



20TH MIGHTY ASIAN MOVIE MAKING MARATHON

JULY 18 - 27, 2025

INFORMATION PACKAGE

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KEY DATES

REGISTRATION AND PAYMENT DEADLINE

- 11:59 p.m. Pacific Time, Monday, June 2, 2025.

VIDEO OR WRITTEN PITCH SUBMISSION DEADLINE

- 11:59 p.m. Pacific Time, Monday, June 2, 2025.

VIDEO OR WRITTEN PITCH ADJUDICATION RESULTS ANNOUNCED

- By 1:00 p.m. Pacific Time, Wednesday, June 11, 2025.

PRELIMINARY BUDGET & WIP SCRIPT SUBMISSION

- By 11:59 p.m. Pacific Time, Wednesday, June 18, 2025.

MAMMENTORSHIP PROGRAM FOR SELECTED TEAMS

- Saturday, June 21, 2025 - Sunday, June 29, 2025. (TBC)

SCRIPT SUBMISSION DEADLINE

- By 11:59 p.m. Pacific Time, Tuesday, July 15, 2025.

COMPETITION PERIOD: FILM PRODUCTION/ POST PRODUCTION

- 12:00 a.m. Pacific Time, Friday, July 18, 2025 - 11:59 p.m. Pacific Time, Sunday, July 27, 2025.

FINAL FILM SUBMISSION DEADLINE

- 11:59 p.m. Pacific Time, Sunday, July 27, 2025.

INNOVATION IN STORYTELLING AWARD SUBMISSION DEADLINE

- 11:59 p.m. Pacific Time, Monday, July 28, 2025.

VERTICAL SERIES ONLINE JUDGING PERIOD

- Friday, August 1, 2025 - Sunday, August 10, 2025.

MAMM20 Gala Screening and Awards Presentation

- Saturday, August 30, 2025.

2025 HIGHLIGHTS OF THE YEAR

Celebrating 20 Years

This year, MAMM is celebrating its 20th year, and is giving over \$10,000 cash awards and \$50,000 in-kind awards!

NEW The Innovation in Storytelling Award

Founded by Leon Ng

This award recognizes emerging filmmakers who are reimagining how stories are told by embracing new formats, technologies, or creative approaches. With a \$1,000 award for one standout innovative filmmaker across all categories, Leon Ng aims to champion a new generation of storytellers—encouraging bold vision, creative risk-taking, and a fearless reimagining of the future of film.

NEW MAMM Vertical Series

As vertical shorts take off worldwide, VAFF is excited to launch a bold new competition category: MAMM Vertical Series! Three teams will be selected to create micro-episode series (minimum 3 episodes and up to 8 minutes total runtime). The finished vertical series will be judged online, with the winning series announced and screened at our Gala MAMM Screening.

NEW Submission Platform

Filmmakers can now submit their pitches through FilmFreeway, the world's leading film festival submission platform.

Early Bird and Student Prices

- Early Bird Submission period is May 2 - May 12: US\$45 for 10 Minute Shorts; US\$32 for 1 Minute Ultra Shorts; Vertical Series US\$42
- Regular Submission period is May 13 - June 2: US\$58 for 10 Minute Shorts; US\$45 for 1 Minute Ultra Shorts, Vertical Series US\$55
- Student Price: US\$45 for 10 Minute Shorts; US\$32 for 1 Minute Ultra Shorts; Vertical Series US\$42

Pitching

All submissions must include a pitch. For 10 Minute Shorts and Vertical Series, a 3-minute video pitch is required, while for 1 Minute Ultra Shorts will require a written pitch.

Creative Element

All teams in all categories must incorporate the Creative Element “Beyond Asian”, the VAFF organization (VAFF/Industry/Elimin8Hate) theme this year, into your film and show how you will use it creatively, fearlessly and uniquely in your pitch.

MAMM X Elimin8Hate

The winner of the 1-Minute Ultra Short category — as well as other shortlisted videos — will be amplified through Elimin8Hate’s *My Stories, Our Stories* campaign. This initiative empowers Asian Canadians to engage beyond words and stereotypes through sharing authentic stories and pitching them to media outlets and broadcasters.

