



MIGHTY ASIAN MOVIE MAKING MARATHON 16

AUGUST 6 – 15, 2021

INFORMATION PACKAGE

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KEY DATES

10 MINUTE SHORT CATEGORY

REGISTRATION AND PAYMENT DEADLINE

- 11:59 p.m. Pacific Time, Wednesday, June 30, 2021.

VIDEO PITCH SUBMISSION DEADLINE

- 11:59 p.m. Pacific Time, Wednesday, June 30, 2021.

VIDEO PITCH ADJUDICATION RESULTS ANNOUNCED

- By 9:00 p.m. Pacific Time, Wednesday, July 7, 2021.

MAMMENTORSHIP PROGRAM FOR SELECTED TEAMS

- Saturday - Sunday, July 17 - July 18, 2021.

COMPETITION PERIOD: FILM PRODUCTION/POST PRODUCTION

- 12:00 a.m. Pacific, Friday, August 6, 2021 – 11:59 p.m. Pacific Time, Sunday, August 15, 2021.

FINAL FILM SUBMISSION DEADLINE

- 11:59 p.m. Pacific Time, Sunday, August 15, 2021.

1 MINUTE ULTRA SHORT CATEGORY

REGISTRATION AND PAYMENT DEADLINE

- 11:59 p.m. Pacific Time, Wednesday, June 30, 2021.

WRITTEN PITCH SUBMISSION DEADLINE

- 11:59 p.m. Pacific Time, Wednesday, June 30, 2021.

WRITTEN PITCH ADJUDICATION RESULTS ANNOUNCED

- By 9:00 p.m. Pacific Time, Wednesday, July 7, 2021.

MAMMENTORSHIP PROGRAM FOR SELECTED TEAMS

- Saturday - Sunday, July 17 - July 18, 2021.

COMPETITION PERIOD:

- 12:00 a.m. Pacific, Friday, August 6, 2021 – 11:59 p.m. Pacific Time, Sunday, August 15, 2021.

FINAL FILM SUBMISSION DEADLINE

- 11:59 p.m. Pacific Time, Sunday, August 15, 2021.

WHAT'S NEW THIS YEAR

1. This year, **\$500** will be given to each of the selected Top 8 10 Minute Short Teams to be used directly against producing their films. Conditions apply.
2. Submission fees for the 10 Minute Short category are 30% off this year.
3. The **1 minute Ultra Short** category is back, but will also go through an adjudication process! Selection will be based on a written pitch submitted before the deadline.
4. More awards will be given out, including a new "**Best First Time Director Award**".
5. The number of all cast & crew allowed on set will be contingent on guidelines from Health authorities in compliance with COVID-19 safety protocols.
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.
7. You **must** include how you incorporate the **Creative Element - "Past, Present, Possibilities"** into your film in your pitch.
8. The MAMMentorship program will be held in the form of Webinars.
9. MAMM16 is going **NATIONWIDE!** Any resident of Canada can lead a Team to enter from anywhere in the country.

REGISTRATION

10 MINUTE SHORT CATEGORY

FEE

- **Non-refundable registration fee of \$35 per team for 10 minute category.**
- Fee must be submitted at time of online registration.
- All registrations/payments must be made by the registration closing date/time of 11:59 p.m. Pacific Time, Wednesday, June 30, 2021.
- 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.
- **Only online payments will be accepted.**

TEAM LEADER/CONTACT

- Please send all correspondence to 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

- Online registration link <https://forms.gle/HX8BCQAISynfCNn8A>
- The video pitch download link, and password (as applicable) may be provided at time of registration or sent after registration to mamm@vaff.org.
- All video pitches must be submitted by 11:59 p.m. Pacific Time, Wednesday, June 30, 2021, or the team is disqualified.
- There is no limit to number of video pitches that meet submission and eligibility requirements to be accepted.
- A maximum of **eight (8) teams** that score the highest for their video pitches, will be selected for competition, asked to submit a script and to make their film.

1 MINUTE ULTRA SHORT 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 11:59 p.m. Pacific Time, Wednesday, June 30, 2021.
- Registration is not considered complete until full payment of the registration fee has been received by VAFF.
- **Only online payments will be accepted.**

TEAM LEADER/CONTACT

- Please send all correspondence to 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

- Online registration link <https://forms.gle/vvTZ2EmrVzYxt5ebA>
- All written pitches must be submitted by 11:59 p.m. Pacific Time, Wednesday, June 30, 2021, or the team is disqualified.
- There is no limit to number of written pitches that meet submission and eligibility requirements to be accepted.

