



MIGHTY ASIAN MOVIE MAKING MARATHON 10 AUGUST 2-11, 2014 INFORMATION PACKAGE



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REGISTRATION/PAYMENT/ADMIN

REGISTRATION DEADLINE

- **Wednesday, July 30, 2014, 6 p.m. PST**

FEE

- **Non-refundable registration fee of \$50 per team**
- Fee must be submitted at time of online registration.
- All registrations must be completed by Wednesday, July 30, 2014, 6 p.m. PST.
- Online registration and payment only at **www.vaff.org**. **All payments are via PayPal. Registrants must have a PayPal account to register.**

ADMIN

- Please send all correspondence to mamm@vaff.org.
- All required paperwork to be submitted along with the final film file, will be sent to the designated team leader after registration.
- All required logos to be included in the film credits, will be sent to the designated team leader after registration.

TEAM LEADER

- Each team must designate a leader who will be the main representative for communications between the team and the MAMM/VAFF organizers and to accept awards on behalf of the team.

TEAM LIMIT

- **Eight registered teams total for the narrative fiction category and 16 teams total for the Web documentary category**, in the order the applications are received online.

ELIGIBILITY

- Team leaders, members and other crew/cast must be residents of British Columbia. "Resident" means:
 - (a) a person who
 - (i) is a Canadian citizen or a permanent resident of Canada, whose only or primary residence is in British Columbia, and
 - (ii) has resided in British Columbia for 7 months in the 12 months immediately before participating in this contest, or
 - (b) a person who
 - (i) is not a Canadian citizen or a permanent resident of Canada, but whose only or primary residence is in British Columbia, and
 - (ii) has resided in British Columbia for the 12 month period immediately before participating in this contest
- Films must be produced in British Columbia.
- Contest registration remains open until the maximum number of teams per category have signed up, after which registration for MAMM10 will be closed.
- A maximum of 8 teams in the narrative fiction category, and up to 16 teams in the Web short documentary category, will be eligible to compete. Each team may have up to **a maximum of 10 members per team**. In addition to the team members, any number of performers/documentary subjects may be used in the film.
- Each team may designate up to a **maximum of 5 members as "key creative members,"** i.e. Writer(s), Director(s), Director of Photography/Camera Operator(s), Producer(s). Each designated key creative team member may hold more than one key creative position.
- Of the **key creative members**, at least **one must be from a visible minority* (see p. 6)** and **at least one must be of Asian/mixed Asian heritage.**
- The key creative members must participate on only one film and be a member only on one team.
- At least **one lead actor/subject** appearing in the final submitted film **must be of Asian/mixed Asian heritage. Any submitted film that does not have at least one lead actor/subject of Asian heritage/mixed Asian heritage is disqualified from competition** and will not be screened at the MAMM gala screening event.
- Teams must supply their own production and post-production equipment and materials for the contest period.
- Members of the VAFF board, executive and committees are ineligible to compete.
- Submitted films **must not contain subject matter that contravenes the Criminal Code** of Canada, such as explicit sexual or hate content.

RULES & REGULATIONS

- **At least one designated key creative team member must attend the adjudicated pitch session on August 02, 2014**, between 12 p.m. and 6 p.m. PST, location TBA. **Teams that do not attend the pitch session will be disqualified.**
- **Submitted films with a music video or purely experimental structure, for either category, will be disqualified.**
- **Submitted films must not significantly deviate from the one-page outline/synopsis pitched during the pitch session on August 02, 2014. Submitted films that the adjudication panel rules are substantially different from the pitched outline, will be disqualified.**
- **Submitted films must conform to the genre/genre combination specified in the team registration form.** Submitted films that do not conform to the declared genre will **forfeit a percentage of the final score.**
- Submitted films must incorporate a “creative element” provided to each team after the registration closing date of July 30, 2014. **The “creative element” may be incorporated in any way and must be mentioned in the team pitch session for a percentage of the final score. Submitted films that do not incorporate the “creative element” as stated in the team registration and on the Final Receipt Form, will be disqualified** and will not be screened/aired.
- **Primary production (90% of creative activity) for all films must take place within the contest duration**, between August 02 and August 11, 2014.
- All teams are responsible for securing their own cast, crew, budgets, locations, permits, equipment, transportation, production facilities, copyright clearances, insurance, health and safety, completion, and for submitting the completed film by the submission deadline.
- All music and lyrics used in a film must be either original, used with permission, under a Creative Commons license, and/or copyrights cleared. Stock footage and stills are permitted but cannot account for more than half of the footage used. Participants must have all rights to the stock footage/stills and include a release that states this.
- Submitted **narrative fiction shorts must be no longer than 8 minutes and a minimum of 6 minutes** in length, including titles and credits. Submitted **Web documentary shorts must be no longer than 3 minutes and a minimum of 1 minute** in length, including titles and credits.
- Each team may have a **maximum of 10 crew/key creative members**, but any number of actors and extras.
- Films must be **NTSC compliant, submitted electronically as a self-contained Quicktime file (with no proprietary codecs except those listed below), in the REQUIRED format of MPEG-4 (.mp4, .mov, .m4v).** with the following specifications:
 - **RENDERED in H.264/AVC compression. SHOT in 23.98 fps progressive). EDITED and OUTPUT in HD: 1080p (1920x1080) or 720p (1080x720). AUDIO RECORDED at 48 kHz, stereo PCM encoding.**
- Teams may use any camera(s) to shoot their film but **deliver finished films in the above format and specifications.** MAMM reserves the right to convert the submissions in order to conform to the Gala Screening format requirements.
- The **VAFF logo must appear in the end credits** (logo will be provided after registration).
- **Film files up to 2GB in size must be submitted electronically via online link to mamm@vaff.org between 6 p.m. and 9 p.m. PST on Monday, August 11, 2014, or the team/film will be disqualified. Send electronic copies of your team's final**