Cash Support for all Finalists

The selected 8 Teams of 10 Minute Shorts will receive \$1,000 per team, the selected 3 Teams of Vertical Series will receive \$500 per team, and the selected 8 Teams of 1 Minute Ultra Shorts will receive \$150 per team. Conditions apply.

MAMM20 is open NATIONWIDE!

Any Canadian or Canadian Permanent Resident across Canada can enter and will receive travel assistance, if available, to attend the MAMM 20 Gala Screening and Awards Presentation in Vancouver as a Finalist.

ELIGIBILITY (ALL CATEGORIES)

- Registrations are accepted from individuals in all provinces & territories in Canada.
- All key creative team members (e.g. Team Leader, Producer, Director, Writer, Cinematographer) and at least one (1) Lead Actor must be a Canadian or Permanent Resident at the time of application and competition. Special exemptions may be granted, so please talk to MAMM Producers.
- Of the key creative members, at least **one must self-identify as being Asian or of part-Asian heritage. Any team that does not have at least one key creative member of Asian/mixed Asian heritage, is disqualified.**
- At least **one (1) lead actor** appearing in the final submitted film **must be of Asian/part Asian heritage. Any submitted film that does not have at least one lead actor of Asian heritage/part Asian heritage is disqualified.**
- Members of VAFF's leadership, including Board of Directors, Board of Advisors, Executives, and Committee Directors are not eligible to be a key creative member. MAMM producing, operational, and administrative teams are not eligible to participate, but VAFF Committee members and volunteers are eligible to participate fully.
- Past MAMM winners in Key Creative roles will not be eligible to participate again after their second win.
- Anyone with accessibility needs should contact MAMM organizers to best accommodate and support their needs in compliance to VAFF's mission of inclusivity.
- 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.

10 MINUTE SHORTS CATEGORY

REGISTRATION

FEE

- **Early Bird Submission (May 2 - 12, 2025)**
Non-refundable registration fee of **US\$45 per team.**
- **Regular Submission (May 13 - June 2, 2025)**
Non-refundable registration fee of **US\$58 per team.**
- **Student Rate of US\$45 per team.**
- Fees must be paid through Filmfreeway in order to complete registration.
- **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, maximum 3 leaders) 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

- Please submit your pitches through FilmFreeWay: <https://filmfreeway.com/MAMM>
- Please ensure the following setting is enabled in your FilmFreeWay pitch video download permissions: "Festivals that I submit to may download my video."
- All video pitches for 10 Minute Shorts must be submitted by 11:59 p.m. Pacific Time, Monday, June 2, 2025, or the team is disqualified.
- There is no limit to the number of video pitches that meet submission and eligibility requirements to be accepted.
- A maximum of **eight (8) teams** that score the highest on their pitches will be selected for competition and asked to submit a script and to make their film.

RULES & REGULATIONS*

- 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 10 Minute Shorts film** and be a **member of only one 10 Minute Shorts 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 more than one category, but will only be selected for one category.

- 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 or they will be disqualified.** (See Genre & Creative Element section)
- **Pre-production is expected, but primary production (90% of creative activity) for all films must take place within the competition period to create and submit a completed film** that meets all requirements, between Friday - Sunday, July 18 - 27, 2025.
- A completed film is defined as a film with a locked cut, finished sound, music, VFX, computer graphics and credits including mandatory logos.
- All teams must adhere to VAFF's [Code of Conduct](#). Any team member who fails to do so will result in the team being disqualified.
- 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, 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 must **deliver finished films in the format and specifications** as detailed in the **TECH SPECS** section. MAMM reserves the right to convert the submissions to conform to screening format requirements.
- **All credits, with complete cast and crew, and logos provided by VAFF must appear in the submitted film credits.**
- **Film files must be completely uploaded to Google Drive Team Folders and MAMM Admin notified at mamm@vaff.org by 11:59 p.m. Pacific Time, Sunday, July 27, 2025, or the film will be disqualified. Google Drive timestamps would act as proof.**
Include:
 - In the email subject line: “[Your Team Name] MAMM20 submission”
 - In the body of your email:
 - The category (10 Minute Shorts)
 - The title of the film
 - The team name
 - The chosen genre

