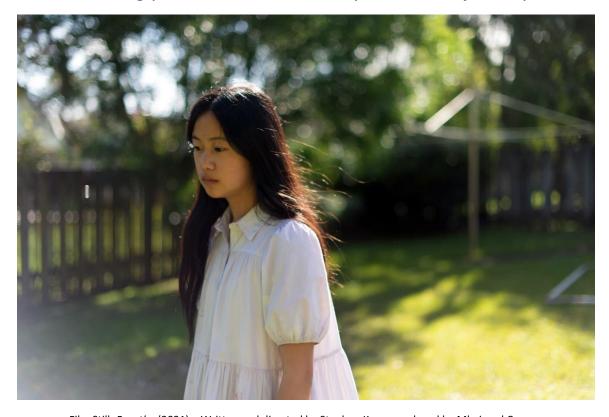
SHORT FILM FESTIVAL MARKETING GUIDE 2022



Kia ora, welcome to Te Tumu Whakaata Taonga New Zealand Film Commission (NZFC) Short Film Festival Marketing Guide, designed to help with your most frequently asked festival related questions and to support you in planning a targeted release strategy for your short film.

Wishing you the best of luck on your festival journey.



Film Still: Breathe (2021) – Written and directed by Stephen Kang, produced by Mhairead Connor
Photo credit: Zíhan Chang
Official Selection: Sundance Film Festival – Midnight, In Competition

DISCLAIMER: This document is written as a guide only, intended for use by short film directors, writers and producers when referring to 'you', 'your' and 'filmmakers'.

Festival dates included in this guide are correct at publishing and subject to change.

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THE FIRST STEPS – PREPARING FOR FESTIVAL SUCCESS

Your film's journey to success doesn't start on completion; you should be preparing for future festival marketing opportunities as early as possible.

IN PRE-PRODUCTION

- Even at this early stage, think ahead to where you see your film positioned in terms
 of audience, your ideal premiere and the festivals that you would like to submit your
 film to, once complete. When are the upcoming submission deadlines and festival
 dates for these events? It may pay to think about your timelines and if your film will
 be comfortably ready to submit to one of your chosen festivals.
- If your budget allows, schedule an onset photographer to make sure that you have someone on board to shoot as much as you can while filming. Brief them thoroughly on the storyline, key characters, tone and message of your film. Ensure they understand your brief and capture a variety of potential key/hero imagery, behind the scenes and creative content. You will need hi-res image files for the creation of your key art, for submission to festivals and to pitch potential sales, as well as content on hand for marketing and social media opportunities. Film stills pulled from the final film will not always be suitable for print and digital reproduction or be of high enough resolution for marketing use. We cannot stress enough, how important it is to have your imagery planned for and available when needed, as this is what will sell your short film to festival programmers, buyers and audiences

 DON'T MISS THIS OPPORTUNITY.

IN PRODUCTION

- Work with your onset photographer, make sure they are getting high-res imagery to your brief, in landscape and portrait ratio options, key moments, key cast, close/mid and long shots, full colour. Make sure they get some great photos of your director, producer, writer on set. In addition to a strong key image, most festivals require filmmaker portraits for online and printed catalogues as well as publicity, so take this opportunity to get some wonderful photos.
 - It is better to have too many options to choose from, than not enough.

IN POST-PRODUCTION

• This is the point where you *may* feel ready to start submitting to festivals. Your film should be at a minimum, <u>picture locked with music cleared (ie. Locked film duration with no further edits)</u>. Though festival selectors are used to previewing films that are yet to be graded/final sound completed, remember that your film will be considered alongside <u>fully completed</u> films. You have ONE CHANCE to have your film viewed by a selector and festivals do not accept revised edits, so make sure your film is as close to complete as possible, you are confident in what you are submitting and giving your film the best chance at selection.

AT THE FINISH LINE

Congratulations on completing your short film! Now you are officially ready to submit to festivals, you will need the following submission materials ready.

• PRESS KIT - Including key information:

Title of film

Key image - An arresting/captivating image

Country of production

<u>Date of completion</u> - Generally the month and year first applied for festivals or when the film was finally output

<u>Available screening format(s)</u> - May include Blu-ray, Pro Res, H264 and/or DCP formats

Screen ratio

Film duration - Including credits

Film genre – Drama, comedy, musical, documentary, experimental etc

<u>Logline</u> - Tells the film's essential storyline in its most dramatic form, in one sentence.

<u>Short synopsis</u> – The expanded film storyline in one paragraph, usually less than 100 words

<u>Director statement</u> – An impactful statement explaining the director's connection to the film, story and/or subjects, your creative process and mission

<u>Director credit</u>

Writer credit

Producer credit

Cast / Crew credits

<u>Main contact details</u> – Including email, mobile phone number with international dialling code +64 for Aotearoa New Zealand

<u>Production company</u> – Include contact details if different from main contact above

Do not include a film screener in your press kit

 You can view <u>examples of film press kits</u> by browsing the short films listed on the NZFC website under 'Our Films'. Filter short film titles by the 'Format' dropdown option, click on short film titles of interest and scroll to the bottom of each page, where you will find press kits available for download on some short films. • **3-5 HI-RES KEY IMAGES** - How to select key images is hard to define, but you might want to look for the following:

Images that are <u>arresting/pique interest</u> and would grab attention in a busy environment – would your image make someone STOP and pay attention if they were browsing through a sea of submissions or a packed festival catalogue?

<u>Face/eyes to camera</u> is often an impactful option - it is human nature to respond to someone looking at you, even if it is only in an image.

Images <u>should DEFINE your film</u>, if you only had 1-3 images, what would capture the whole essence of your film, what the story is and what you are trying to say?

Make sure you <u>select a good range of images</u> in landscape (standard) and portrait ratios, colour and black and white options (if applicable) and in hi-res, jpeg and tiff formats, ideally a frame size of 5472 x 3648 pixels. This will allow flexibility for both print and digital use.

View examples of landscape ratio short film key images throughout this Guide

 DIRECTOR PHOTO – Portrait ratio, ideally medium close-up, colour or black & white, well-lit, with a complimentary background. Hi-res, jpeg and tiff formats, ideally a frame size of 3648 x 5472 pixels

NOTE: You will also need $\underline{1 \times Producer\ Photo}$ and $\underline{1 \times Writer\ Photo}$ as applicable, for use in your marketing campaign.

