



*Film Kenya...Capture Africa!*

### **PITCHING COMPETITION GUIDELINES**

Your pitch presentation should have the same tone as the genre of the series. If it's a comedy, your pitch had better be laugh-out-loud funny. If it's an edgy thriller, it needs to offer suspense, thrills, and chills. If it's a family drama, the pitch needs to evoke empathy and pathos. If it's a crime, legal, or medical procedural series, the pilot story needs to offer a surprising, emotionally resonant mystery.

Entering the pitching competition is a great way for aspiring writers and creators to learn how to present a pitch to potential investors in a limited amount of time, and confront influential professionals with their ideas.

Three (3) distinct pitching categories will take place on the **27<sup>th</sup> and 28<sup>th</sup> March 2018 at KICC** and thereafter an Awarding Ceremony on **29<sup>th</sup> March 2018** at the same venue.

- 1. Film:** This competition will be on feature films and short films that are unique and tell our stories that are crafted in a way that they have the potential to attract both a local and international audience.
- 2. TV Productions:** The competition will be focused on multiple episode TV series, fuelled by strong, bold and unexpected characters with specific points of views that are fun for the whole family. We are looking for situations and personalities that can sustain a series, not a "one-off" and we want to understand why viewers will want to come back week after week to watch more episodes. Formats that are fun, outrageous and innovative with cross border potential and with a concept strong enough to become a widely recognizable production also fall in this category.
- 3. Animation:** The competition will be on innovative animation projects that can potentially produce exciting and cutting-edge animated web and/or television series, or even animated feature films.

#### **Note:**

- I. All projects must appeal to local & international audiences.
- II. A video pitch **MAY** be made available in an mpeg format (3 min maximum).
- III. Your ability to communicate your idea effectively is important:
- IV. Pitching is not just about presenting an idea, but it requires giving confidence in your ability to deliver a project. Judges will be looking not only for a strong idea that meets the criteria, but also for a clear, well-prepared, engaging and convincing pitch.
- V. Shortlisted pitchers **MAY** use props, audio-visual material and even teaser tapes (3 min. maximum).
- VI. Documents to submit in English: · A 300-word outline on the project presented. Outline on designated field in the form attached or on a Word Document using font size 11.