- **Electronic copies of completed final paperwork, (the Final Film Submission & Declaration Form, releases/permissions/ expense reports/receipts - forms provided) which require significant time to complete, must be completely uploaded to Google Drive Team Folders and MAMM Admin notified at mamm@vaff.org by 11:59 p.m. Pacific Time, Sunday, July 27, 2025, or the film will be disqualified. Google Drive timestamps would act as proof.**
- Final films submitted will be used towards judging. Teams are permitted, but NOT expected to tweak their films for the Gala Screening, limited to:
 - Touch ups on sound and music
 - Touch ups on colour correction
 - Touch ups on VFX and computer graphics
 - Extending the end credit sequence without any editing of the film (locked cut) itself, with the final runtime at no more than 11 minutes in length.
- A second delivery of the Gala Screening Copy will be required to meet screening requirements, detailed in the **TECH SPECS** section.
- All films that meet the qualifying criteria in these guidelines will be screened at the MAMM premiere and awards presentation. Disqualified films will not be eligible to compete for awards, but may be screened at the Gala Screening.
- 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.

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. Judges will not watch any material beyond the 3 min. mark.**
- 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, 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.

\$1,000 PRODUCTION SUBSIDY

- Only the Top 8 selected 10 Minute Shorts teams receive a one-time cash subsidy from VAFF of \$1000 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.
- The funds will be distributed to Team Leaders before the start of competition.
- Each team **must complete their film, submit receipts and an Expense Report** to account for the legitimate use of the full \$1000 by the Final Film Submission Deadline. Failure to do so will result in **reimbursement** of the full amount or any portion unaccounted for.

TECHNICAL SPECIFICATIONS

For Competition Submission:

- **File Name:** '[Film Name]_[Team Name]'
- **Resolution:** 1080p (1920x1080). Aspect ratios other than 1.78:1 should be letterboxed or pillarboxed within a 1920x1080 container.
- **Codecs:** H.264 (.mp4 or .mov) rendered at minimum 6 mbps
- **Frame Rate:** 23.98 fps
- **Audio:** Preferred at 48Khz 5.1 or Stereo, Export at 240 kb/s in AAC codec or uncompressed PCM.
- The digital file size of submitted films should not be more than **2GB**.

For Gala Screening:

This is solely for technical **fixes** to sound, music, colour, and credits. No picture recutting is allowed at this time. Please make sure your entire post production team is aware of the potential extended work window.

- **File Name:** '[Film Name]_[Team Name]'
- **Resolution:** 1080p (1920x1080). Aspect ratios other than 1.78:1 should be letterboxed or pillarboxed within a 1920x1080 container.
- **Codecs:** Quicktime (.mov) in Apple ProRes 422 LT or ProRes 422. We do

NOT accept ProRes 422HQ or 4444 files. Please provide an additional H264 file.

- **Colour Space:** ITU-R BT.709 (rec 709)
- **Gamma:** 2.4 (recommended) or 2.2
- **Frame Rate:** Progressive only; 24 FPS.
- **Audio Codec:** Linear PCM preferred. 48 KHz sample rate, 16 or 24 bit encoding. Ensure that multi-channel audio is interleaved into a single QuickTime audio track.
- **Audio Channel Layout:** 2 Channel Stereo: L, R. *There may be options for a pre-approval of 6 channel 5.1 with SMPTE standard: L, R, C, LFE, Ls, Rs. You will know ahead of time before the Gala Screening.
- **Subtitles:** If the film includes English subtitles, they must be “burned in” and positioned in the active picture area. Subtitles should never be found in the letterbox region.
- **Files Size:** Please flag if the file size is over 200 GB.

Essentially, MAMM will be screening a ProRes file of your film for better viewing at the Gala, but will need a smaller H264 file for regular use and viewing. Films are allowed but not expected to be tweaked, so if you have no need to make changes to your Final Film for competition, only a ProRes export of the same film is required.

MAMMENTORSHIP

- Group workshops will be available to all teams at no extra cost. They may be held in-person or virtually via webinars on the weekend of **Saturday, June 21, 2025, and Sunday, June 29, 2025**. The agenda will be shared with 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 CATEGORY

REGISTRATION

FEE

- **Early Bird Submission (May 2 - 12, 2025)**
Non-refundable registration fee of **US\$32 per team.**
- **Regular Submission (May 13 - June 2, 2025)**
Non-refundable registration fee of **US\$45 per team.**
- **Student Rate of US\$32 per team.**
- Fees must be paid through Filmfreeway in order to complete registration.
- **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, maximum 3 leaders) 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

- Please submit your pitches through FilmFreeWay: <https://filmfreeway.com/MAMM>
- Please ensure the following setting is enabled in your FilmFreeWay project download permissions: "Festivals that I submit to may download my video."
- All written pitches for 1 Minute Ultra Shorts must be submitted by 11:59 p.m. Pacific Time, Tuesday, June 2, 2025, or the team is disqualified.
- A maximum of **eight (8) teams** that score the highest on their pitches will be selected for competition and asked to submit a script and to make their film.

