

DFM Pitch and Finance Forum (DFM Official Projects) Fact Sheet

A. Programme Overview - What do we do?

The Durban FilmMart (DFM) is an annual African finance and co-production market which aims to create partnerships and further the development and production of film on the African continent. The Mart provides selected African filmmakers with projects in development an opportunity to pitch film projects to leading financiers and content buyers. It also offers a full programme of industry-film related masterclasses, workshops, and panel discussions as well as networking opportunities for African and international filmmakers to form alliances for the future.

Delegates of the Durban FilmMart have the opportunity to engage with a range of seminars and panel discussions featuring local and international filmmakers and industry experts with a special focus of African issues and initiatives discussed at the market. Delegates seeking co-production partners can interact during several scheduled networking sessions.

Pitch and Finance Forum

Every year the DFM selects 20 – 30 official feature length projects projects in development, both fiction and documentary who are looking for co-producers; project partners and financiers to participate in the finance forum. This year, we are extending the call to include episodic content, both long and short form in both fiction and documentary sections.

The finance forum consists of public pitching, one on one meetings with decision makers and individual mentorship leading up to the market.

Decision makers include broadcasters; financiers; potential co-producers and programmers from around the world.

B. Eligibility Criteria – Can I apply to be an official project?

The following are eligible to submit applications for selection as an official Durban FilmMart project:

- Projects in which the producer, director or writer is an African citizen. Proof of African citizenship must be provided through a certified copy of a valid African passport;
- Africans living in the Diaspora, but who still have African citizenship;
- Projects with a producer and director attached.

Non-African industry professionals - producers, directors and writers - with projects looking for African partners can apply to be a delegate. Admission to the Durban FilmMart as a delegate is by registration and payment of a registration fee. The online delegate registration opens in May each year at www.durbanfilmart.com.

C. Submission Criteria – What must I submit with my application? (*compulsory documents)

1. Synopsis (1-2 pages) *
 2. Treatment (8-10 pages) *
 3. Directors Statement of Intent*
 4. Directors Profile
 5. Link to director's previous work
 6. Producers Profile*
 7. Company Profile*
 8. Finance plan*
 9. Budget outline*
 10. Letters of financial/other support
 11. Two (2) production stills (for works in progress)
 12. Link to trailer/ teaser/ rough cut. (where applicable)
 13. High resolution picture of director
 14. High resolution picture of producer
 15. Signed Letter accepting [terms and conditions](#)*
 16. Copy of a certified African passport of any one of the 3 key creative roles of writer, director or producer*
- All documents to be uploaded as a single pdf, maximum of 10GB

E. Phase 2 Evaluation Criteria - What criteria are used to assess my submission? Merits of the creative proposal

- Does the project present strength and distinctiveness of the story or subject matter?
- Does the writer demonstrate understanding of story/narrative structure?
- Feasibility of the business proposal
 - Is there a clearly defined and relevant marketing and / or development plan?
 - Is the proposed budget realisable?
 - Is the proposed finance plan feasible?
 - Is there a clear market / audience for the film? Track record of the creative team and the production company.
- Does the project demonstrate distribution potential? DFM is open to projects which are suitable for both the arthouse and commercial markets
- Has the company produced similar projects?
- Do the level of skills, experience and track record of each of the key principals demonstrate reasonable capacity to advance the project? The market potential for the film

D. Evaluation Process – How does it work?

The evaluation of applications takes place as follows:

Phase 1: Technical Evaluation Stage

The initial evaluation stage will evaluate whether your submission fulfils all the eligibility criteria and if your application includes all the documents required under 'submission criteria' (see above).

The Durban FilmMart will contact you to request any documentation not submitted and you will have 5 working days to submit these documents. If you are unable to complete the application submission within 5 working days from date of first contact, your submission will be removed from the submissions and you will receive a notification that you will need to submit your project during the next project cycle.

Phase 2: Evaluation

A panel of industry professionals will evaluate your project submission on set criteria (see below). The panel will provide final scoring, assessments and recommendations for shortlisting for the phase 3 evaluations. Submissions that are not shortlisted will receive a notification that the project has not been shortlisted.

Phase 3: Confirming shortlisted projects

Shortlisted projects are contacted to confirm participation in Durban FilmMart.

Phase 4: Announcement of official selection

Public announcement of official project selection takes place in May each year.

G. Terms and Conditions for participation in the Durban FilmMart Programme

- Applicants may submit more than one project for consideration but only one project can be selected for per applicant per programme cycle
- Projects selected as official projects for a particular programme cycle cannot be submitted again.
- Successful applicants will be required to submit documents to prove the ownership of all the intellectual property rights of the film;
- A single representative must be present during the entire Durban FilmMart programme
- Event period: 22-26 July 2022, as part of the Durban Filmmart – note mentorship to begin in May/June 2022. (Please note that dates may change due to COVID-19 uncertainties. Changes will be communicated in advance.)
- Travel will be covered by DFMI. This will include 1 flight (round trip) per project travelling from within Africa and accommodation for 1 project representative only. Please note that the organisation reserves the right to amend this subject to COVID-19 regulations and should the Talents Durban programme takes place online.
- The Durban FilmMart reserves the right to alter program guidelines with general public notice to all potential applicants.

- Applicants are not permitted to direct any questions or comments to evaluation panel members in advance of deadlines or following decisions. All enquiries pertaining to the programme must be directed to Durban FilmMart staff.
- The Durban FilmMart support is to be acknowledged with a Durban FilmMart credit and logo on promotional materials relating to the project, subject to customary exclusions and exceptions. Once the project is completed, the credits must mention that the project was presented at the Durban FilmMart.