ELIGIBILITY (ALL CATEGORIES)

- Registrations are accepted from individuals in all provinces & territories 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.
- Submitted films **must not contain subject matter that contravenes the Criminal Code** of Canada, such as explicit sexual or hate content.

PRIZES, PERKS & PROMOTIONS (ALL CATEGORIES)

Prizes & Awards:

- 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
 - Best Cinematography Award
 - Best First Time Director Award (new this year)
- 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 Gala & Awards Presentation Event on August 28, 2021, and will be showcased at the 25th Annual Vancouver Asian Film Festival, November 4-14, 2021.

Perks & Promotions:

- \$500 Cash Production Subsidy for 10 minute Shorts. Conditions below.
- In-kind sponsorship support available to all teams towards production. Sponsor list to be announced during the MAMMentorship weekend and may be limited to BC productions. Distribution for the winning shorts may be available through VAFF media partners.
- VAFF may 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.

\$500 PRODUCTION SUBSIDY (10 MINUTE CATEGORY ONLY)

- Only Top 8 selected 10 minute Shorts teams receive a onetime cash subsidy from VAFF of \$500 per team to be used towards pre-production, production or post-production of the film only. Any misuse of funding will result in reimbursement to VAFF.
- 1 minute Ultra Shorts teams are not eligible for this cash subsidy.
- The funds will be distributed to team leaders in the weekend of MAMMentorship Workshops.
- Each team **must submit receipts and an Expense Report** to account for the legitimate use of the full \$500 by the Final Film Submission Deadline. Failure to do so will result in **reimbursement** of the full amount or any portion unaccounted for.

RULES & REGULATIONS

10 MINUTE SHORT CATEGORY

- One entry per primary registrant, per category.
- 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**. Additional submissions by other members who have been listed in an earlier submission will all be **disqualified**. No refunds will be given.
- Teams are permitted to enter for both 10 minute and 1 minute categories.
- 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 use the “creative element” provided below.**
- **Primary production (90% of creative activity) for all films must take place within the competition period**, between Friday – Sunday, August 6 - 15, 2021.
- 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 and social distancing guidelines 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.
- The number of all cast & crew allowed on set will be contingent on guidelines from Health authorities in compliance with COVID-19 safety protocols. 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 10 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.
- **All credits and logos provided by VAFF must appear in the submitted film credits.**
- **Film files must be submitted electronically by providing a download link/password to mamm@vaff.org by 11:59 p.m. Pacific Time, Sunday, August 15, 2021 or the film will be disqualified. Include:**
 - In the email subject line: “[Your Team Name] MAMM16 submission”
 - In the body of your email:
 - The category (10 Min Short)
 - The title of the film

- The team name
- The chosen genre
- **Electronic copies of completed final paperwork (releases/permissions/team lists/expense reports/ receipts - forms provided) must be sent to mamm@vaff.org by 11:59 p.m. Pacific Time, Sunday, August 15, 2021, 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.
- 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.

1 MINUTE ULTRA SHORT CATEGORY

- One entry per primary registrant, per category.
- 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**. Additional submissions by other members who have been listed in an earlier submission will all be **disqualified**. No refunds will be given.
- Teams are permitted to enter for both 10 minute and 1 minute categories.
- Teams must submit a written pitch by the deadline, or they will be disqualified.
- **Submitted films that are significantly different from the written pitch 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 must include the creative element or they will be disqualified.**
- **Primary production (90% of creative activity) for all films must take place within the contest duration, between Friday – Sunday, August 6 - 15, 2021.**
- 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 and social distancing guidelines 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.
- The number of all cast & crew allowed on set will be contingent on guidelines from Health authorities in compliance with COVID-19 safety protocols. 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 the 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 1 minute (excluding titles and credits).**

- **All credits and logos provided by VAFF must appear in the submitted film credits.**
- 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.
- 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 by 11:59 p.m. Pacific Time, Sunday, August 15, 2021, or the film will be disqualified. Include:**
 - In the email subject line: "[Your Team Name] MAMM16 submission"
 - In the body of your email:
 - The category (1 Min Ultra Short)
 - The title of the film
 - The team name
 - The chosen genre
- **Electronic copies of completed final paperwork (releases/permissions/team lists/expense reports/ receipts - forms provided) must be sent to mamm@vaff.org by 11:59 p.m. Pacific Time, Sunday, August 15, 2021, 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.
- 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.