RULES & REGULATIONS*

- 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 1 Minute Ultra Shorts one film** and be a **member of only one 1 Minute Ultra Shorts 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 more than one category, but will only be selected for one category.
- 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 pitches and films must use the “creative element” provided below or they will be disqualified.** (See Genre & Creative Element section)
- **Pre-production is expected, but primary production (90% of creative activity) for all films must take place within the competition period to create and submit a completed film** that meets all requirements, between Friday - Sunday, July 18 - 27, 2025.
- A completed film is defined as a film with a locked cut, finished sound, music, VFX, computer graphics and credits including mandatory logos.
- 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.
- All teams must adhere to VAFF's [Code of Conduct](#). Any team member who fails to do so will result in the team being disqualified.
- 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. Credits can not be longer than 10 seconds. Total runtime must be within 1 minute 10 seconds.**
- **All credits, with complete cast and crew, and logos provided by VAFF must appear in the submitted film credits.**
- Films must comply with specifications detailed in **TECH SPECS**.
- Teams may use any camera(s) to shoot their film but must **deliver finished films in the format and specifications** as detailed in the **TECH SPECS** section. MAMM reserves the right to convert the submissions to conform to screening format requirements..
- **Film files must be completely uploaded to Google Drive Team Folders and MAMM Admin notified at mamm@vaff.org by 11:59 p.m. Pacific Time, Sunday, July 27, 2025, or the film will be disqualified. Google Drive timestamps would act as proof.**
Include:
 - In the email subject line: “[Your Team Name] MAMM20 submission”
 - In the body of your email:
 - The category (1 Minute Ultra Shorts)
 - The title of the film
 - The team name
 - The chosen genre
- **Electronic copies of completed final paperwork, (the Final Film Submission & Declaration Form, releases/permissions/ expense reports/receipts - forms provided) which require significant time to complete, must be completely**

uploaded to Google Drive Team Folders and MAMM Admin notified at mamm@vaff.org by 11:59 p.m. Pacific Time, Sunday, July 27, 2025, or the film will be disqualified. Google Drive timestamps would act as proof.

- Final films submitted will be used towards judging. Teams are permitted, but NOT expected to tweak their films for the Gala Screening, limited to:
 - Touch ups on sound and music
 - Touch ups on colour correction
 - Touch ups on VFX and computer graphics
 - No editing of the film (locked cut) itself, with the final runtime of the story portion at no more than 1 min. and credits portion at 10 seconds in length (total of 1 min. 10 sec. max.).
- A second delivery of the Gala Screening Copy will be required to meet screening requirements, detailed in the **TECH SPECS** section.
- All films that meet the qualifying criteria in these guidelines, will be screened at the MAMM premiere and awards presentation. Disqualified films will not be eligible to compete for awards, but may be screened at the Gala Screening.
- 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.

WRITTEN PITCH GUIDELINES

- This written pitch is a written and/or visual presentation of each team's idea for their proposed film in a **3 Page Pitch Deck**. Suggestions as follow:
 - 1st Page - To introduce an overview and story
 - 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)
 - Genre
 - What is the story (e.g. short synopsis)
 - How do you intend to complete your film?
 - How does your project stand out from other films?
 - 2nd Page - To show visuals and/or inspiration
 - Storyboards, look book, visual look
 - 3rd Page - To introduce the team
 - Any other confirmed people you feel will add credibility to your pitch (e.g. actors)

- Each team can submit only one written pitch.
- **Each team must be represented by at least one key creative team member, e.g. Team Leader, Director, Cinematographer, 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.