Examples of a portrait ratio medium close-up director photo:



Jeremiah Tauamiti (Samoa, Falelatai/Solosolo & Tuana'i/Faleasi'u) Writer/Director, *Liliu* Photo credit: Faanati Mamea



Paula Whetu Jones (Te Aitanga a Mahaki, Whakatōhea, Ngāti Porou) Writer/Director, Yellow Roses Photo credit: Ebony Jones

PASSWORD PROTECTED FILM SCREENER - It is <u>highly important</u> that your film is protected against piracy and not available freely online. You will need a secure online screener for submission to festivals, so please make sure that it is <u>password protected</u>, ideally watermarked and <u>not downloadable</u>. The most widely accepted screener host for festival submission, is password protected <u>Vimeo</u>. Double check your screener settings for privacy as if your film is available publicly, this will limit your film's eligibility for many festivals and may impact sales opportunities.

FORMING YOUR FESTIVAL STRATEGY

For a short film distribution plan, it is best to first lock in your festival release strategy. Having your film screen at festivals with a market attachment or strong word of mouth and/or industry attendance will help you to reach potential sales and talent agencies as well as distribution and project development opportunities. Film festivals are an important platform to get your film seen, and positive audience reviews and industry buzz are excellent sales points for interested buyers and potential partners. You can also add festival screening history and official selection laurels to your film press kit, ahead of approaching short film distributors and talent agencies.

POSITIONING YOUR FILM

Before submitting your film to festivals, you first need to think about your goals for this project: who do you want to see it and where does this film fit in terms of your career development? In marketing your film, are you focussed on reaching as many viewers as possible with your message, finding international distribution, following a festival awards trail or perhaps you want to focus on making strong connections for future short or feature film development? What are your <u>primary</u> and <u>secondary</u> goals?

You will then need to research and identify the festivals that would fit into either your primary or secondary strategy, including the associated industry and audiences who would most identify with your film.

Example of a primary goal

Submit to festivals with an associated market first, with potential for being selected and gaining an international sales agent or distributor to represent my film internationally.

Example of a secondary goal

Submit to festivals that champion themes and/or help to communicate the message of my film directly to key audiences ie. Indigenous festivals, children's festivals, women's festivals, documentary festivals.

• For more information on target audiences, visit the NZFC website resource page: Know How – Distribution and Marketing

WHICH FESTIVALS TO SUBMIT TO?

There are many wonderful festivals around the world that you may feel would be a good fit for your film, some screening both features and shorts and some being shorts, genre or theme specific. You can research their archived programmes to find out what sort of films a festival has screened in the past and check their social feeds and submission information for particular programme streams or themes they might be focusing on for the coming year.

Is your film tonally, thematically and/or aesthetically similar to the films screened in this festival? It is important to honestly think about whether or not your film would fit comfortably within a festival's programme and brand before submitting for consideration. If not realistic, (ie. You are looking at a festival with a strong history of screening arthouse films and your project is sci-fi) it would make strategic sense to instead focus on festivals better suited to your film, with a greater chance at being selected and reaching your primary/secondary audience.

Another tip is to find a 'like film' or 'comp title' from the last few years, that is tonally and/or thematically similar to your project and research online. Which festivals did this film screen in? What was its screening path and how did the filmmakers promote their film? This research could inspire your strategy.

• View short films selected by international festivals and find 'comp titles' via the following platforms, available to audiences in Aotearoa New Zealand:

Argo

Beamafilm

Kanopy

Netflix

NZ Film OnDemand

NZ On Screen

Play Stuff

Show Me Shorts

Vimeo

Youtube

Finally, if you have had a previous film screen at a festival, you might like to reach out to current contacts at this event to let them know that you have a new film and you will be submitting for upcoming programme consideration. Utilise these positive relationships.

Later in this guide, you will find film festivals listed by month, genre and theme to start you off on your event research.



Film Still: Liliu (2018) – Written and directed by Jeremiah Tauamiti (Samoa, Falelatai/Solosolo & Tuana'i/Faleasi'u), produced by Ngaire Fuata (Rotuman)

Official Selection: Berlin International Film Festival, imagineNATIVE Film + Media Arts Festival, Heartland Indy Shorts International Film Festival, Melbourne International Film Festival, New Zealand International Film Festival, Tribeca International Film Festival, Show Me Shorts Film Festival, Rotorua Indigenous Film Festival, Wairoa Māori Film Festival – Winner Best Pasifika Short Fiction Award, FIFO International Oceanian Film Festival - Winner Best Short Film Award, Hawai'i International Film Festival - Winner Best Narrative Short Award

FESTIVAL SUBMISSION & TRACKING WEBSITES

 Make sure to sign up to festival submission websites to keep updated with regular 'open for submission' and upcoming deadline news. Note that some festivals do not use the following sites to host submissions, so you will need to visit the individual festival websites to sign up to newsletters and submit officially if you can't find particular festivals listed on the following major submission portals.

Film Freeway

Short Film Depot

FestHome

- You can also sign up to the New Zealand Film Commission newsletter for festival deadline news here: <u>NZ Film Commission Newsletter</u> just scroll down to the newsletter subscription field and enter your email to subscribe.
- You can follow our Facebook page: <u>facebook.com/nzfilm</u> and also join our Facebook industry group: <u>New Zealand Filmmakers</u> where we post weekly 'Festival Friday' deadline lists.

KEEPING TRACK OF YOUR STRATEGY & SUBMISSIONS

Though the submission portal sites listed above each offer the ability to save preferred festivals and trace history for submissions made via their platform, when you are submitting to multiple festivals across multiple websites, it can get confusing! You will want to document your strategy and keep detailed records of submissions made for your film, the submission tracking numbers, submission dates and fees paid. We recommend creating a spreadsheet or Google Doc Sheet to share with your film team as applicable, to track the following key information as you complete submissions:

						SUBMISSION	FESTIVAL	FESTIVAL	FEE PAID	
SUBMISSION	FESTIVAL NAME		PREMIERE		SUBMITTED	TRACKING	START	END	(INTL	FEE PAII
DEADLINE	/ COUNTRY	YEAR	REQUIRED	STATUS	BY / DATE	NUMBER	DATE	DATE	CURRENCY)	(NZD)
	,								,	, , , ,
								I.	TOTAL	

STATUS KEY						
Declined						
Submitted & Pending						
Accepted						

FESTIVAL PREMIERE REQUIREMENTS

Many festivals have a 'premiere requirement' rule, whereby a film cannot have screened anywhere in cinema, on TV or available to view online within their designated premiere territory.

A 'world premiere' is the <u>first public screening anywhere in the world</u>. If your first public screening takes place in Aotearoa New Zealand, this is still your world premiere and the next screening outside of Aotearoa would be your 'international premiere'.