TECHNICAL SPECIFICATIONS

10 MINUTE SHORT CATEGORY

- 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).
- **AUDIO RECORDED** at **48 kHz, stereo PCM encoding**.

1 MINUTE ULTRA SHORT CATEGORY

- The digital file size of submitted films should not be more than **2GB**.
- Films are ideally submitted as a **HD 1080p** (1920x1080).
- QuickTime file in **MPEG-4** format (.mp4, .mov, .m4v), frame rate **23.98fps** (frames per second)
- Use **H264 codec**
- Audio at **48 kHz, stereo PCM encoding** (if applicable).

GENRE & CREATIVE ELEMENT (ALL CATEGORIES)

- **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.
- The contest **creative element** is "**PAST, PRESENT, POSSIBILITIES**" **must be incorporated** in the **final film** for all Shorts and Ultra-Shorts, and must be incorporated in the **video pitch** for Shorts, **written pitch** for Ultra Shorts, and **written statement** in the submission forms for Shorts and Ultra-Shorts.
- **PAST, PRESENT, POSSIBILITIES** is this year's festival theme:
 - The past is revived and celebrated for VAFF's achievements over the last 25 years, in addition to the legacy it has created for Asian filmmaking.
 - The present (VAFF 25) is the perfect time to recognize and embrace VAFF's growing role and influence in promoting Asian film and culture.
 - The future is all about possibilities, identifying opportunities and reaching new horizons, notably in the areas of inclusion and representation.
- 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, as a theme or part of story, and **may be interpreted in any way and what it means to you** e.g. an alternate or challenging perspective.
- The way the creative element is used, must be **documented in the team's submission form and will be part of the judging criteria in the Pitch phase and final judging**, based on:
 - o How creatively the element is incorporated into the final film, and/or
 - o How theme or plot-appropriate the integration of the element is in the final film.

VIDEO PITCH GUIDELINES (10 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
 - Your/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 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.**
- 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).
- Explain how you plan to integrate the creative element in the final film.
- 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 presentation 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.

WRITTEN PITCH GUIDELINES (1 MINUTE CATEGORY ONLY)

- This written pitch is a written and/or visual presentation of each team's idea for their proposed film that must **not exceed one page** single-sided.
- Each team can submit only one written pitch.
- Include the following in the pitch:
 - 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 e.g. (actors)
 - Genre
 - What is the story (example: script [follow script format], short synopsis, storyboards, look book, visual look)
 - How do you intend to complete your film?
 - How does your project stand out from other films?
- **Each team must be represented by at least one key creative team member, e.g. Team Leader, Director, Cinematographer, Editor, Writer, Producer.**
- 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).
- Explain how you plan to integrate the creative element in the final film in the submission form.
- 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 presentation 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.

MARKETING (ALL CATEGORIES)

- VAFF will promote all films and teams in competition leading up to the MAMM Premiere Gala and Awards Presentation via social media and mass media. Teams are encouraged to assist in the success of activities by providing the following:
 - Social Media handles and hashtags of key accounts & topics in the Submission Form, or emailed to mamm@vaff.org at any time.
 - Tag @vaffvancouver #VAFF #MAMM16 whenever you post.
 - Movie Poster design created in 300dpi for size 11 x 17" to be used as a key image representing your film in promotional materials.
 - EPK (electronic press kit) for distribution to media outlets.

MAMMENTORSHIP (ALL CATEGORIES)

- Group workshops will be available to both 10 minute & 1 minute teams at no extra cost. They will be held virtually via webinars in the weekend of **Saturday - Sunday, July 17 - July 18, 2021**. Agenda will be shared to all teams ahead of the workshop.
- One-on-one mentorship and consultancy will be made available to each selected 10 minute Shorts team by MAMM chosen mentors.
- 1 minute Ultra Shorts teams are not eligible for one-on-one mentorship.

COPYRIGHT (ALL CATEGORIES)

- 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 (ALL CATEGORIES)

- The **VAFF & MAMM credits and logos as well as key sponsors' logos 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://www23.statcan.gc.ca/imdb/p3Var.pl?Function=DEC&Id=45152>

UBCP/ ACTRA 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 **40 Under Indie ULB Program** at least 10 business days prior to principal photography: <https://www.ubcpactra.ca/for-producers/ulb-budget-program/40-under-indie-ulb-program/>
- Please also read their [New Requirements for All Ultra Low Budget \(ULB\) Productions](#)
- **IMPORTANT: If the film uses even ONE performer who is a UBCP member, the film must apply for a low budget agreement with UBCP.**