

INNOVERSITY CREATIVE SUMMIT 2014

PITCH COMPETITION: Guidelines, Rules and Regulations

'Stacking The Decks'

Do you want to create your Television, film, digital media idea, documentary, radio show, interactive or web series? **The Innoversity Creative Summit** is back in 2014 with a staggering amount of film, TV, digital media opportunities from 'soup to nuts.'

The 2014 Summit offers a chance to win cash awards from our sponsors [BELL MEDIA](#) (E!,CTV, Bravo, Discovery Channel, Comedy, Space, MTV) and [SHAW MEDIA](#) (Global, Showcase, History Channel, Movietime, Slice, Independent Film Channel, National Geographic, BBC Canada)

A dream team of mentorships from industry giants, cash, a US film festival screening of your completed work and the invaluable and the unquantifiable resources of months of real honest face time with media industry giants and people who can get help you shape your ideas on the road to getting them made. And even a tour of NASA.

1. **Phase One:** Jurors: Projects reviewed by media industry practitioners and broadcasters.
2. **Phase Two:** Boot Camp. Ryerson University. Chosen finalist teams are trained and grilled by a group of media veterans, media professors, showrunners, broadcasters, executives from Bell Media, Shaw Media, Canadian Film Centre, Movie Network, top current production companies and hot producers and more, at an all-day Boot Camp in mid-October. Projects are shaped and made solid.
3. **Phase Three:** Judges. Finalists pitch their final projects before a group of industry experts often as diverse as TV producers, Film producers, showrunners, acquisitions, broadcast executives, Bell Media, Shaw Media, National Film Board of Canada, production companies and Summit attendees. **October 28th** and **October 29th 2014.**

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

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

THE FOUR PITCH COMPETITION CATEGORIES:

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)

An industry jury will select (4) four projects in each category to compete in **The Innoversity Pitch Competition** featured during the [Innoversity Creative Summit](#) on October 28th /October 29, 2014.

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 professional development opportunities and cash awards.

Innoversity Pitch Competition winners will be featured on the Innoversity Creative Summit [web site](#) and finalists will have many opportunities during the Summit to rub shoulders with the movers and shakers in Canada's media industry, build networks and participate in discussions about trends and thought-provoking ideas.

As an added bonus, **The Innoversity Pitch Competition** finalists (maximum 2 per project) will be invited to **The Innoversity Pitch Competition Boot Camp** for a day of exclusive, expert training and feedback to prepare them for the competition.

TELEVISION: Scripted:

Sponsored by [BELL MEDIA](#)

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

Fictional Television Series: Comedy, Drama, Sci-Fi 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 Movie of the Week program or feature film. 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.

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.

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.

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.

ENTRIES MUST BE RECEIVED VIA EMAIL BY 11:59 PM EST. SEPTEMBER 20th 2014.

- **The Innoversity Pitch Competition** requires **complete proposals**. Once submitted, no revisions or additions will be accepted. This ensures that **The Innoversity Pitch Competition** can process proposals it receives in a timely manner. Submissions received after the deadlines will not be accepted nor considered.
- **Entries must meet all the application requirements and be accompanied by the entry fee to be considered complete. Only complete submissions sent by email by the deadline will be accepted.**
- Individuals from the broadcasters and media industry in general comprise the Innoversity preselecting Jury Members. They will review all complete submitted proposals and the finalists for each category will be chosen. **The Innoversity Pitch Competition** finalists will be announced **October 9th, 2014**. Early submissions recommended.
- The Innoversity Creative Summit and **The Innoversity Pitch Competition** will be held on **October 28 & 29, 2014** in Toronto at the Appel Salon, Toronto Reference Library (Yonge and Bloor).

Application Guidelines and Criteria

In all of **The Innoversity Pitch Competition** categories, Innoversity will give priority to [transmedia](#) proposals that offer new, interesting and innovative ways to engage and entertain audiences through more than one platform. The Innoversity themes are Innovation, Diversity and Creativity.

