



FINANCIER APPLICATION INFO SHEET 2018

The deadline for submissions is 12:00 pm Friday 6th July 2018

EXPLANATORY NOTES: FOR PFM NEW TALENT STRAND FINANCIERS

The Production Finance Market's New Talent strand offers international financiers the chance to connect with a curated selection of the most promising emerging feature filmmakers. Formerly known as Micro Market, the New Talent strand has evolved in order to amplify its reputation as a critical opportunity for the industry to discover new talent.

Showcasing filmmakers making their first or second feature, with projects budgeted up to €1m, the event also includes a training element for selected filmmakers to ensure they are ready to find finance and grow their networks within one of the world's most unique and respected markets.

1. What kind of financiers can apply?

The New Talent Strand of the Production Finance Market (PFM) has nine main categories of financier:

1. Mature international production and finance companies committed to co-producing/financing films budgeted at €1m and under with the UK (and European partners where applicable)
2. Film funds from the UK and Europe
3. Private equity funds and investors from the UK and abroad, including hedge fund representatives
4. Screen agencies or other public funding bodies with financial schemes; and the UK national film bodies and regional agencies that have active production financing schemes
5. International film sales companies
6. Leading international and single territory distributors committed to film financing
7. Post and facilities houses interested in offering in kind equity deals, match funding, and deferred fees
8. Music licensing, legal firms and marketing companies offering in kind and equity collaboration and advice to low/micro-budget film projects
9. VOD platforms

2. What kind of film talent will attend the New Talent Strand?

Filmmaking talent attending the New Talent Strand will be carefully selected by Film London's Production Team. The main criteria for their selection will include the following:

- Priority will be given to teams with a writer/director on their first feature film – teams with a more experienced producer are eligible, writer/directors on their second feature film may be considered if their first film was not widely released.
- Filmmaking teams only (with producer and director attending New Talent Strand) this is not open to individual filmmakers
- Full scripts will be assessed, along with budget and finance plans
- Projects must be budgeted to a **maximum of €1m**
- Producers who have demonstrable experience of physical production and/or financing
- Directors who have proven success with work from any of the following areas: film, television, music video or commercials
- Filmmakers who are looking for completion finance can also apply. For projects looking for completion money, films must be budgeted at €1m or under and seeking a maximum of 20% of their production budget to deliver

Prior to the Market, Film London will deliver training for the selected filmmaking teams, delivering one-to-one mentoring on their scripts, budgets and market positioning, strengthening their pitches, and preparing them for the financiers they will meet.

3. How to apply

- To apply to the New Talent Strand please submit a completed online application form and all requested information

4. What does selection include?

If invited, you will:

- a) Attend the PFM New Talent Strand on 17 October 2018
- b) Be provided with a schedule of meetings with producers relevant to you. All teams will be pitching either a single project (with the option to talk about further work if mutually agreed beforehand)
- c) You will also be provided with an opportunity to meet other financiers and producers at the wider Production Finance Market

5. Meetings

- The core activity of the New Talent Strand is face-to-face meetings between producers and financiers
- Each meeting lasts 30 minutes
- You will be offered a list of selected producers and projects and will be able to make meeting requests prior to the market

6. Delegate Fees

Financiers are required to pay a minimal fee for attendance. The fee is set at **£180.00 + VAT** per company to attend the PFM New Talent Strand. This covers the basic costs of hosting delegates at the market including a personal schedule of meetings, daily lunch/refreshments and networking opportunities.

This will be charged at the time of registering for the market (after acceptance letters have been sent out), and must be paid in full at least one week before the event takes place.

By applying to attend the Film London Production Finance Market New Talent Strand you are committing to being present for the full duration of the market (17 October 2018: 9am – 6pm). As we will be scheduling approximately 250 meetings to take place during this time, it is important that if you are not able to attend the entire market you clearly indicate your availability on the application form in the relevant section.

PLEASE NOTE:

Film London will provide one nights' accommodation for a financier attending the New Talent Strand who is based outside the UK