

# Second Edition of the Pre-Sale Pitch Sessions in Los Angeles

## Concept

Up to ten (10) established Canadian independent producers with strong dramatic series proposals (including show reels and, if possible, a pilot) will be invited to pitch one project to senior Development Executives from major US broadcast and cable networks during a one-day session to be held on August 3 , 2010 in Los Angeles.

## Background

After a first successful edition of the initiative in 2009, the Consulate General of Canada in Los Angeles is proud to present the second edition of these sessions, in collaboration with its Government partner Telefilm Canada and its industry partners Alberta Film, British Columbia Film, the Canadian Film and Television Production Association, Film Nova Scotia, Manitoba Film & Music, New Brunswick Arts Development Branch, Newfoundland & Labrador Film Development Corporation, Ontario Media Development Corporation, SaskFilm and the Yukon Film & Sound Commission.

## Financial Participation

Each selected producer will be provided \$1,000 CAD to help offset participation expenses. Each producer will be responsible for providing / accessing any additional funds required to participate. Producers will be responsible for their own travel arrangements.

## Application Process

Applications must include

- A cover letter advising of interest in participating in the process,
- A corporate bio and / or a producer's bio (one page maximum),
- A showrunner bio (one page maximum),
- A one sheet concept for the proposed project to be pitched,
- A written statement of the rationale for appropriateness of the project to the US marketplace (one page maximum), and
- A DVD trailer and/or pilot (if available). Note – links to FTPs, YouTube or similar sites will be accepted.

Applications may be emailed to [susanne.vaas@cmpa.ca](mailto:susanne.vaas@cmpa.ca) or may be mailed to

Canadian Film and Television Production Association (CFTPA)  
c/o Susanne Vaas  
151 Slater Street, Suite 902  
Ottawa, ON  
K1P 5H3

### **Deadline for applications**

Wednesday, June 30, 2011, 5 pm Eastern time.

### **Selection Committee**

A Selection Committee comprised of representatives from the Provincial Funding Agencies and the CMF will choose up to ten (10) Canadian producers whose dramatic series projects have the strongest potential for pre-sale and are most ready to present and move forward, if greenlit.

Producers will be notified of the Selection Committee's decisions by Friday, July 8, 2011.

Applications retained by the Selection Committee will be forwarded to the US Development Executives for consideration. Please note that the US Development Executives will ultimately select the projects for which they would be interested in taking pitches.

Selected producers will be notified of the US Development Executives' decisions by Friday, July 23, 2010.

### **Selection Criteria**

Applications will be assessed using the following criteria

- Demonstrated track record of the key creative team, in particular the producer and the showrunner. Projects with attached showrunners will receive preferential consideration as selected producers should be accompanied by their showrunner during the pitch session in L.A.,
- Originality and quality of the creative material, and
- Commercial viability of the proposed project and its demonstrated appropriateness for the US marketplace.

For more information about this initiative, including the application process, please contact Carl McMullin (Consulate General of Canada in Los Angeles; telephone 213-346-2754); [carl.mcmullin@interntational.gc.ca](mailto:carl.mcmullin@interntational.gc.ca) or Susanne Vaas (CFTPAs; telephone 613-233-1444 ext. 237 [susanne.vaas@cmpa.ca](mailto:susanne.vaas@cmpa.ca)).