



IDA+XRM MEDIA INCUBATOR PROPOSAL CHECKLIST - 2021

APPLICATION DEADLINE: August 2, 2021

*Please note where each section is either REQUIRED or OPTIONAL. You will not be penalized for choosing not to submit materials marked as optional. You must upload this completed checklist to the IDA Submittable application portal.

Logline – REQUIRED - (1-3 sentences)

Provide a brief summary of the film.

Story Summary / Synopsis – REQUIRED – (Up to 1000 words)

Give an overview of your story, introducing the main characters and potential plot points. Describe the anticipated story structure and narrative trajectory, or potential character arcs for your film.

Topic Summary – REQUIRED – (Up to 1000 words)

Describe why this topic is important, timely or relevant. Explain the relevant cultural, historical, political or social context for the film. Detail the topics, issues, themes, challenges, stakes, or questions that your project will cover.

Connection to the story – REQUIRED – (Up to 500 words)

What is the creative team’s connection to the story? Why is the core creative team uniquely positioned to make this film? What is your creative team’s personal connection to the specific communities your story is about? Discuss the access to the story and characters. Explain the collaboration with the protagonists and reflect on the film team’s engagement with the community.

Artistic Approach – REQUIRED – (up to 500 words)

Describe your creative vision for the finished project. What are the visual and audio elements that will bring your film to life? Explain your intended use of cinematic language or any particular artistic approach that informs the storytelling. Describe your creative process.

Project Stages and Timeline – REQUIRED – (up to 500 words)

Explain the current status of the project. Outline the projected production timeline from the project’s current state to the anticipated completion date. Your timeline should detail

major project activities, production schedules, and anticipated post-production and release dates.

COVID-19 Considerations – REQUIRED – (up to 500 words)

Please reflect on how COVID has impacted your film and how you plan on moving the project forward with COVID-specific limitations in place.

Intended Audience – REQUIRED – (up to 200 words)

Describe the audience you’d like your film to reach and why. How do you plan to reach your target audience?

Impact - (OPTIONAL) - (up to 200 words)

What is your impact strategy? What are your social, cultural, or policy change goals? How are you building partnerships with organizations in your issue area?

Key Creative Personnel – REQUIRED – (up to 200 words per bio)

Provide brief biographies for the director(s), and if attached, the producer(s), cinematographer, and/or editor. For each key creative team member, include information about relevant expertise and the individual’s role in the project. Bullet list names and titles of any confirmed advisors who are attached.

Who has creative control over the project? (1 to 2 sentences)

Fundraising Strategy – REQUIRED – (up to 200 words)

Describe the overall fundraising strategy for the film.

Funding to Date – REQUIRED

Include all sources and amounts raised to date. Clearly distinguish between potential sources of funding and secured amounts. List the status of other sources of funding currently under consideration, whether to be applied for or pending.

Example:

Source	Amount	Status
Foundation A	\$x	Secured
Private Investment	\$x	Secured
Foundation	\$x	Applied
Broadcast License A	\$x	In Negotiation
Crowdfunding Campaign	\$x	In Process (end date MM/DD/YY)

Grant Impact – REQUIRED – (up to 200 words)

Should you receive a grant, describe how any granted funds would be spent and how the amount requested would help you move forward with your project.

Comprehensive Line Item Expense Budget – REQUIRED

Please provide a breakdown of your project's projected expenses, from development through release, in U.S. dollars, including a budget total. Provide budget notes for any areas that may be viewed as out of the ordinary or which requires further explanation.

Visual Samples

Please provide links and passwords for both samples in your written proposal. Links and passwords should be valid for at least six months from the date of your submission.

Applicant's Prior Work (at least 20 mins in length) - REQUIRED - (up to 200 words)

Describe the sample you are submitting for consideration, including its narrative, aesthetic, or communication intentions. Discuss the relevance of the work to the current project, if any. If the current project is a departure from the prior work, how will this film differ?

Prior work sample should be from a project at least 20 mins in length and include some vérité filmmaking. Please point out a 5 min section of the prior work sample you want to highlight for the reviewers.

Current Sample (at least 5 min suggested length) - REQUIRED - (up to 200 words)

Describe the sample you are submitting for consideration, whether it's a scene, a stringout of scenes and/or an interview with a character. What should reviewers be looking for in your sample? Explain what is present or absent in the sample, and how it will differ as a finished film. How is it representative of the intended story, style, subject, or another aspect of the project?

Suggested current work sample length is 5-15 mins. Reviewers will only be asked to watch up to 15 mins of a current work sample.