An 'international premiere' is the <u>first public screening outside of a film's country of origin</u>. If an international screening is the first public screening of the film ever, then this of course would be your 'world premiere'.

Strategically speaking, many filmmakers will prioritise festivals requiring a world or international premiere first, before then submitting to festivals that require a country, region, state, city or no premiere, in that order. For short films, many film festivals prefer world and international premieres, though your strategy may focus on festivals in key cities or particular genres, with no premiere requirements.

 Make sure you read the full submission rules and meet eligibility requirements for any festival, before submitting your film. Check out the festival website's FAQ's page as well, for additional useful information.

FESTIVAL DATE OF COMPLETION REQUIREMENTS

Most festivals have a date of completion requirement in their rules and regulations, where your film must have been completed within the designated date of completion time frame. This completion date requirement could sit within the 12 months prior to the next festival start date or there might be no date of completion requirement at all. Your film's date of completion will be the date that your film was 'delivered', though some filmmakers use their date of first public screening or international premiere as their date of completion. You will need to visit the website of the festivals you are interested in submitting to, to check if your film is eligible.

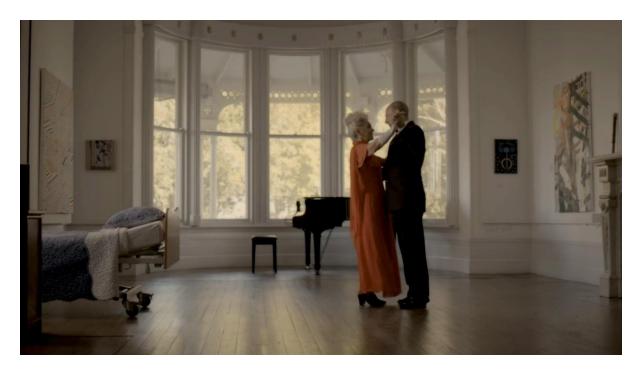
FESTIVAL FILM DURATION REQUIREMENTS

Festivals have strict regulations around what they consider a 'short film' with regards to film duration, and this can vary between events. Some festivals consider a short film as being anything under 40 minutes, while others, like Cannes Film Festival, will only consider short films with a maximum run time of 15 minutes including credits. You might see some festivals placing non-feature length films under categories of short or medium length, with your film sitting in the medium length category as it is 21 minutes. It is important that you carefully check the requirements for your chosen festival and submit to the appropriate category.



Film Still: Ani (2019) – Written and directed by Josephine Stewart-Te Whiu (Ngāpuhi, Te Rarawa), produced by Sarah Cook Official Selection: Berlin International Film Festival 'In Competition Generation Kplus', Toronto International Film Festival, imagineNATIVE Film + Media Arts Festival, New Zealand International Film Festival, Rotorua Indigenous Film Festival, Vladivostok Pacific Meridian International Film Festival, Hamptons International Film Festival,

 $Show\ Me\ Shorts\ Film\ Festival\ -\ Winner\ Best\ New\ Zealand\ Film\ Award,\ Best\ Cinematographer\ Award$



Film Still: Yellow Roses (2019) – Written, directed and produced by Paula Whetu Jones
(Te Aitanga a Mahaki, Whakatōhea, Ngāti Porou)
Official Selection: New Zealand International Film Festival,
Vladivostok Pacific Meridian International Film Festival, imagineNATIVE Film + Media Arts Festival,
Arlington International Film Festival, Wairoa Māori Film Festival

RECEIVED A FESTIVAL INVITATION? – NEXT STEPS!

Congratulations on receiving an official festival invitation to screen! Here are some important tips:

- Make sure you consider and <u>accept or decline the invitation</u>, by the festival's <u>requested deadline</u>. Read the invitation details in full and make sure you understand and respect any guidelines and requirements. YOU CANNOT PULL OUT OF A FESTIVAL PROGRAMME ONCE ACCEPTED.
- Pay attention to <u>strict festival announcement embargo dates</u>, which restrict you and your film team from announcing the festival invitation publicly, ahead of the festival's official programme announcement this includes posting on social media, adding to your press kit or website, or discussing outside of your immediate team. Though you will of course be super excited to share the news, know that promoting ahead of the official festival announcement could jeopardise your invitation to screen.
- Ahead of the official festival announcement, draft a press release including the exact festival programme selection and/or competition information, festival event dates, select your key image and compile your key contact list, ready to share once the programme is publicly available. To be safe, first check your film listing is live on the festival's website, before going out with your press release. You will also want to share the news via your social channels, tagging the appropriate social handles, as suggested by the festival.
- Make sure you update your press kit and social imagery with the official festival selection laurel once the embargo lifts. Laurel files will be supplied by the festival

- and can be used in accordance with their usage guidelines. Keep your festival selection and award history up to date in your publicity materials, including on film submission portals like Film Freeway and Short Film Depot. This information could help your film to gain further festival invitations and start you on a festival screening circuit.
- The festival will guide you on delivery of screening and publicity materials as required, including technical specs and deadlines. Standard short film materials required by festivals include the film file for screening (DCP, H264 or Pro Res files), a 30 second trailer or clip, high-res stills, photos of your key creatives (director, writer, producer) and press kit. Online festivals may request a short intro video from the director. For festivals in non-English language countries, you may also require an English dialogue list for the creation of local language subtitles, or you may need to supply your film with subtitles burnt in or supplied as a separate .stl file (both common for premiere festivals). Check the festival supplied technical specs for exact requirements. It is incredibly important that you meet all delivery deadlines and efficiently collaborate with the festival on all opportunities to connect and publicize your film.
- With some festivals moving to online or hybrid event models, you should ask about geo-blocking and viewer cap requirements. Geo-blocking limits the online territory in which audiences will be able to view your film, dependent on their geographic location (ie. Restricted to the festival's country, territory, or world/no geo-block). Viewer cap refers to the maximum number of people who can view your film in the online programme. Viewer caps should mirror the seat capacity that would exist with a physical festival screening. It also ensures the local market for your film isn't exhausted, making the film less attractive for other festivals in the same territory. Before agreeing to the geo-block and viewer cap requirements for your film, it is important to think about your festival strategy and how these online reach factors will affect your premiere status for future festivals (see page 9 'Festival Premiere Requirements). You can generally negotiate with festivals on how your film will be presented in an online programme, as selectors will want to support and contribute to the ongoing success of your film!
- In accepting an invitation to screen online, it is also important to ask after a festival's
 host platform DRM (digital rights management) system, to confirm your film will be
 secure and protected against piracy. This information is frequently included in the
 festival's screening agreement and/or technical specs. If you are unsure, don't be shy
 to ask the festival for clarification.
- Lastly, enjoy the ride! Meet and network with as many industry and filmmaking contacts as possible, do your research on attending virtual or in-person professionals and send formal meeting invitations to distributors and sales agents who could be a good fit for your film. Have business cards printed and on hand for unexpected meeting opportunities and ensure your full contact details are added to your email signature. Think about how you would like your career to grow, if you have other projects in development and how you could use the current publicity and buzz around your film selection to meet with talent agents and gain future support. Participate in all festival and market-initiated programmes, whether virtual or physical, ask lots of questions, learn, be confident and have fun!