\$150 PRODUCTION SUBSIDY

- Only the Top 8 selected 1 Minute Shorts teams receive a one-time cash subsidy from VAFF of \$150 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.
- The funds will be distributed to Team Leaders before the start of competition.
- Each team **must complete their film, submit receipts and an Expense Report** to account for the legitimate use of the full \$150 by the Final Film Submission Deadline. Failure to do so will result in **reimbursement** of the full amount or any portion unaccounted for.

TECHNICAL SPECIFICATIONS

For Competition Submission:

- **File Name:** '[Film Name]_[Team Name]'
- **Resolution:** 1080p (1920x1080). Aspect ratios other than 1.78:1 should be letterboxed or pillarboxed within a 1920x1080 container.
- **Codecs:** H.264 (.mp4 or .mov) rendered at minimum 6 mbps
- **Frame Rate:** 23.98 fps
- **Audio:** Preferred at 48Khz 5.1 or Stereo, Export at 240 kb/s in AAC codec or uncompressed PCM.
- The digital file size of submitted films should not be more than **2GB**.

For Gala Screening:

This is solely for technical **fixes** to sound, music, colour, and credits. No picture recutting is

allowed at this time. Please make sure your entire post production team is aware of the potential extended work window.

- **File Name:** '[Film Name]_[Team Name]'
- **Resolution:** 1080p (1920x1080). Aspect ratios other than 1.78:1 should be letterboxed or pillarboxed within a 1920x1080 container.
- **Codecs:** Quicktime (.mov) in Apple ProRes 422 LT or ProRes 422. We do NOT accept ProRes 422HQ or 4444 files. Please provide an additional H264 file.
- **Colour Space:** ITU-R BT.709 (rec 709)
- **Gamma:** 2.4 (recommended) or 2.2
- **Frame Rate:** Progressive only; 24 FPS.
- **Audio Codec:** Linear PCM preferred. 48 KHz sample rate, 16 or 24 bit encoding. Ensure that multi-channel audio is interleaved into a single QuickTime audio track.
- **Audio Channel Layout:** 2 Channel Stereo: L, R. *There may be options for a pre-approval of 6 channel 5.1 with SMPTE standard: L, R, C, LFE, Ls, Rs. You will know ahead of time before the Gala Screening.
- **Subtitles:** If the film includes English subtitles, they must be "burned in" and positioned in the active picture area. Subtitles should never be found in the letterbox region.
- **Files Size:** Please flag if the file size is over 200 GB.

Essentially, MAMM will be screening a ProRes file of your film for better viewing at the Gala, but will need a smaller H264 file for regular use and viewing. Films are allowed but not expected to be tweaked, so if you have no need to make changes to your Final Film for competition, only a ProRes export of the same film is required.

MAMMENTORSHIP

- Group workshops will be available to all teams at no extra cost. They may be held in-person or virtually via webinars on the weekend of **Saturday, June 21, 2025, and Sunday, June 29, 2025**. The agenda will be shared with all teams ahead of the workshop.
- 1 Minute Ultra Shorts teams are now eligible for one-on-one mentorship.

VERTICAL SERIES CATEGORY

REGISTRATION

FEE

- **Early Bird Submission (May 2 - 12, 2025)**
Non-refundable registration fee of **US\$42 per team.**
- **Regular Submission (May 13 - June 2, 2025)**
Non-refundable registration fee of **US\$55 per team.**
- **Student Rate of US\$42 per team.**
- Fees must be paid through Filmfreeway in order to complete registration.
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TEAM LEADER/CONTACT

- Please send all correspondence to mamm@vaff.org.
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- There is no limit to the number of video pitches that meet submission and eligibility requirements to be accepted.
- A maximum of **three (3) teams** that score the highest on their pitches will be selected for competition and asked to submit a script and to make their film.

RULES & REGULATIONS*

- 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 Vertical Series** (sometimes broadly referred to as films below) and be a **member of only one team in another category**. 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 more than one category, but will only be selected

for one category.