submission paperwork to mamm@vaff.org by 9 pm PST on Monday, August 11, 2014, or the team/film will be disqualified.

- All films from both categories that meet the qualifying criteria outlined in these guidelines, will be screened at the MAMM premiere on Saturday, August 23, 2014. All Web documentary category submissions will be uploaded to the VAFF YouTube channel for public voting after the submission deadline of 9 pm PST Monday, August 11, 2014.
- The "people's choice" Web documentary short and the adjudicated results from both categories will be announced and awarded at the MAMM premiere on Saturday, August 23, 2014.
- The MAMM premiere screening, awards presentation and afterparty will be on Saturday August 23, 2014 at Cineplex Odeon International Village, 88 W. Pender St, Vancouver (further details TBA).
- Prizes for the winners in both categories are TBA.

NARRATIVE GENRES: TYPES

Source: John Truby (www.truby.com)

"Pick your genre" quiz: www.truby.com/pickgenre

HORROR

- Key element: Defeat a monster
- Key question: What does it mean to be human, and what qualities are inhuman?

MYTH

- Key element: Go on a journey of self-discovery
- Key question: What is my destiny?

ACTION

- Key element: Engage in combat
- Key question: Do I fight or flee?

DETECTIVE

- Key element: Find the truth
- Key question: Who is guilty and who is innocent?

CRIME

- Key element: Catch a criminal
- Key question: Is anyone allowed to live above the law?

THRILLER

- Key element: Escape danger
- Key question: Is my suspicion that I am in danger, justified?

LOVE

- Key element: Get love
- Key question: How much can I love, in spite of the obstacle(s) in my way?

FANTASY

- Key element: Explore an imaginary world
- Key question: How do you live in this imaginary world?

SCIENCE FICTION

- Key element: Dealing with the tools of a futuristic world
- Key question: How do I create a better world than the one I'm in now?

COMEDY

- Key element: Get success/romance, with humour
- Key question: Do I lie, or show my true self?

MIXED

- A combination of two or more genres
- Determine your primary genre first, then add story elements/beats of other genres where appropriate

DOCUMENTARY GENRES

Source: International Documentary Challenge
(<http://docchallenge.org/For-Filmmakers/genres-themes.html>)

1ST PERSON

- Told from the point of view of the Director - either through off camera narration or an on-camera presence.

ART

- Focuses in some way on art and/or artists.

BIOGRAPHY/CHARACTER STUDY

- A full account of the facts of the life of a particular person, or closely related group of people (Biography) or
- An exploration of a single character's personality and current life situation (Character Study).

HISTORICAL

- Focuses on stories of past events and/or people.

MUSIC

- Focuses in some way on music and/or musicians.

NATURE/ENVIRONMENTAL

- Focuses on an aspect of the natural physical world, including animals, plants, landscapes.

SOCIAL ISSUE/POLITICAL

- Focuses on a social and/or political issue.

SCIENCE/TECHNOLOGY

- Focuses on science or technological issues.