If you are interested in attending a festival in support of your film screening or require assistance with post-production costs to meet festival screening material requirements, please see the <u>Additional Resources</u> section on the last page of this guide, with a link to the New Zealand Film Commission Short Film International Festival Fund.



Film Still: Fetch (2021) – Written and directed by Sam Gill, produced by Evie Mackay
Official Selection: LA Shorts International Film Festival,
Uppsala International Film Festival - Nominated for Best Children's Film,
Show Me Shorts – Winner Final Draft Best Screenplay Award (Sam Gill)

RECEIVED A FESTIVAL DECLINE? - STAY POSITIVE!

An unfortunate, but realistic part of submitting to film festivals is the majority of submissions made, will likely result in decline. Though it is always disappointing to receive (sometimes yet another!) decline notification, it is important to appreciate that the field is extremely competitive, selectors have to make very tough decisions from a large number of wonderful films to choose from and to understand that not all films can screen.

Here are some tips on dealing with not-so-great festival selection news:

- Know that a festival decline is <u>not an indication</u> of the quality of your film and that selectors will always welcome the submission of your future projects.
- You might never know what other projects were in consideration, if your film made it to the final round, if selectors were programming for a particular theme or looking for something different in any given year. Sometimes your film just wasn't quite the right fit, but it might be just what the next festival is looking for!
- Though this particular submission did not result in an invitation, there are many more fantastic festivals to submit to and following each notification, you should

- continually assess your strategy and add or remove upcoming festivals in line with your progression.
- If you have been waiting for submission news for what seems like forever, don't be tempted to chase or follow up with festival submission teams repeatedly. They will be busy assessing each film and will notify submitters when ready.
- Some festivals will provide feedback on their selection decision, though most wont
 due to the huge number of films in consideration. For the festivals who do personally
 notify you of decline, respond to them as soon as possible with a courteous reply
 and thank them for their time you never know when you might be submitting your
 next project and you may have just started a fruitful new relationship!
- Last, but certainly not least, stay positive through the journey. Continue with your submissions and stay focussed on your strategy, making tweaks as you go along. Remember that it takes some films longer than others to find their place in the world. Some will find success via an unexpected path and not all will reach their destined audience via film festivals - though you won't know until you try!

FREQUENTLY ASKED FESTIVAL QUESTIONS

Q. I missed the submission deadline for a festival, can I still submit?

A. Many festivals offer staggered deadlines to meet the varying completion stages of films. If you think you have missed a deadline, check the festival's website or submission portal partner to see if they are offering late or extended deadlines or if they have a late submission request function, where you can apply for a late waiver. Note that late submission fees can sometimes be higher. If the festival is not offering extensions, you will need to check the following year and submit if your film is still eligible.

Q. I submitted a work-in-progress version of my short film for festival consideration. My film is now complete, can I send a new link to the festival?

A. Festival selectors are not able to accept multiple screeners or cuts of your film. Submit your screener once and make it count.

Q. Can I re-submit my short film to a festival, if they have considered it in the past?

A. If a festival has considered your film in a previous year and declined, they will generally not reconsider your film again, unless it is has had <u>substantial changes</u> to the edit.

Q. Do festivals offer submission fee waivers?

A. You will need to check the rules and regulations for each film festival as some offer discounts for multiple films from one submitter. However, in general, festivals do not offer waivers as submissions fees are an important contribution to operational budgets and ensure continued success and filmmaker opportunities for these important events.

Q. If my short film has screened on television, will this affect my festival premiere status?

A. It is important that you check the individual rules and regulations for the festival you are interested in submitting to. However public screenings of any kind, including as part of a festival, online, or on television, within the designated premiere territory of a festival, will affect your film's eligibility.

Note. Due to the international pandemic and the festival shift from physical to online or hybrid events, many have relaxed their online premiere requirements to accept films that have previously screened online as part of a festival in 2020/2021. Check your festival's rules and regulations for exact premiere eligibility.

Q. Will posting a clip or trailer online for my short film jeopardise my festival premiere status?

A. No, but having your full film available to view online, either via non-password protected screener link, open Youtube or Vimeo, will affect your premiere status.

Q. My short film screened at a festival two years ago and has not shown anywhere else publicly since, can I still submit to festivals?

A. Many festivals have a date of completion requirement in their rules and regulations, where your film must have been completed within the designated date of completion time frame. This completion date could sit within the 12 months prior to the next festival or there might be no date of completion requirement at all. You will need to visit the website of the festivals you are interested in submitting to, to check if your film is eligible.

Q. Can the New Zealand Film Commission view my short film and help me with a festival strategy? Can you put in a good word for me with selectors?

A. Short and feature film festival strategy and guided submissions are handled by the Marketing team at the NZFC, in partnership with filmmakers, associated sales agents and distributors. Our focus is always on films that have received NZFC funding support. We have limited capacity and resources to offer festival strategy support to independent short film projects, however our approach is curatorial and extended to films assessed as being suitable for premiere festival submission.

We hope this guide offers helpful information, where we are unable to give individual support.



Film Still: Daniel (2019) – Written and directed by Claire van Beek, produced by Alix Whittaker
Photo credit: Jess Charlton

Official Selection: Melbourne International Film Festival, Clermont Ferrand International Short Film Festival,
Odense International Film Festival, Sao Paolo International Short Film Festival, PÖFF Shorts, Show Me Shorts Film Festival,
Heartland Indy Shorts Film Festival, Tirana International Film Festival, Sapporo International Short Film Festival,
New Zealand International Film Festival - Winner NZ's Best Emerging Talent Award

THE FESTIVALS

Below you will find a list of internationally recognised film festivals divided by category, month and genre as <u>a general guide only</u>, with many more festival events to discover and add to your strategy.

