

# Pre-Sale Pitch Sessions in Los Angeles

## Background

The Consulate General for Canada in Los Angeles, in partnership with DFAIT, the CFTPA, Provincial Funding Agencies and Trade Routes, have developed an initiative to build upon recent successes by Canadian television producers to pre-sell homegrown dramatic series productions to US television and cable networks in Los Angeles.

Meetings between the Consulate General, and key Canadian and US stakeholders at the Banff World Television Festival this past June, confirmed that the Consulate and its partners are playing an important role in the further development and refinement of the Pre-sale model and that they should continue to facilitate this opportunity for Canadian television producers.

## Concept

The Consulate General and its partners' initiative, Pre-Sale Pitch Sessions for Dramatic Series in Los Angeles, involves inviting ten (10) established Canadian independent producers with strong dramatic series proposals to pitch one project to EVPs of Drama Development from major broadcast and cable networks, during a one-day session held on September 29, 2009 in Los Angeles.

## Financial Participation

Each selected producer would be provided \$600 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.

## Deadline for responses

Producers should indicate their interest and availability to participate in the Pre-Sale Pitch Sessions for Dramatic Series in Los Angeles initiative directly to [carl.mcmullin@international.gc.ca](mailto:carl.mcmullin@international.gc.ca) (Canadian Consulate General in Los Angeles) by 2 pm Eastern time on Friday, August 28, 2009.

## Next steps, based on general interest level in the Pre-Sale Pitch Sessions initiative

This initiative will be pursued if there is a demonstrated level of interest. Should this initiative move forward, next steps would include contacting those producers who've

responded to this Call for Interest and inviting them to submit their applications to the attention of [Susanne.vaas@cftpa.ca](mailto:Susanne.vaas@cftpa.ca) (VP, Business Affairs - CFTPA) by September 7, 2009.

### **Application Process**

Applications would 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).

### **Selection and Organizing Committee**

A selection and organizing committee comprised of one representatives from each of the Association of Provincial Funding Agencies and the CTF would 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.

Selected producers would be notified of their acceptance by September 15, 2009.

### **Selection Criteria**

Applications would be assessed using the following criteria

- The demonstrated track record of the key creative team, in particular the producer and the showrunner. Projects that are accompanied by an experienced showrunners will receive preference,
- The originality and quality of the creative material, and
- The commercial viability of the proposed project and its demonstrated appropriateness for the US marketplace.

### **Results indicators**

Should this initiative move forward, producers would be required to provide follow-up information to the Consulate to allow for indicator measurement.

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