- 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 or they will be disqualified.** (See Genre & Creative Element section)
- **Pre-production is expected, but primary production (90% of creative activity) for all films must take place within the competition period to create and submit a completed film** that meets all requirements, between Friday - Sunday, July 18 - 27, 2025.
- A completed series defined as a film with a locked cut, finished sound, music, VFX, computer graphics and credits including mandatory logos.
- 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.
- All teams must adhere to VAFF's [Code of Conduct](#). Any team member who fails to do so will result in the team being disqualified.
- 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 have at least 3 consecutive episodes and the maximum total runtime of the full series must not be longer than 8 minutes (including titles and credits)**. The duration of each episode is flexible and entirely left to the team to decide.
- Films must comply with specifications detailed in **TECH SPECS**.
- Teams may use any camera(s) to shoot their film but must **deliver finished films in the format and specifications** as detailed in the **TECH SPECS** section. MAMM reserves the right to convert the submissions to conform to screening format requirements.
- **All credits, with complete cast and crew, and logos provided by VAFF must appear in the submitted film credits** to appear at the end of the last episode of the series.
- **Film files must be completely uploaded to Google Drive Team Folders and MAMM Admin notified at mamm@vaff.org by 11:59 p.m. Pacific Time, Sunday, July 27, 2025, or the film will be disqualified. Google Drive timestamps would act as proof.**
Include:
 - In the email subject line: “[Your Team Name] MAMM20 submission”

- In the body of your email:
 - The category (Verticals)
 - The title of the film
 - The team name
 - The chosen genre
- **Electronic copies of completed final paperwork, (the Final Film Submission & Declaration Form, releases/permissions/ expense reports/receipts - forms provided) which require significant time to complete, must be completely uploaded to Google Drive Team Folders and MAMM Admin notified at mamm@vaff.org by 11:59 p.m. Pacific Time, Sunday, July 27, 2025, or the film will be disqualified. Google Drive timestamps would act as proof.**
- Final films submitted will be used towards judging. Teams are permitted, but NOT expected to tweak their films for the Gala Screening, limited to:
 - Touch ups on sound and music
 - Touch ups on colour correction
 - Touch ups on VFX and computer graphics
 - Extending the end credit sequence without any editing of the film (locked cut) itself, with the final runtime at no more than 11 minutes in length.
- A second delivery of the Gala Screening Copy will be required to meet screening requirements, detailed in the **TECH SPECS** section.
- Completed Vertical Series will be uploaded on digital platforms for public viewing, and will be judged between Aug 1 - 10 based on their marketability and best metrics online.
- Only one (1) winning film for the Best MAMM Vertical Series award will be screened at the MAMM premiere and awards presentation. Disqualified films will not be eligible to compete for awards, but may be screened during the online judging period.
- 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.

VIDEO PITCH GUIDELINES

- This video pitch is a short verbal and/or visual presentation of each team's idea for their proposed film and its concept.
- Each team can submit only one video pitch.
- **The video pitch must not be longer than 3 minutes. Judges will not watch any material beyond the 3 min. mark.**
- 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, 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.
 - Tip: Vertical Series are evaluated on what makes viewers want to watch the whole series, so think about how to build in cliffhangers.
 - **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.

\$500 PRODUCTION SUBSIDY

- The Top 3 selected Vertical Series teams receive a one-time 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.
- The funds will be distributed to Team Leaders before the start of competition.

Each team **must complete their film, 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.

TECHNICAL SPECIFICATIONS

For Competition Submission:

- **File Name:** '[Film Name]_[Team Name]'
- **Resolution:** 1080p (1080x1920, 9:16).
- **Codecs:** H.264 (.mp4 or .mov) rendered at minimum 6 mbps
- **Frame Rate:** 23.98 fps

- **Audio:** Preferred at 48Khz 5.1 or Stereo, Export at 240 kb/s in AAC codec or uncompressed PCM.
- The digital file size of submitted films should not be more than **2GB**.

For Gala Screening:

This is solely for technical **fixes** to sound, music, colour, and credits. No picture recutting is allowed at this time. Please make sure your entire post production team is aware of the potential extended work window.

- **File Name:** '[Film Name]_[Team Name]'
- **Resolution:** 1080p (1080x1920, 9:16).
- **Codecs:** Quicktime (.mov) in Apple ProRes 422 LT or ProRes 422. We do NOT accept ProRes 422HQ or 4444 files. Please provide an additional H264 file.
- **Colour Space:** ITU-R BT.709 (rec 709)
- **Gamma:** 2.4 (recommended) or 2.2
- **Frame Rate:** Progressive only; 24 FPS.
- **Audio Codec:** Linear PCM preferred. 48 KHz sample rate, 16 or 24 bit encoding. Ensure that multi-channel audio is interleaved into a single QuickTime audio track.
- **Audio Channel Layout:** 2 Channel Stereo: L, R. *There may be options for a pre-approval of 6 channel 5.1 with SMPTE standard: L, R, C, LFE, Ls, Rs. You will know ahead of time before the Gala Screening.
- **Subtitles:** If the film includes English subtitles, they must be "burned in" and positioned in the active picture area.
- **Files Size:** Please flag if the file size is over 200 GB.