1. **The Innoversity Pitch Competition** is open to Canadian residents only. However, non-Canadians may apply only with a Canadian producer or executive producer or director who is currently a registered permanent resident of Canada in 2014.
2. Up to two team members (maximum per team) selected as finalists for **The Innoversity Pitch Competition** will be invited to attend **The Innoversity Pitch Competition Boot Camp** which is a one day event in October, prior to the Summit. Date TBD. (estimate between October 19th and October 23rd). Applicants may pitch individually or as a team.
3. 2013 Pitch winners are not allowed to apply in 2014. 2013 applicants and finalists however are welcomed to reapply with the same, but reshaped 2013 project.
4. All finalists pitching (max. 2 per team) will receive free entry to the Creative Summit on the day they are pitching (Oct 28 or 29) and will be invited to attend the Awards Ceremony and Reception on Oct 29.
5. For all others not chosen to be finalists, their Summit 2 Day pass will be reduced by \$40 should they chose to attend.
6. It is recommended that creators and teams include at least one key creative person above the line (producer, director, host or writer) who is an Aboriginal person, member of a visible minority, or a person with a disability.
7. Finalists in each category will be announced by **October 9th, 2014**. We appreciate everyone's participation, but only those selected as finalists will be notified.
8. Finalists must confirm availability to present and compete in person at the Innoversity Creative Summit on October 28th and 29th, 2014.
9. Submissions by the same team or individual to more than one category will be considered separate entries and should independently meet the submission requirements for that category and be accompanied by a **separate entry fee applicable to that category and entry deadlines**. Only one project from same submitting team may be selected.

Applications will only be accepted electronically.

Applications must be sent to: PitchMe@innoversity.com

PRIZES

- *All category prizes unless otherwise stated must be used toward the pursuit, creation and completion of project pitched at Innoversity 2014 unless written approval granted from Innoversity Summit, they are not transferable.*
- Note: Some limitations apply. Mentorship and internship based on mentor schedule.
- WFW Production Grant. Some limitations apply. Excluding generators and dollies.
- Post production and VFX grants available beginning 2015 with date set with company.
- If the project wins a mentorship award or prize that award will go to the lead signing applicant, unless otherwise stated.
- If the project wins cash, production, postproduction or visual effects, that award must not be divided and used all of that award must go solely to the project pitched and/ or won at Innoversity Summit 2014.
- Mentorships can only be assigned to one (1) lead teammate. Unless stated by mentor.
- CSV Charles Street Video Membership will only be assigned to the lead signing applicant.
- Pitch awards in categories TV scripted, TV unscripted, Short Film and Digital Media Storytelling can only be applied to the project pitched and won at the Innoversity Creative Summit 2014.

Visual Effects:

- Production must have proof of financing in place to claim Visual Effects (VFX) prize.

INNOVERSITY PITCH COMPETITION

Submission Criteria

- Ideas must be original work, submitted by creator or creator's representative based on original concepts from the creators/ creative teams, any rights/permissions to ideas connected to existing programs or media must be secured by creators/creative teams in advance of and proven during the application/selection process.
- Submissions *must*:
 - be relevant to or reflect Canadians
 - demonstrate/outline a multimedia strategy
 - demonstrate/outline the commercial viability of the pitch project
- The project must not have been previously pitched to, or received development funding from any of Innoversity Pitch Competition sponsors.
- If a sponsor is attached to the category, the project proposal should target the programming needs of that category as defined by the category sponsor.
- Treatment and subject matter must be original and innovative. High quality writing, research and presentation are critical.

INNOVERSITY PITCH COMPETITION

Submission Guidelines

PITCH COMPETITION 2014: Steps to Applying/Submitting your project

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](#). \$40 fee plus HST and service fee. Include entry number in Application.

Please be sure to:

In Email Application Subject line:

1. 2014. Pitch Category. Name of the Project.
e.g. **2014. TV SCRIPTED: 'Killer of Sheep'**
2. Indicate the category you are applying to in the email subject line.
3. Project Name.
 - Combine the required documents into one word or .pdf document.
 - Label and number all creative/support materials and include the name of the project and the name and contact information of the key contact in your document footer.
 - Provide us with a website, YouTube or Vimeo link to your visual support materials and any password/access information we may require.
 - Ensure visual support materials do not exceed **5 minutes in length**.

VISUAL MATERIAL APPLICATION:

NOTE: If visual material required for submission we do not accept video files as attachments nor do we accept mail-ins of any kind. If you wish to submit visual material, please upload to a hidden link or password protected link and submit with description. Only links to video and websites will be accepted.