CREATIVE ELEMENTS

NARRATIVE FICTION CATEGORY

- A **contest “creative element”** will be provided to each team leader after registration closes at 6 pm July 30, 2014, **based on the theme “What’s Your Perspective?”**
- **Each team will be provided with their “creative element” after registration closes July 30.**
- The “creative element” **may be incorporated into the submitted film in any way**, e.g. as a location, a prop, a motif; in dialogue, or as a theme.
- The way the “creative element” is planned to be used, must be **mentioned during the pitch session and documented in the Final Receipt Form, for a percentage of the final score - based on:**
 - **How creatively the element is incorporated into the final film, and/or**
 - **How theme or plot-appropriate the integration of the element is, in the final film**

DOCUMENTARY CATEGORY

- A **contest “creative element”** will be provided to each team leader after registration closes July 30, 2014, **based on the theme “What’s your perspective?”**
- **Each team will be provided with their “creative element” after registration closes July 30, 2014.**
- The “creative element” **may be incorporated into the submitted film in any way**, e.g. as the subject or as a location.
- The way the “creative element” is planned to be used, must be **mentioned during the pitch session and documented in your final paperwork, for a percentage of the final score - based on:**
 - **How creatively the element is incorporated into the final film, and/or**
 - **How theme or subject-appropriate the integration of the element is, in the final film**

PITCH SESSION & SCRIPT

- Registered **teams will be given a specific time slot for their pitch session** on July 30, 2014, between 12 p.m. and 6 p.m. PST, location TBA.
- The “pitch” is a concise verbal and/or visual presentation of each team's idea for their proposed film, made in person to a panel of judges by the team leader and designated key creative team members.
- **Each team must be represented by at least one key creative team member, e.g. Director, DoP, Editor, Writer, Producer.**
- The **pitch must be no longer than ten minutes, including set-up time.**
- The **pitch must describe the premise, “hook” and essential beats/plot points of the story**, and should include short descriptions of the principal characters and a clear idea of the genre/genre combination, tone, pacing, and target audience/market of the proposed film, as well as how you intend to incorporate the chosen creative element.
- Each team must **bring four copies of a one-page outline or synopsis of the proposed film**, either in point form or as a narrative paragraph.
- The judges may ask the team leader and key creative members questions about any part of their pitch, including incorporation of their chosen creative element, and the answers will count toward the team's final score.
- The **pitch session counts toward a significant percentage of the final score**, reflecting its importance in the film industry as a primary method for filmmakers to attract or secure development financing for a screenplay to be written, or for a film to be produced.

COPYRIGHT

- Logos, trademarks, trademark names are not permitted in the films without submitting written permission by the owners for their use by the paperwork submission deadline of 9 pm PST Monday August 11, 2014.
- Copyrighted music and songs must be accompanied by written permission by the songwriter, band, or rights owners and must be submitted to the paperwork submission deadline of 9 pm PST Monday August 11, 2014.
- It is understood that the filmmakers allow the Mighty Asian Moviemaking Marathon and the Vancouver Asian Film Festival the right to use all submitted films in their entirety for promotional and fundraising purposes, including use of clips and images on the website, at events, in advertising, fundraising and sponsorship materials and activities, and any media outlets.
- Rights to the submitted films remain the property of the filmmaker(s).

SPONSOR LOGOS

The **VAFF logo must appear in the end credits**. The versions of the VAFF logos you will receive for the end credits will be the following:

1. DV (either in standard or in anamorphic/widescreen)
2. HDV (shot in 1080p) -- or for DVCPRO HD (shot in 720p)
3. DVCPRO HD (shot in 1080p)

For DV resolutions:

Choose: VAFF logo in either:

- * Standard aspect ratio (1a)
- * Widescreen aspect ratio (1b)

1a_VAFF_DV_STANDARD.PNG
1b_VAFF_DV_ANAMORPHIC.PNG

For HDV in 1080 -- or DVCPRO HD in 720p resolutions:

2_VAFF_HDV1080_DVCPROHD720.PNG

For DVCPRO HD in 1080p resolution:

3_VAFF_DVCPROHD_1080.PNG

VISIBLE MINORITY GROUPS

- Members of visible minorities in Canada include: Chinese, Filipino, Japanese, Korean, South East Asian (e.g. Cambodian, Indonesian, Laotian, Vietnamese), South Asian (e.g. Punjabi, Sri Lankan, Bangladeshi, Pakistani), Black (e.g. African, Haitian, Jamaican, Somali), Arab (e.g. Armenian, Egyptian, Iranian, Lebanese, Moroccan), Latin American, and other (an other non-white racial group not identified).

Source: Employment Equity Act

UBCP MEMBER REQUIREMENTS

- **UBCP (Union of BC Performers) will not provide performer waivers** for MAMM-related films.
- Teams wishing to use UBCP performers in their film must abide by the UBCP performer payment regulations and application deadline for ultra-low budget films.
- Teams must apply for and qualify for their 20/20 Ultra Low Budget Agreement at least two weeks (10 business days) prior to principal photography and agree to pay UBCP performers a minimum daily payment (please see <http://www.ubcp.com/2020-ultra-low-budget-program>).
- **IMPORTANT: If the film uses even ONE performer who is a UBCP member, ALL performers on the film must be paid according to the UBCP performer payment regulations**, regardless of whether they are UBCP full members/apprentice members, or not.