NZFC RECOMMENDED FESTIVALS

The Short Film International Festival Fund helps New Zealand short films and their makers get to significant film festivals. If your short film is invited to screen at an international film festival, you can check eligibility and find out how to apply for the Fund via our website:

Short Film International Festival Fund
NZFC Recommended Short Film Festivals

PREMIERE FESTIVALS

Berlin Film Festival, Germany
Cannes Critics' Week, France
Cannes Directors' Fortnight, France
Cannes Film Festival, France
Sundance Film Festival, USA
Toronto International Film Festival, Canada
Venice Film Festival, Italy

FESTIVALS WITH MARKET / INDUSTRY ATTACHMENT

Berlin Film Festival, Germany - European Film Market (EFM)

Cannes Film Festival, France - Short Film Corner

Clermont Ferrand International Short Film Festival, France - Short Film Market

IDFA International Documentary Festival Amsterdam, Netherlands - Docs for Sale

Melbourne International Film Festival, Australia - MIFF 37°South

Rotterdam International Film Festival, Netherlands - IFFR Pro + CineMart

Sheffield Doc/Fest, UK - MeetMarket

Sundance Film Festival, USA - Sundance Industry Office (SIO)

Toronto International Film Festival, Canada - TIFF Industry

Venice Film Festival, Italy - Venice Production Bridge

ACADEMY ACCREDITED FESTIVALS

Some festivals are 'Academy Accredited', meaning that if your film wins an Academy accredited award at one of these designated short film or documentary short film festivals around the world, you are then eligible to submit this film to the next Academy Awards. The current lists of accredited festivals and the eligible awards can be found below:

<u>Short Films Qualifying Festival List</u>
Documentary Short Subject Qualifying Festival List

AOTEAROA NEW ZEALAND FESTIVALS

Doc Edge Film Festival, Aotearoa New Zealand

Māoriland Film Festival, Aotearoa New Zealand

Rotorua Indigenous Film Festival, Aotearoa New Zealand

Show Me Shorts, Aotearoa New Zealand *Academy Accredited Short Film Competition

Wairoa Māori Film Festival, Aotearoa New Zealand

Whānau Mārama: New Zealand International Film Festival, Aotearoa New Zealand

ANIMATION FESTIVALS

ANIMA – Brussels Animation Film Festival, Belgium

Annecy International Animation Film Festival, France

Bucheon International Animation Festival, Korea

Fantoche International Animation Film Festival, Switzerland

London International Animation Festival, UK

Ottawa International Animation Film Festival, Canada

SIGGRAPH Computer Animation Festival, USA

Trickfilm Animated Film Festival Stuttgart, Germany

CHILDREN / YOUTH AUDIENCE FESTIVALS

Berlin International Film Festival, Germany - Generation Programmes

Chicago International Children's Film Festival, USA

Children's Film Festival Seattle, USA

Cinekid Film Festival Amsterdam, Netherlands

Giffoni Film Festival, Italy

<u>IDFA International Documentary Festival Amsterdam, Netherlands – Competition for Kids & Docs</u>

Kuki International Short Film Festival for Children and Youth Berlin, Germany

Mo&Friese Children's Short Film Festival Hamburg, Germany

New York International Children's Film Festival, USA

Plein la Bobine - International Short Film Festival for Children and Young Audiences, France

Stockholm International Film Festival Junior, Sweden

Zlín International Film Festival for Children and Youth, Czech Republic

COMEDY INCLUSIVE FESTIVALS

Aspen ShortsFest, USA

BFI London Film Festival, UK

Boston Underground Film Festival, USA

Brussels Short Film Festival, Belgium

Chicago International Film Festival, USA

Clermont Ferrand International Short Film Festival, France

Cork International Film Festival, Ireland

Edinburgh International Film Festival, UK

Encounters Film Festival Bristol, UK

Flickerfest Film Festival, Australia

Heartland Indy Shorts Film Festival, USA

LA Shorts International Film Festival, USA

Leeds International Film Festival, UK

Palm Springs Shorts Fest, USA

PÖFF Shorts – Tallinn Black Nights Film Festival, Estonia

Raindance Film Festival, UK

Revelation Perth International Film Festival, Australia

Slamdance Film Festival, USA

Sydney Film Festival, Australia

Tribeca Film Festival, USA

DANCE FILM FESTIVALS

San Francisco Dance Film Festival, USA

<u>Choreoscope Barcelona Dance Film Festival, Spain</u>

Dance on Camera Film Festival New York, USA

Dances with Films Festival LA, USA

Dance Camera West LA, USA

DISABILITY / ACCESSIBILITY FESTIVALS

Focus on Ability Short Film Festival, Australia

NYC Mental Health Film Festival, USA

NZ Deaf Short Film Festival, Aotearoa New Zealand *Biennial

ReelAbilities Film Festival: New York, USA

Slamdance Film Festival, USA - Unstoppable Programme

Superfest International Disability Film Festival San Francisco, USA

DOCUMENTARY FESTIVALS

AFI Docs Film Festival, USA

Big Sky Documentary Film Festival Montana, USA

CPH: Dox, Denmark

<u>Doc Edge Film Festival, Aotearoa New Zealand</u>

Doc NYC, USA

Donostia - San Sebastian Human Rights Film Festival, Spain

DOXA Documentary Film Festival, Canada

GZDOC Guangzhou International Documentary Film Festival, China

Hot Docs Film Festival, Canada

Hot Springs Documentary Film Festival, USA

IDFA International Documentary Festival Amsterdam, Netherlands

Ji. hlava International Documentary Film Festival, Czech Republic

Sheffield Doc/Fest, UK

True/False Film Festival, USA

Visions du Réel, Switzerland

Zinebi – Bilbao International Short & Documentary Film Festival, Spain

EMERGING / INDEPENDENT FILMMAKER FESTIVALS

Boston Underground Film Festival, USA

Calgary Underground Film Festival, Canada

CUFF Chicago Underground Film Festival, USA

Flickerfest Film Festival, Australia

Indie Lisboa Film Festival, Portugal

Milwaukee Underground Film Festival, USA

Raindance Film Festival, UK

Slamdance Film Festival, USA

SXSW Film Festival, USA

Sundance Film Festival, USA

ENVIRONMENTAL FESTIVALS

Environmental Film Festival at Yale, USA

Environmental Film Festival DC, USA

Planet in Focus International Environmental Film Festival, Canada

EXPERIMENTAL FESTIVALS

Ann Arbor Film Festival, USA

CPH: Dox, Denmark

CUFF Chicago Underground Film Festival, USA

Images Festival Toronto, Canada

Interfilm Berlin International Short Film Festival, Germany

Rotterdam International Film Festival, Netherlands

GENRE FESTIVALS

Brussels International Fantastic Film Festival, Belgium

Bucheon International Fantastic Film Festival (BIFAN), Korea

Fantasia Film Festival Quebec, Canada

Fantastic Fest Austin TX, USA

FrightFest London, UK

Lund International Fantastic Film Festival, Sweden

Molins Horror Film Festival, Spain

Monster Fest, Australia

Neuchâtel International Fantastic Film Festival, Switzerland

Overlook Film Festival, USA

Ravenna Nightmare Film Festival, Italy

Screamfest LA, USA

Sitges International Fantastic Film Festival Catalonia, Spain

Toronto After Dark, Canada

HUMAN RIGHTS FESTIVALS

<u>Donostia - San Sebastian Human Rights Film Festival, Spain</u> <u>Human Rights Arts & Film Festival, Australia</u>