AT PITCH: VISUAL MATERIAL ACCEPTED AT SUMMIT FOR PITCH:

There will be a technical rehearsal day set for finalists to test their material at the Summit.

Digital Files: MOV, Mp4, Windows Media. Photo: TIFF J-Peg

DVD: North America region. NTSC. Region 1 or Region Free.

- Please do not send originals. Submitted materials will NOT be returned under any circumstances.
- Applicants are responsible to ensure all materials are submitted in standard, accessible formats. Test all materials beforehand. On different computers if you can.
- Strongly recommended that finalists bring back up copies of their visual material, including having a different format.
- Will be run on a computer at the Summit.

The following material must be included in your application:

1. **Completed Application and Release form**
 2. **Entry Fee.** Payable online through our website
 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.
 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.
 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. Please note visual support material may not exceed 5 minutes in length.
 10. **How/where Did You Hear About INNOVERSITY CREATIVE SUMMIT in 2014?** 25 words.
(please be brief)
-
- **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**

INNOVERSITY PITCH COMPETITION

BONUS MENTORSHIPS

ENTRY DEADLINE: September 20th 2014. 11:59 pm.

THE FOUR MENTORSHIP CATEGORIES:

5. **Television: Scripted - Sponsored by [BELL MEDIA](#)**
6. **Television: Unscripted - Sponsored by [SHAW MEDIA](#)**
7. **Digital Media Storytelling**
8. **Short Film for Theatrical Release**

RULES/GUIDELINES:

1. Submit Bonus mentorship application along with your Pitch submission.
2. Only Pitch Competition Finalists will be considered for bonus mentorships.
3. Applicants may only apply to the mentor category that matches their pitch. I.e. If you are applying to TV Scripted you may only apply to the TV Scripted mentorship.
4. Maximum 3 members of a finalist team may apply.
5. Mentor will select project and applicant.
6. Winner of the Pitch Category is not necessarily winner of the mentorship.
7. Finalists will be invited for a brief Interview scheduled with the mentor between October 9th and October 27th.
8. Winner will be announced at the awards on October 29th.

HOW TO APPLY

Please follow each step closely for consideration.

Applicants must write the following explaining under the following **headings**:

1. **EMAIL SUBJECT LINE: 2014 MENTORSHIP WITH (Person's name)/(Your name).**
e.g. MENTORSHIP WITH JOHN SMITH/Agnes Fung.

2. **ABOUT ME:**
 - **NAME:** Your name
 - **BIO:** a bio. (**500 words**) 1 page max.
 - **CV:** One (1) page max.

3. **MENTOR:** Why you want to work with this mentor. (**300 words max.**)

4. **NAME OF SUBMITTED PROJECT:**
 - What the project is about
 - Where your project is at in development
 - How your project fits with our mandate of *Innovation, Diversity, Creativity*.

5. **GOALS:** Your long term goals as a content creator. (**300 words max.**)

6. **THREE GREAT PROJECTS:** Name three projects, TV series scripted or unscripted, MOWs, documentaries, feature films, short films, or digital media projects, that you wish you had created and why. (**150**)
 - **NOTES:** (Don't worry that you don't have much experience, it's not just about experience. The mentors have lots of it.)

INNOVERSITY PITCH COMPETITION

Terms and Conditions

1. The Project must be owned by the company or individual(s) pitching;

1.1 Company, individual or team must be Canadian resident(s) or Canada incorporated;

1.2 Presentations must not contain or envision a project that would contain material, images, or text, that, as determined by the Judges:

- i) May be obscene, as defined by the *Criminal Code*, s.163 (8);
- ii) Would constitute Child Pornography, as defined by s. 163.1 of the *Code*;
- iii) Depicts or endorses sexual violence or any prohibited sexual acts under the *Code*, including, but not limited to sexual interference, sexual exploitation, and sexual assault;
- iv) Would constitute a civil libel or a criminal libel, including the *Criminal Code* offences of Seditious Libel Blasphemous Libel or Defamatory Libel or would constitute Hate Propaganda as described in ss. 318-319 of the *Code*, or any other analogous prohibited speech, as determined by the Judges.

2. Application Agreements

2.1 Each Entrant, by the act of submitting an Application, warrants that:

- i) The Entrant has carefully reviewed these rules;
- ii) The Entrant meets the eligibility requirements;
- iii) The Entrant agrees to comply with these Competition Rules;
- iv) The concept submitted on the Application is the Entrant's original creation, has never been published or produced, and does not infringe any rights of a third party.