Essentially, MAMM will be screening a ProRes file of your film for better viewing at the Gala, but will need a smaller H264 file for regular use and viewing. Films are allowed but not expected to be tweaked, so if you have no need to make changes to your Final Film for competition, only a ProRes export of the same film is required.

GENRE & CREATIVE ELEMENT

- **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 **creative element must be incorporated** in the **final film** for all films or series in all categories, and must be discussed in the pitch.

BEYOND ASIAN

- This year, the VAFF organization (VAFF/Industry/Elimin8Hate) theme "Beyond Asian" aims to provide audiences with a kaleidoscope of protagonists with unique stories that transcend the monolithic "Asian" identity. Informed by diverse individual backstories and life journeys, battling through adversities characteristic to each and every hero, VAFF endeavours to champion crowd-pleasing eccentricities, individualism and the storytelling prowess of filmmakers with one-of-a-kind tales to tell. Unapologetically diverse, even within our diaspora, films should ignite a future where "Asian" can have a plethora of meanings beyond overarching stereotypes.
- The provided creative element **may be incorporated into the submitted film or series 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 that the creative element is used **must be explained in the video or written pitch, and will be part of the judging criteria in the Pitch phase and final judging** based on:
 - How creatively the element is incorporated into the final film, and/or
 - How theme or plot-relevant the integration of the element is in the final film.

INNOVATION IN STORYTELLING AWARD

FOUNDED BY LEON NG

INTRODUCTION

- The Innovation in Storytelling Award recognizes emerging filmmakers who are reimagining how stories are told by embracing new formats, technologies, or creative approaches. From vertical video to immersive storytelling, the award celebrates bold, forward-thinking creators who are shaping the future of film.
- Established with the generous support of Leon Ng, a longtime supporter & Lifetime Benefactor of VAFF, to encourage emerging filmmakers to push the boundaries of how stories are told using innovative thinking and techniques.
- Through this award, Leon aims to empower a new generation of storytellers to innovate fearlessly, experiment with form, and shape the future of film.
- Note: Innovation can be demonstrated through concept, style, format (e.g., Vertical Video), tools (e.g., new software), or process, and not limited to technology.

Eligibility & Submission

- All selected MAMM Finalists in the Shorts, Ultra Shorts, and Vertical Series categories are eligible for competition.
- All filmmakers who want to be considered for this award must submit an application form by Monday 11:59 p.m. on July 28, 2025, which is 24 hours after the final film submission deadline:
- The application form will be shared to all MAMM Finalists during the MAMMentorship Workshop period. Contestants will be asked to answer the 3 questions detailed below in the evaluation criteria.
- Optional: a video of less than 1 minute or images can be emailed via links if additional materials to illustrate your case are necessary.

Judging

- One winner will be selected amongst all submissions by the award founder, and will be announced at the Gala. Films will be evaluated based on:

1. Innovation & Originality

- Does the film incorporate fresh, bold, or unexpected storytelling techniques — whether through structure, visuals, or use of technology?
- Some Examples:
 - Using unconventional or unexpected camera work in filming
 - Using animation, cutting-edge techniques, or mixed media
 - Nonlinear storytelling, reverse timelines, or split-screen narratives
 - Integrating text messages, voice notes, or social media interfaces into the story

2. Storytelling Impact

- Has the innovation meaningfully enhanced the narrative, pacing, emotional connection, or viewer experience?
- Some Examples:
 - A unique structure that deepens the emotional arc
 - Experimental audio or sound design that intensifies mood or atmosphere
 - Visual techniques that help reveal character or theme more powerfully
 - Format choices (like POV or interactive elements) that pull the viewer deeper into the story

