award winners.
  - The People's Choice Award: Best Short
  - The People's' Choice Award: Best Performance
- All the aforementioned winners will be announced and awarded at the MAMM premiere and awards presentation Event on August 29, 2020, and will be showcased at the 24th Annual Vancouver Asian Film Festival, November 5-8, 2020.
- Distribution for the winning shorts may be available through VAFF media partners.

## RULES & REGULATIONS

- 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.
- There will be a maximum number of **6 members allowed in each team on set**, including all cast & crew.
- Each designated key creative team member may hold more than one key creative position.
- The listed key creative members of a team may participate in only one film and be a member of only one team.
- 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 from 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 pitches and films must answer to the “creative element” provided below.**
- 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.
- Film Production must follow [WorkSafeBC](#) health & safety protocols strictly. Each Team must come up with their own [COVID-19 Safety Plan](#) for their teams. The MAMM Producing team will provide guidance to selected teams during the MAMMentorship webinars.
- Teams are **not allowed to use union performers** while the UBCP/ACTRA Ultra Low Budget (ULB) Program is in suspension.
- Logos, wordmarks, trademarks, and trademarked names cannot be clearly visible/legible in the films without express proof of written permission by the registered owner of the logo, wordmark, 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, with proof.
- 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 not be longer than 5 minutes (including titles and credits).**
- Films must comply with specifications detailed in **TECH SPECS.**
- 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.
- **VAFF, MAMM & sponsor logos 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 11:59 p.m. Pacific Time on Thursday, August 20, 2020, or the film will be disqualified. Include:**
  - In the email subject line: “[Your Team Name] MAMM 2020 submission”
  - In the body of your email:
    - The title of the film
    - The chosen genre

- **Electronic copies of completed final paperwork (releases/permissions/team lists - forms provided) must be sent to [mamm@vaff.org](mailto:mamm@vaff.org) by 11:59 p.m. Pacific Time on Thursday, August 20, 2020, or the film will be disqualified.**
- All films by the top selected teams that meet the qualifying criteria in these guidelines, will be screened at the MAMM premiere and awards presentation event.
- 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.
- Subject to the above, rights to the submitted films and scripts remain the property of the Registrant/Team.
- VAFF may, in its sole discretion, change, supplement or amend these rules from time to time, for any reason, and without prior notice or liability to you or any other person. In the event of any discrepancy of inconsistency between these Rules and the condition or explanations appearing on or accompanying an Entry or any advertisement with respect to the Competition, these Rules prevail.
- VAFF is not responsible or liable for: (a) erroneous, late, incomplete or misdirected submission, regardless of the cause; (b) failure for any reason whatsoever of any competitor to receive any notifications; or (c) any damage, loss, harm, injury, cost or expense arising from, connected with, or relating to the competition, regardless of the cause or any fault by VAFF or any person for whom they are responsible, and notwithstanding that any of those persons may have been advised of the possibility of the loss or damage being incurred.

#### **TECH SPECS**

- The digital file size of submitted films should not be more than **2GB**.
- **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**.

## GENRE & CREATIVE ELEMENT

### GENRE

- **A chosen genre must be clearly defined in the registration form.** E.g. Comedy, Drama, Horror, Sci-fi, Fantasy, Action or combo of genres, such as Horror Comedy.

### CREATIVE ELEMENT

- This year the creative challenge is how the team respond to the **creative element** - **"What's Your 20?"** which is based on this year's festival theme.
- "What's Your 20?" is the radio code adopted and widely used in the film industry that means "where are you?" or "what's your location?". In the year 2020, we play on the numbers to pose this question, which can be interpreted physically, intellectually and philosophically. VAFF will challenge filmmakers to tell us where they are at, and what they see from that vantage point, especially amidst the on-going global crisis and social movement. The film would be the answer to that question and each team must be able to articulate how it has done so in its pitch.
- How the film answers the creative element **must be included** as part of the Video Pitch as well as a written statement included in the registration form.
- Adjudication will be based on whether the creative element has been observed, and how creatively it's been answered.



## VIDEO PITCH GUIDELINES

- 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
  - Your/your co-pitch members' name(s) and your role(s) e.g. (writer/director/producer)
  - Any other confirmed people (maximum 6) you feel will add credibility to your pitch e.g. (actors)
- **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.**
- Explain how your idea answers the creative element in the final film.
- Discuss feasibility of your film in compliance to WorkSafeBC protocols, e.g. social distancing, staying at home.
- 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.

## MAMMENTORSHIP

- One-on-one mentorship and consultancy will be made available to each selected team eligible to advance to final competition by MAMM chosen mentors. This year special focus will be given to screenwriting.
- Group workshops and private mentorship will be set between **Saturday – Saturday, July 25 - August 15, 2020.**

## COPYRIGHT

- Logos, wordmarks, 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 part or 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 in perpetuity.

## LOGO PLACEMENT

- The **VAFF, MAMM & sponsor logos must appear in the end credits** and will be provided.

## VISIBLE MINORITY CLASSIFICATION

- Visible Minority as classified by Statistics Canada (June 15, 2009):  
<http://www23.statcan.gc.ca/imdb/p3Var.pl?Function=DEC&Id=45152>

## UBCP PERFORMERS RESTRICTION

- In order to protect the health and safety of performers, **UBCP (Union of BC Performers)** has temporarily suspended the Ultra Low Budget (ULB) Program until the Motion Picture Industry has been given approval by the province to resume production. The suspension will be in place until the resumption of film production has been approved by the province, and there is no time frame for the program's resumption as of yet.
- Therefore, teams are advised to work with non-union performers if the suspension has not been lifted at time of production.