INCLUSIVE FESTIVALS

Bentonville Film Festival, USA
Los Angeles Diversity Film Festival, USA

INDIGENOUS FESTIVALS

Asinabka Film + Media Arts Festival, Canada

FIFO International Film Festival of Oceania, Tahiti

<u>imagineNATIVE Film + Media Arts Festival, Canada</u>

Māoriland Film Festival, Aotearoa New Zealand

Native Spirit Film Festival, UK

Présence autochtone/Montréal First Peoples' Festival, Canada

Rotorua Indigenous Film Festival, Aotearoa New Zealand

Skábmagovat Indigenous Peoples' Film Festival, Finland

Wairoa Māori Film Festival, Aotearoa New Zealand

INTERNATIONAL FESTIVALS WITH SHORT FILM PROGRAMMES

AFI Fest, USA

Atlanta Film Festival, USA

Berlin Film Festival, Germany

Bentonville Film Festival, USA

BFI London Film Festival, UK

Boston Underground Film Festival, USA

Calgary Underground Film Festival, Canada

Cannes Critics' Week, France

Cannes Directors' Fortnight, France

Cannes Film Festival, France

Chicago International Film Festival, USA

Cork International Film Festival, Ireland

CUFF Chicago Underground Film Festival, USA

<u>Durban International Film Festival, South Africa</u>

Edinburgh International Film Festival, UK

Hawai'i International Film Festival, USA

Hong Kong International Film Festival, China

Locarno International Film Festival, Switzerland

Melbourne International Film Festival, Australia

Milwaukee Underground Film Festival, USA

Newport Beach Film Festival, USA

New York Film Festival, USA

Raindance Film Festival, UK

Revelation Perth International Film Festival, Australia

Rotterdam International Film Festival, Netherlands

San Francisco International Film Festival, USA

San Sebastián International Film Festival, Spain

Seattle International Film Festival, USA

Slamdance Film Festival, USA

Stockholm International Film Festival, Sweden

SXSW Film Festival, USA

Sundance Film Festival, USA

Sydney Film Festival, Australia

Telluride Film Festival, USA
Thessaloniki International Film Festival, Greece
Toronto International Film Festival, Canada
Tribeca Film Festival, USA
Venice Film Festival, Italy

LGBTQIA+ FESTIVALS

BFI Flare: London LGBTIQ+ Film Festival, UK

Festival du Film LGBTQ de Paris Chéries-Chéris, France

Frameline - San Francisco International LGBTQ+ Film Festival, USA

<u>Inside Out - Toronto LGBT Film Festival, Canada</u>

Queer Lisboa International Queer Film Festival, Portugal

Queer Screen Mardi Gras Film Festival Sydney, Australia

NewFest - The New York LGBTQ Film Festival, USA

Outfest Los Angeles LGBTQ Film Festival, USA

Thessaloniki International LGBTIQ Film Festival, Greece

SHORT FILM FESTIVALS

Aspen ShortsFest, USA

Brussels Short Film Festival, Belgium

Busan International Short Film Festival, Korea

Clermont Ferrand International Short Film Festival, France

Encounters Film Festival Bristol, UK

Flickerfest Film Festival, Australia

Focus on Ability Short Film Festival, Australia

Hamburg International Short Film Festival, Germany

Heartland Indy Shorts Film Festival, USA

Interfilm Berlin International Short Film Festival, Germany

Kuki International Short Film Festival for Children and Youth Berlin, Germany

LA Shorts International Film Festival, USA

Minimalen Short Film Festival, Norway

Mo&Friese Children's Short Film Festival Hamburg, Germany

Oberhausen International Short Film Festival, Germany

Odense International Film Festival, Denmark

Palm Springs Shorts Fest, USA

Plein la Bobine - International Short Film Festival for Children and Young Audiences, France

<u>PÖFF Shorts – Tallinn Black Nights Film Festival, Estonia</u>

Pragueshorts Film Festival, Czech Republic

São Paulo International Short Film Festival, Brazil

Short Shorts Film Festival & Asia, Japan

Show Me Shorts, Aotearoa New Zealand

Tampere International Short Film Festival, Finland

Uppsala International Short Film Festival, Sweden

Winterthur International Short Film Festival, Switzerland

Zinebi - Bilbao International Short & Documentary Film Festival, Spain

VR / INTERACTIVE INCLUSIVE FESTIVALS

Annecy International Animation Film Festival, France - VR@Annecy

Atlanta Film Festival, USA

Brussels International Fantastic Film Festival, Belgium

CPH: Dox, Denmark - Inter:Active

Encounters Film Festival Bristol, UK

IDFA International Documentary Festival Amsterdam, Netherlands – DocLab Competition for

Immersive Non-Fiction

imagineNATIVE Film + Media Arts Festival, Canada

Rotterdam International Film Festival, Netherlands

Sheffield Doc/Fest, UK - Arts Programme (formerly Alternate Realities)

SXSW Film Festival, USA - XR Screening Sections

Sundance Film Festival, USA – New Frontiers

Tribeca Film Festival – Tribeca Immersive

Venice Film Festival, Italy - Venice VR Expanded

WOMEN'S FESTIVALS

Athena Film Festival New York, USA

Films de Femmes - Créteil International Festival of Women's Films, France

IFEMA - International Female Film Festival Malmö, Sweden

LA Femme International Film Festival, USA

St. Johns International Women's Film Festival, Canada

Women Make Waves Film Festival, Taiwan

YOUTH / STUDENT FILMMAKER FESTIVALS

BFI Future Film Festival, UK – Filmmakers aged 16+

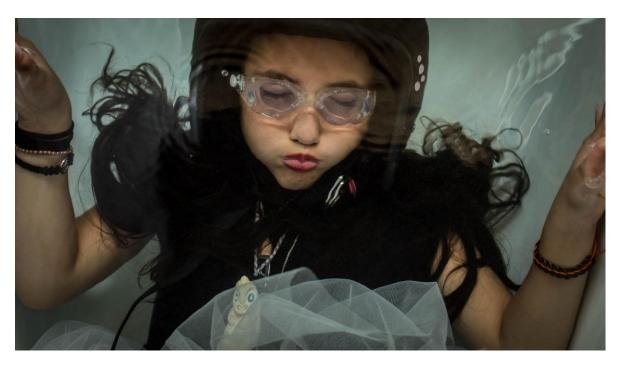
<u>Cinekid Film Festival Amsterdam, Netherlands – Shorts by Kids Competition</u>