3. Execution & Production Value

- Has the use of innovative thinking or technique improved the overall quality or effectiveness of the film's production or post-production?
- Some Examples:
 - Drone or handheld camera work that adds cinematic style on a budget
 - Smart use of natural lighting or minimal setups for strong visual impact
 - Creative editing or transitions that enhance rhythm and storytelling
 - Resourceful use of effects, filters, or color grading to elevate tone and polish

AI USAGE DISCLOSURE

- If the final film contains any AI-generated elements, you must disclose this clearly at the time of submission via email to mamm@vaff.org. Please include specific details on how and where AI was used in the production, including:
 - Was Artificial Intelligence (including generative AI) used in this project?
 - If yes, in what ways and in which parts of the production was it applied?
- AI-generated content must comply with all applicable laws and regulations, including those related to copyright, image rights, and intellectual property.
- You may not use the likeness of real individuals—especially public figures or actors—without their explicit written consent. You must include said written consent as part of aforementioned disclosure about AI usage.
- The use of copyrighted material or any third-party intellectual property requires proper written authorization from the rights holder. You must include said written authorization as part of aforementioned disclosure about AI usage.
- You are fully responsible for securing all rights necessary for the content you submit. MAMM does not and will not verify these rights and will not be held responsible for any violations.
- If any legal claims arise from your use of AI-generated content, you agree to assume full responsibility and indemnify MAMM, VAFF and their affiliates, volunteers, agents, employees and representatives against any losses, costs, liabilities and expenses arising out of such legal claims.

PRIZES, PERKS & PROMOTIONS (ALL CATEGORIES)

Prizes & Awards:

- Cash prizes and industry in-kind prizes will be awarded for the following adjudicated categories for both 10 Minute Shorts and 1 Minute Ultra Shorts categories.
 - Best Film Award
 - Best Director Award
 - Best Performance Award
 - Best Screenwriting Award
 - Best Cinematography Award
 - Best First Time Director 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 Ultra Short
 - The People's Choice Award: Best Performance for Short
 - The People's Choice Award: Best Performance for Ultra Short
- \$1,000 cash for the winner of the inaugural Innovation in Storytelling Award.
- \$1,000 cash for the winner of the inaugural Best Vertical Series Award.
- All winners will be announced and awarded at the MAMM Gala Screening & Awards Presentation event on August 30th, 2025.
- All winning films will become an Official Selection and be showcased at the 29th Annual Vancouver Asian Film Festival, November 6 - 16, 2025.

Perks & Promotions:

- There is a \$1,000 Cash Production Subsidy for 10 Minute Shorts, \$150 for 1 Minute Ultra Shorts, and \$500 for Vertical Series. Conditions apply.
- In-kind sponsorship support is available to all teams towards production in British Columbia. The sponsor list will be announced during the MAMMentorship weekend. Sponsorship outside of BC will be a case by case situation.
- VAFF may assist in the distribution of the winning shorts through VAFF media partners upon agreement with filmmakers.
- VAFF may contact Team Leaders to arrange behind-the-scenes (BTS) filming during their production period.
- VAFF will provide digital and print promotion for the competing teams.
- The Best Ultra Short Film in collaboration with E8 will be showcased on E8's social media platforms.

MARKETING (ALL CATEGORIES)

- VAFF will promote all films and teams in competition leading up to the MAMM Gala Screening 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 @MAMM_VAFF #VAFF #MAMM20 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.

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 a 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 logos as well as key sponsors' logos must appear in the end credits** and will be provided.

UBCP/ ACTRA PERFORMER REQUIREMENTS (ALL CATEGORIES)

- **UBCP/ACTRA (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 Program** at least 5 business days prior to principal photography: <https://ubcpactra.ca/ulb/40underindie/>
- **IMPORTANT: If the film uses even ONE performer who is a UBCP member, the film must apply for an ultra-low budget agreement with UBCP/ACTRA.**

***DISCLAIMER**

- 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 or 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: erroneous, late, incomplete or misdirected submission, regardless of the cause; failure for any reason whatsoever of any competitor to receive any notifications; or 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.
- VAFF takes reasonable anti-piracy and security precautions. By submitting a film/video to VAFF, the applicant hereby releases VAFF from any and all liability in the event of theft, unauthorized access or copying, or any breach of copyright of the film while it is in VAFF's possession or on VAFF's online screening platform. VAFF reserves the right to rule, in its sole and absolute discretion, on cases and situations not foreseen and stated under this Information Package.