

INNOVERSITY CREATIVE SUMMIT 2014

PITCH COMPETITION:

HOW TO APPLY OVERVIEW

PITCH COMPETITION OPENS: August 8th 2014. 12:01 am. EDT

PITCH COMPETITION CLOSES: September 20th 2014. 11:59 pm. EDT

Projects must be relevant to or reflect Canadians and demonstrate a multimedia strategy. At the Summit, finalists have just seven minutes to pitch their project idea to a panel of experienced industry judges and seven minutes to answer questions for a chance to be awarded amazing production prizes, visual effects, post-production, cash awards and extensive professional development opportunities.

An industry selection jury will pick (4) four projects in each category to go to the Summit Boot Camp and to then compete in **The Innoversity Pitch Competition** featured during the [Innoversity Creative Summit](#) on **October 28th** and **October 29, 2014**.

THE FOUR PITCH COMPETITION CATEGORIES:

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| 1. Television: Scripted - Sponsored by BELL MEDIA | (4 teams) |
| 2. Television: Unscripted - Sponsored by SHAW MEDIA | (4 teams) |
| 3. Digital Media Storytelling | (4 teams) |
| 4. Short Film for Theatrical Release | (4 teams) |

TELEVISION: Scripted: Sponsored By [BELL MEDIA](#)

- **TV half-hour - TV 1hr series, Movie of the Week (MOW), Feature**

Fictional Television Series: Comedy, Drama series.

The project must organically reflect the Innoversity themes of Innovation, Diversity and Creativity. Proposals for fictional programs: comedy series (sitcoms), scripted fictional series. These should be original, TV half-hour or hour long-shows for Television broadcast or one off standalone MOW program. The project should highlight Canadian people, culture and/or issues of interest to and/or about Canadians. Should include a multiplatform strategy.

TELEVISION: Unscripted. Sponsored by [SHAW MEDIA](#)

TV half-hour-TV 1hr series, or one-off Feature length documentary.

Reality, Lifestyle, Entertainment or Game shows, TV half hour to TV one hour series or feature length documentary.

The project must organically reflect the Innoversity themes of Innovation, Diversity and Creativity. Program ideas for a series or a one-off documentary based on real people and/or on actual events that are unscripted and of interest to or reflecting Canadians.

Genres for series concepts may include lifestyle, entertainment, reality, docudrama, how-to, information and game shows. Short-form documentary ideas should be original works of non-fiction, made to inform, educate and entertain as well as offer critical analysis of topics. These should include a multiplatform strategy. Be bold and original.

DIGITAL MEDIA STORYTELLING:

Webisodes, web series, interactive, audio/podcasts series, radio show, online factual series, online scripted series, investigative news series. 'Transmedia.'

The project must organically reflect the Innoversity themes of Innovation, Diversity and Creativity.

Proposals can include story-telling ideas such as short film series for mobile, webisodes, webseries, audio/podcasts that start on the internet and use audio, video, social media and other elements to create multidimensional user experiences to entertain or cover news related, social, and cultural or current geopolitics issues. **(Exception of interactive websites, all series, no one-offs.)**

The project should highlight Canadian people, culture and/or issues of interest to and/or about Canadians. These should include a multiplatform strategy. Be bold and original.

SHORT FILM: Theatrical/Film Festival/Distribution:

1 min-40 mins.

Fiction or Documentary

The project must organically reflect the Innoversity themes of Innovation, Diversity and Creativity. Original Short length film ideas with a running time of between 1 minute to maximum 40 minutes in length for film festival circuit, and distribution. These should have a film festival marketing strategy. Be bold and original.

Fictional genres: can include comedy, mystery, animation, live action/animation hybrid, drama, thriller, science fiction/fantasy, romantic comedy and action adventure.

Documentary ideas: should highlight Canadian people, culture and/or issues of interest to and/or about Canadians.

These should include a multiplatform strategy.

PITCH COMPETITION 2014: Steps to Applying

Steps to Applying to Innoversity Summit Pitch Competition 2014:

1. Please read **PITCH COMPETITION PRIZES WITH CATEGORY DESCRIPTIONS**
2. Please read **FULL PITCH COMPETITION SUBMISSION GUIDELINES.**
3. Please read **PITCH COMPETITION FAQs**
4. Please use **PITCH COMPETITION APPLICATION FORM**
5. **PAY HERE**

STEPS TO APPLYING TO INNOVERSITY SUMMIT 2014 BONUS MENTORSHIPS:

Open only to finalists selected by Industry Pre-Selection jury on October 9th 2014.

1. Please see **BONUS MENTORSHIPS**
2. Please read **HOW TO APPLY**
3. Please use **BONUS MENTORSHIP APPLICATION FORM**

The following material must be included in your application:

1. **Completed Application and Release form**
 2. **Entry Fee.** Payable online through our website. Please include receipt transaction number with your application.
 3. **Submission Checklist**
 4. **Logline and Synopsis** (Two page maximum)
Outline of your project idea, key characters and storyline. We want to get a sense of the tone, the flavor, the charm and the twists and turns of your idea. **With series only the first episode please.**
 5. **Treatment** (Two page maximum)
Describe the project's subject matter and how it reflects, entertains and/or is relevant to a Canadian audience. Also tell us about the project's commercial hook (if any) and the transmedia strategy. Include the format, audience and genre of production, and explain any rights, access or clearance issues with the subject and/or interviews. With series only the first episode please.
 6. **Financing Information Summary**, if applicable (One page maximum)
Outline development costs, a finance plan or summary of production costs (do not include a detailed budget).
 7. **Creative Team Resumes** (two page maximum per team member)
Resumes should include contact information, description of each team member's role in the project, and prior screening credits, awards and recognitions, if any.
 8. **Creative Team Bios** (500 word maximum per team member).
 9. **Visual Support Material** of 5 minutes or less per team may be included with this application. Please provide a **website, YouTube or Vimeo** link to your visual support materials and any access information we may require. Visual support material may not exceed 5 minutes in length.
- **Applications will only be accepted electronically.**
 - **Applications must be received by 11:59pm EST – September 20th 2014.**
 - **Applications must be sent to: PitchMe@innoversity.com**