



## **QUEER SCREEN'S MARDI GRAS FILM FESTIVAL 2017**

### **TRAILER PRODUCTION BRIEF**

**PITCH DOCUMENT DEADLINE** – To be emailed to [director@queerscreen.org.au](mailto:director@queerscreen.org.au) by Monday 31st October, 2016

**FINAL TRAILER DELIVERY DEADLINE** – Rough cut by Friday 2nd December 2016

Final cut (ready for release) Monday 2nd January 2017

### **ABOUT MARDI GRAS FILM FESTIVAL**

Now in its 24th year, Mardi Gras Film Festival is held in February each year and is one of Australia's largest film festivals. It is also one of the most highly regarded LGBTIQ film festivals in the world.

Mardi Gras Film Festival is operated by the not-for-profit arts and community organisation Queer Screen. Queer Screen showcases quality LGBTIQ film content and promotes diversity and inclusion in the community. We also run initiatives to support and fund LGBTIQ filmmakers, this includes My Queer Career and The Queer Screen Completion Fund.

In the next twelve months our festivals and events will have an audience of over 20,000.

### **TRAILER PRODUCTION BRIEF**

The successful applicant is required to deliver a 30 and a 15 second (this is just a cut-down of the 30 second commercial) commercial for use by the Mardi Gras Film Festival for TV, cinema and online to promote the next event – MGFF2017

Additional edits - cut down or extended length may also be supplied.

### **Compulsory elements**

The final (approximately) five seconds of the piece must contain the following compulsory elements presented for a duration and in a manner that allows them to be easily read at all sizes, including Facebook YouTube window size:

- Event Title – Mardi Gras Film Festival 2017 • Dates – February 15th to March 2nd 2017
- Website – [queerscreen.org.au](http://queerscreen.org.au)
- Strap line (if applicable)
- Event logo (if applicable) – To be provided
- Sponsor logos as required – To be confirmed • Queer Screen logo

### **The body of the commercial**

The first 25 seconds is where you get to shine. Whatever you do, it must be:

- High resolution, so it looks crisp, clear and professional even when projected on a full size cinema screen. High production values.



- Scalable – so important details are not lost even when viewed within a small window on a mobile device
- Smart – our audience are intelligent consumers of culture who like to have their intelligence recognised and hate being talked down to.
- Sexy – it must be appealing to the eye, in one way or another, to cut through the overloaded visual environment. We don't mean porn, we mean pleasing. Witty and Humorous can also be good.
- Inclusive – it should not exclude, alienate or offend people of any sexual preference or gender identity especially those that make up the rainbow coalition that attend our events. Test your idea against a diversity, on your friends or associates, see how it flies with them.
- On time and on budget – deadlines are not-negotiable, and there are no acceptable excuses for non-delivery. We are giving you the maximum time that we can so that you can make the best possible product, but that leaves no wiggle room, at all.
- Post production support from a sponsor TBC.

#### **In the best of all possible worlds...**

...the finished piece would have a chance of being virally distributed, because people were charmed/amused/aroused/engaged by it.

Humor is nice, but not essential, but not being too serious is. Although the festival grapples with many serious issues, above all, it is entertaining, and the over-arching message should emphasize this.

#### **It can't include...**

...nudity, sexism, racism, swearing etc. or anything that would stop a cinema or TV station from playing it. Use common sense.

**TARGET AUDIENCE** – Primarily LGBTIQ and allies, 18+.

**PRODUCTION BUDGET** – Pro bono - \$3000 for expenses (plus possibility of post production support)

**DEADLINE** – Rough Cut by December 2nd. Final Cut ready for release 2nd of January. It is also recommended that you consult with MGFF during the production process.

Production team will also receive tickets to opening and closing night galas for Mardi Gras Film Festival as well as pass to MGFF 2017.

CONTACT: -

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Mardi Gras Film Festival  
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