

BRINGS TO YOU

# The Prime Pitch

15th December, 2023

Jyoti Chitraban Film Studio, Kahilipara, Guwahati

The Brahmaputra Valley Film Festival (BVFF) is gearing up with immense excitement and enthusiasm for the 8th edition of the festival. Building on the resounding success of the previous seven editions held in the captivating North East region of India, particularly in Guwahati, Assam, the upcoming edition promises to be even more extraordinary.

In an innovative step, BVFF is set to unveil an unparalleled opportunity that has the potential to redefine the landscape for independent filmmakers. The festival is introducing an opportunity where filmmakers can submit their pitches directly to the leading OTT platform, **Amazon Prime Video**. This initiative is designed to empower filmmakers, like never before, providing them with a stage to flourish, elevate the standards of filmmaking, and open doors within the film industry.

## Here are the steps to apply:

Email your pitch to [bvff@tattvacreations.com](mailto:bvff@tattvacreations.com)

Last date of receiving entries - **7th December 2023 (IST 8:00 pm)**

Shortlisted teams will be allocated 20 minutes each to present their elevator pitch to the jury members, followed by a 10-minute Q&A session during the festival.

**If you succeed in making a compelling impression during the pitch session, you stand the chance to receive support from Amazon Prime Video.**

This initiative not only reflects the commitment of BVFF to fostering creativity and talent amongst the film fraternity but also serves as a significant opportunity for filmmakers to showcase their work to a global platform. As the festival continues to evolve, it remains a beacon for innovation and a catalyst for the cinematic aspirations of the North East.

## PITCH FORMAT

**(Kindly submit the information preferably in PPT format, arranged in the specified order. Additional relevant details may be included if deemed necessary)**

- **Synopsis:** A concise overview of the film's plot and main characters.
- **Target Audience:** Define the intended demographic for the film.
- **Unique Selling Proposition (USP):** What sets the film apart? Highlight its distinctive elements.
- **Budget Estimate:** A rough estimate of the budget required for production.
- **Talent and Crew:** Information on Director, key cast and crew members, emphasizing their experience and relevance.
- **Market Analysis:** Insight into the potential market for the film, including comparable successful projects.
- **Timeline:** Provide a realistic timeline for pre-production, production, and post production phases.
- **Visual Materials:** Include visuals like concept art, video or a mood board to help convey the film's visual style and tone.