



Video Power – Power Pitch – How does it work?

Dear filmmaker,

Great to hear that you are interested in making a movie with us! This document briefly explains who Video Power is, what it is like to work together and how you as a film maker can benefit from it. Video Power is a non-profit organisation aimed at talent development of filmmakers. Our many partners help us with (im)material input for our film productions as well as provide platforms to show the resulting films.

The film ideas are selected during pitch events, which take place four times a year. Any type or genre is welcome: from documentary to television show to video installation to narrative fiction. There's one requirement: the film speaks for itself and is not promoting anything else. No formal audiovisual training is required of the participants – however you need to be able to express your ideas clearly and concretely.

Let's say you are interested. How does it work? Generally speaking, there are several steps:

1. We go and have a coffee and discuss your ideas. This may be repeated several times (we recommend getting in touch with us at least four weeks before the pitch).
2. On the basis of our feedback, you are able to translate your artistic vision into a concrete approach of the production-side.
3. If we are convinced we can produce the film with the means we have, you get the green light to pitch.
4. We help you turn your vision into a catchy seven-minute presentation that you can practise one week in advance in front of a small test audience.
5. If you have already finished a script of some kind, you may forward an extract to the jury.

6. You pitch in front of the independent jury and an audience. The pitch is followed by an eight-minute discussion with the jury about your idea.

7. The jury decides on an order of preference on the following criteria: Quality and concreteness of the idea, to a lesser extent the impact on the local audiovisual community.

8. Video Power joins the table and determines with the jury how many projects can be produced with the available resources.

9. The results and feedback are shared with both filmmakers and audience in a transparent way.

In case your idea is selected, you will follow the production trajectory of 3-6 months. A solid but lean framework is set up to ensure a success for the film maker:

1. We draft a production contract with you including a general planning, Video Power's input (gear, coaching etc.) and roles and responsibilities. This contract serves as a reminder for both Video Power and the filmmaker of the mutual commitments and aims to ensure a solid and collaborative relationship throughout the production.

2. To support the distribution of the film, a distribution contract is drawn up. Our standard contract states that you and Video Power can both distribute the final result. If you sell the film to another party, you keep 75% of the profit and give Video Power 25%. If we sell it, we get 75% and you 25%. Both the film maker and Video Power need to mutually agree to any film screening, to prevent any misalignment.

We trust this document has given you a more clear impression of our values and our approach, and that it has further boosted your enthusiasm for making a film together. In case you have any additional questions do feel free to reach out to us. We look forward to hearing from you, the first coffee is on us!

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