CineYouth Film Festival Chicago, USA – Filmmakers aged 22 years and under

Zlín International Film Festival for Children and Youth, Czech Republic - Zlín Dog:

<u>International Competition of Student Films</u>

<u>Seattle International Film Festival, USA - FutureWave Shorts Competition</u>



Film Still: Ways to See (2019) – Written and directed by Jessica Sanderson (Ngāti Kahungunu ki Heretaunga, Te Ātiawa, Te Ati Haunui-a-papārangi), produced by Desray Armstrong (Te Aitanga-ā-Hauiti, Ngāti Porou)

Photo credit: Jen Raoult Clairobscur

Official Selection: New Zealand International Film Festival, imagineNATIVE Film + Media Arts Festival, Wairoa Māori Film Festival, Rotorua Indigenous Film Festival, Māoriland Film Festival, Skábmagovat Indigenous Peoples' Film Festival

FESTIVALS BY MONTH *SUBJECT TO CHANGE

<u>January</u>

Clermont Ferrand International Short Film Festival, France

Dance Camera West LA, USA

Flickerfest Film Festival, Australia

Minimalen Short Film Festival, Norway

Rotterdam International Film Festival, Netherlands

Slamdance Film Festival, USA

Skábmagovat Indigenous Peoples' Film Festival, Finland

Sundance Film Festival, USA

February

ANIMA - Brussels Animation Film Festival, Belgium

Berlin Film Festival, Germany

Big Sky Documentary Film Festival Montana, USA

BFI Future Film Festival, UK - Filmmakers aged 16+

Children's Film Festival Seattle, USA

Dance on Camera Film Festival New York, USA

IFEMA - International Female Film Festival Malmö, Sweden

FIFO International Film Festival of Oceania, Tahiti

New York International Children's Film Festival, USA

Pragueshorts Film Festival, Czech Republic

Queer Screen Mardi Gras Film Festival Sydney, Australia

March

Ann Arbor Film Festival, USA

Athena Film Festival New York, USA

BFI Flare: London LGBTIQ+ Film Festival, UK

Boston Underground Film Festival, USA

Brussels International Fantastic Film Festival, Belgium

CPH: Dox, Denmark

Environmental Film Festival at Yale, USA

Environmental Film Festival DC, USA

Films de Femmes - Créteil International Festival of Women's Films, France

Hong Kong International Film Festival, China

Māoriland Film Festival, Aotearoa New Zealand

Stockholm International Film Festival Junior, Sweden

SXSW Film Festival, USA

Tampere International Short Film Festival, Finland

True/False Film Festival, USA

<u>April</u>

Aspen ShortsFest, USA

Atlanta Film Festival, USA

Brussels Short Film Festival, Belgium

Busan International Short Film Festival, Korea

Calgary Underground Film Festival, Canada

Donostia - San Sebastian Human Rights Film Festival, Spain

Hot Docs Film Festival, Canada

Human Rights Arts & Film Festival, Australia

Indie Lisboa Film Festival, Portugal

Images Festival Toronto, Canada

Milwaukee Underground Film Festival, USA

Oberhausen International Short Film Festival, Germany

ReelAbilities Film Festival: New York, USA

San Francisco International Film Festival, USA

Seattle International Film Festival, USA

Visions du Réel, Switzerland

May

Cannes Critics' Week, France

Cannes Directors' Fortnight, France

<u>Cannes Film Festival, France</u>

CineYouth Film Festival Chicago, USA – Filmmakers aged 22 years and under

DOXA Documentary Film Festival, Canada

Hamburg International Short Film Festival, Germany

Inside Out - Toronto LGBT Film Festival, Canada

Mo&Friese Children's Short Film Festival Hamburg, Germany

NZ Deaf Short Film Festival, Aotearoa New Zealand *Biennial

<u>Plein la Bobine - International Short Film Festival for Children and Young Audiences, France</u>