2.2 Grants a non-exclusive, worldwide, perpetual, license to the Organizers to use, exploit and distribute and to permit others to use, exploit and distribute, in any media whatsoever now known

or hereafter created, including, without limitation, the Internet, the material submitted as part of an Application, **The Innoversity Pitch Competition** Bootcamp and **The Innoversity Pitch Competition** presentations, Entrant's name, likeness, image, or voice without any further consent or compensation of any nature or kind, provided that such use, exploitation and/or distribution by the Organizers and their sub-licensees is for one or more of the following purposes:

- i) to operate the Competition;
- ii) to promote the Competition or other events organized by the Organizers;
- iii) to show and exhibit this material and information at a public exhibition (The Innoversity Creative Summit), as discussed below.

2.3 Agrees that the Organizers may:

- i) Share the Application or any of its contents with the Judges, jury members, trainers and mentors selected by the Organizers;
- ii) Discuss and disclose the Entrants and their pitches in any media whatsoever, now known or hereafter created, including, without limitation, the Internet.

2.4 Understands that, except as herein provided for, the Organizers:

- i) Do not claim any intellectual property right in the Application material submitted to it, including, but not limited to copyright or moral rights;
- ii) Will not disclose personal information regarding the Entrant beyond the Entrant's name and background biographical information. Postal addresses, phone numbers, email addresses and websites will not be disclosed without prior written permission from the Entrant;

2.5 Agrees that the Organizers and any person or entity connected with the development, administration, reviewing or judging of any element of The Big Pitch Competition and any of their respective parent organizations, affiliates, subsidiaries, agents or representatives are not responsible for and are in no way liable for any injuries, loss or damages caused by:

- i) The administration or scheduling of **The Innoversity Pitch Competition** including any failure of transportation or inability for any reason to come before the respective panels of Judges;
- ii) The Entrant's disqualification or failure in being selected or the results or decisions of a jury or the individual judges, including the failure of the Entrant to meet or comply with these Competition Rules;
- iii) Any printing, typographical or technological errors in any materials associated with the Competition;

iv) The failure of the Application to be received by the Organizers by the deadline established in these Rules.

2.6 Agrees to indemnify and save harmless the Organizers and any person or entity connected with the development, administration, reviewing or judging of any element of the Competition and any of their respective parent organizations, affiliates, subsidiaries, agents or representatives, from any and all costs, claims, actions, loss, injury, expense, damages, fines, or recoveries, whatsoever arising out of any negligent act or omission of the Entrant in connection with the Competition and such indemnity shall include all reasonable legal costs (including fees and disbursements) incurred by the party indemnified, but does not include any administrative costs incurred by the party indemnified.

3. Determination of Eligibility and Review

3.1 The Organizers have complete, sole, and final authority to determine if an Entrant has met the eligibility requirements or if an Entrant has contravened any of the rules contained herein. The decisions of the Organizers on an Entrant's eligibility or compliance with any of the rules herein shall be final.

3.2 In any dispute regarding the operation of the Competition or the application of these Rules to the Competition, and in any ruling made by them, the Organizers decision is final and non-reviewable.

4. Exclusions and Limitations

4.1 The Organizers reserve the right to amend the Competition Rules, including, but not limited to set dates and any official schedule promulgated by the Organizers or terminate the Competition at any time without any liability to the Entrant.

4.2 The Organizers reserve the right to disqualify an Entrant for any reason and replace an Entrant with a replacement Entrant even if such a replacement Entrant was not previously selected or had been eliminated by the Selection Jury or Judges.

4.3 The Organizers may, at any time, require, from the Entrant, proof of identity or eligibility.

4.4 Entrants will be disqualified for having a weapon, alcohol or non-prescription controlled substances on their person or under their control while attending any event organized by the Organizers.

4.5 The competition organizers shall not be liable for any decision that they make related to unforeseen issues and for granting special derogation for requests sent in writing. Participating at the competition implies full agreement with the competition rules, without exception.

4.6 If for any reason, the competition is cancelled or cannot be administered or completed as planned, The Innovarsity Creative Summit reserves the right at their sole discretion to terminate, modify and/or suspend the competition.