Trickfilm Animated Film Festival Stuttgart, Germany

Zlín International Film Festival for Children and Youth, Czech Republic

June

AFI Docs Film Festival, USA

Annecy International Animation Film Festival, France

Bentonville Film Festival, USA

Dances with Films Festival LA, USA

Doc Edge Film Festival, Aotearoa New Zealand

Edinburgh International Film Festival, UK

<u>Frameline - San Francisco International LGBTQ+ Film Festival, USA</u>

Overlook Film Festival, USA

Palm Springs Shorts Fest, USA

Sheffield Doc/Fest, UK

Short Shorts Film Festival & Asia, Japan

Sydney Film Festival, Australia

Tribeca Film Festival, USA

Wairoa Māori Film Festival, Aotearoa New Zealand

<u>July</u>

Bucheon International Fantastic Film Festival (BIFAN), Korea

CUFF Chicago Underground Film Festival, USA

Durban International Film Festival, South Africa

Fantasia Film Festival Quebec, Canada

Giffoni Film Festival, Italy

Heartland Indy Shorts Film Festival, USA

LA Shorts International Film Festival, USA

Neuchâtel International Fantastic Film Festival, Switzerland

Whānau Mārama: New Zealand International Film Festival, Aotearoa New Zealand

Outfest Los Angeles LGBTQ Film Festival, USA

Revelation Perth International Film Festival, Australia

August

Focus on Ability Short Film Festival, Australia

FrightFest London, UK

Locarno International Film Festival, Switzerland

Los Angeles Diversity Film Festival, USA

Melbourne International Film Festival, Australia

Présence autochtone/Montréal First Peoples' Festival, Canada

Odense International Film Festival, Denmark

São Paulo International Short Film Festival, Brazil

SIGGRAPH Computer Animation Festival, USA

<u>September</u>

Asinabka Film + Media Arts Festival, Canada

Choreoscope Barcelona Dance Film Festival, Spain

Encounters Film Festival Bristol, UK

Fantastic Fest Austin TX, USA

Fantoche International Animation Film Festival, Switzerland

Lund International Fantastic Film Festival, Sweden

New York Film Festival, USA

NYC Mental Health Film Festival, USA

Ottawa International Animation Film Festival, Canada

Queer Lisboa International Queer Film Festival, Portugal

Rotorua Indigenous Film Festival, Aotearoa New Zealand

San Sebastián International Film Festival, Spain

Telluride Film Festival, USA

Thessaloniki International LGBTIQ Film Festival, Greece

Toronto International Film Festival, Canada

Venice Film Festival, Italy

October

BFI London Film Festival, UK

Bucheon International Animation Festival, Korea

Chicago International Film Festival, USA

Cinekid Film Festival Amsterdam, Netherlands

Hot Springs Documentary Film Festival, USA

imagineNATIVE Film + Media Arts Festival, Canada

Ji. hlava International Documentary Film Festival, Czech Republic

LA Femme International Film Festival, USA

Native Spirit Film Festival, UK

NewFest – The New York LGBTQ Film Festival, USA

Newport Beach Film Festival, USA

Planet in Focus International Environmental Film Festival, Canada

Raindance Film Festival, UK

Ravenna Nightmare Film Festival, Italy

San Francisco Dance Film Festival, USA

Screamfest LA, USA

Show Me Shorts, Aotearoa New Zealand

Sitges International Fantastic Film Festival Catalonia, Spain

St. Johns International Women's Film Festival, Canada

Superfest International Disability Film Festival San Francisco, USA

Toronto After Dark, Canada

<u>Uppsala International Short Film Festival, Sweden</u>

Women Make Waves Film Festival, Taiwan



Film Still: Hot Mother (2020) – Written and directed by Lucy Knox, produced by Evie Mackay, co-produced by Bill Bleakley
Photo credit: Evie Mackay

Official Selection: Berlin International Film Festival, Melbourne International Film Festival, Whānau Mārama: New Zealand International Film Festival

<u>November</u>

AFI Fest, USA

Chicago International Children's Film Festival, USA

Cork International Film Festival, Ireland

Doc NYC, USA

Festival du Film LGBTQ de Paris Chéries-Chéris, France

Hawai'i International Film Festival, USA

IDFA International Documentary Festival Amsterdam, Netherlands

Interfilm Berlin International Short Film Festival, Germany

Kuki International Short Film Festival for Children and Youth Berlin, Germany

Leeds International Film Festival, UK

Molins Horror Film Festival, Spain

<u>PÖFF Shorts – Tallinn Black Nights Film Festival, Estonia</u>

Stockholm International Film Festival, Sweden

Thessaloniki International Film Festival, Greece

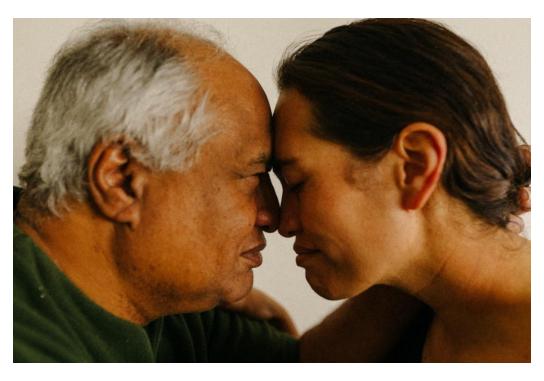
Winterthur International Short Film Festival, Switzerland

Zinebi - Bilbao International Short & Documentary Film Festival, Spain

<u>December</u>

<u>GZDOC Guangzhou International Documentary Film Festival, China</u> London International Animation Festival, UK

Monster Fest, Australia



Film Still: Daddy's Girl (Kōtiro) (2019) – Written and directed by Cian Elyse White (Te Arawa), produced by Tweedie Waititi (Te Whānau-ā-Apanui), co-produced by Te Rāhui August Sutherland (Te Whānau a Apanui, Ngāi Te Rangi, Ngāti Ranginui)

Official Selection: Bentonville Film Festival, imagineNATIVE Film + Media Arts Festival,

Asinabka Film + Media Arts Festival, FIFO International Oceanian Film Festival Tahiti,

Hawai'i International Film Festival, Seattle International Film Festival, Māoriland Film Festival, Sydney Film Festival,

Wairoa Māori Film Festival – Winner Whakapapa Film Festival of Italy Award & Te Reo Māori Award - Short Film,

Show Me Shorts Film Festival – Winner Department of Post Best New Zealand Film Award,

New Zealand International Film Festival - Winner NZ's Best Audience Choice Award

ADDITIONAL RESOURCES

New Zealand Film Commission Short Film International Festival Fund

 The Short Film International Festival Fund helps New Zealand short films and their makers get to significant film festivals. If your short film is invited to screen at an international film festival, you can check eligibility and find out how to apply for the Fund via our website: Short Film International Festival Fund
 NZFC Recommended Short Film Festivals

<u>Watch an Interview with Mike Plante, Senior Programmer for Short Films at Sundance Film Festival</u>

 Enjoy a conversation between Argo's Head Programmer, Amanda Salazar, and Sundance Senior Programmer for Short Films Mike Plante, as they discuss what makes a short film good, why short films are important, why a film might get chosen to play at Sundance and more: <u>An Interview with Mike Plante</u>

Have additional questions?

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 New Zealand Film Commission E. hayley.weston@nzfilm.co.nz

This guide was written by Hayley Weston, Film Festival & Marketing Executive at the New Zealand Film Commission.

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For more information about the New Zealand Film Commission and other resources visit our website: www.nzfilm.co.nz

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Film Still: Two Cars, One Night (2004) – Written and directed by Taika Waititi (Te Whānau-ā-Apanui), produced by Ainsley Gardiner (Ngāti Pikiao, Ngāti Awa, Te Whānau-a-Apanui, Whakatōhea), Catherine Fitzgerald Official Selection: Sundance Film Festival, Short Shorts Film Festival & Asia, Sydney Film Festival, Newport Beach Film Festival, Minimalen Short Film Festival, Pragueshorts Film Festival, Flickerfest Film Festival, Edinburgh International Film Festival,

Berlin International Film Festival – Winner Panorama Award for Best Short Film,

Aspen ShortsFest – Winner Best Drama,

Seattle International Film Festival – Winner Best Short Film,

Oberhausen International Short Film Festival – Winner Best Short Film,

Melbourne International Film Festival – Winner Best Short Film,

AFI Fest – Winner AFI Grand Jury Prize,

Academy Awards - Nomination, 2005 Best Short Film Live Action

Sundance Film Festival - Sundance Institute 40th Anniversary Programme