



Call for Projects | Sunny Side of the Doc Submission Guidelines

Want to be part of the global change by pitching your documentary project at Sunny Side of the Doc 2021 ?

This guide provides you with all the information you need to pitch in the internationally renowned marketplace for documentary and narrative experiences, live in La Rochelle and online beyond borders, from 21 to 24 June 2021.

Each June, **Sunny Side of the Doc** creates unique opportunities for the most exciting non-fiction concepts to be pitched directly in front of 300+ top-level international decision makers: commissioning editors from broadcasters and platforms, foundations, funders, sales agents and cultural institutions...

Through 4 highly coveted pitching sessions, 6 thematics and targeted matchmaking, a selection of 42 projects will receive critical insights, find potential partners and seal financing deals.

Closing date: Thursday, April 22nd, at 23:59 CEST/UTC +2.

Submission requires registering to Sunny Side of the Doc 2021 or purchasing a "Single Pitch Submission" on our online shop.

PITCHING AT SUNNY SIDE OF THE DOC

Sunny Side of the Doc 2021 will be a hybrid marketplace event taking place on-site in La Rochelle and online. We have seized this opportunity to revamp our traditional pitching event. This year, we are offering four sessions - one per market day, covering 6 genres:

- **Global Issues:** 6 projects pitched and an additional 6 projects selected for 1:1 meetings;
- **Wildlife Conservation:** 6 projects pitched;
- **Science / History:** in each genre, 4 projects pitched, and an additional 2 projects selected for 1:1 meetings;
- **Arts & Culture / Immersive Experiences:** in each genre, 4 projects pitched, and an additional 2 projects selected for 1:1 meetings;

A pitch consists in a 15-minute presentation in front of leading decision makers and funders. The actual pitch is 7' – including trailer - and is followed by an 8' live Q&A session.

All pitches will be prerecorded, with prior mentoring offered by Sunny Side of the Doc. The Q&A sessions and 1:1 meetings will all be live in a hybrid format, with producers and decisions makers attending either on-site or online.

[SUBMIT A PROJECT TO SUNNY SIDE 2021]

WHAT WE ARE LOOKING FOR

In this unprecedented time ; the power of storytelling has grown and become a force for helping people navigate the tremendous challenges and changes brought on by the pandemic, climate crisis and obscurantism.

In this context, we feel that the international documentary industry has a special responsibility and that **#StorytellingMatters** more than ever before. It is the central theme of Sunny Side of the Doc 2021 and we would like it to resonate within each of the genres of the pitching sessions. We will particularly welcome projects which inspire change and shine a light on action for the future.

Sunny Side of the Doc is now seeking submissions for ambitious, high quality innovative projects with an international appeal and the potential for international coproduction. We are especially keen on projects which include an impact campaign. Are accepted:

- Linear TV formats (one-offs and series),
- Feature-length documentaries and short formats,
- Native web formats,
- New media narratives and multi-platform content projects.

And so, in the following 6 genres: *Global Issues**, *Science*, *History*, *Wildlife Conservation*, *Arts & Culture*, *Immersive Experiences***.

***Global Issues:** as a follow-up to the Global Pitch hosted online on February 2-3, we are accepting investigation and current affairs projects which should offer a brand new vision and a revealing insight into complex topics related to the themes and challenges affecting the world today: the economy, science & health, climate and the environment, society & politics.

****Immersive Experiences:** this category includes projects exploring immersive storytelling, interactivity and new media tools to engage audiences with factual content, be it through augmented reality, virtual reality, gaming, installations, animation etc. (including social media such as Snapchat, TikTok, Instagram...)

APPLICATION AND SELECTION PROCESS

The Sunny Side of the Doc's Pitch Selection committee, made of seasoned industry professionals will assess the projects submissions and create a shortlist based upon the following criteria:

- The strength and originality of the story
- The international potential
- The unbiased quality of information
- The evidence of social impact
- The commitment to diversity and inclusion

Chosen works and submitted information will be published by the Sunny Side of the Doc (print and digital), available to buyers and registered delegates.

ELIGIBILITY

Submitter eligibility

- All talent are eligible to apply: filmmakers, authors, producers, new media makers, digital creators, game & interactive designers...
- We accept submissions from all countries, as long as they are written in English.
- Individuals or teams may apply.
- Applicants must be the rights holder in the work.
- Applicants must be 18 years of age or over.
- Entry for each work must be submitted via Sunny Side of the Doc's professional portal.

Projects eligibility

- Projects in the above-mentioned genres should be in advanced development with the financial commitment from at least one partner (broadcaster, platform, sales agent, supporting fund, foundation, crowdfunding, museum, brand etc.).
- A proof of the confirmed participation of all partners (LOC) is required;
- We do not encourage projects whose principal photography has been completed or which are in post-production.

Should you have any question about your project's eligibility, please contact international2@sunnysideofthedoc.com prior to submission.

HOW TO SUBMIT?

- **Connect to Sunny Side of the Doc's professional platform using your login details and purchase the appropriate 2021 registration** (Full Pass, Online Pass or Single Pitch Submission): <https://www.sunnysideofthedoc.com/my-sunny-space.htm>
- **Submit your work in the dedicated form of MySunny Space before the deadline.**
- **For more information, rules and guidelines, visit:**
<https://www.sunnysideofthedoc.com/>

You will be required to upload the following elements:

- Shooting dates, budget, format, version, length, partners, etc.
- 3 examples of representative works
- Production company profile (300 characters)
- Producer's bio (400 characters)
- Director's bio (200 characters)
- Short synopsis (400 characters). This logline will be visible by all Sunny Side of the Doc's participants if your project is selected;
- Short treatment (700 characters)
- Impact strategy, if any (500 characters)
- Detailed information PDF including:
Longer synopsis & treatment ; Detailed budget & funding plan ; LOC & LOI ; Longer presentations/biographies ; And any information you consider useful in order to help the jury assess your project.
- HD Picture of the project (300 dpi);
- Trailer / video clip with English subtitles (max. 2 GB and 3') – Accepted formats: MP4 (most recommended), MOV, WMV, AVI, and FLV.

DEADLINE

All proposals must be submitted online through Sunny Side of the Doc's professional space before **Thursday, April 22nd, at 23:59 CEST/UTC +2.**

SUCCESSFUL PROJECTS

Applicants agree to the rules and regulations of the call for projects. If their project is selected, applicants agree to register for Sunny Side of the Doc and attend the pitching session and one-to-one meetings with decision makers. Selected projects will be required to provide their pre-recorded video pitches by 7 June 2021.

Sunny Side of the Doc will follow up with selected works through its **Projects Observatory**. Applicants will comply with the organizers' requests for updates, information and for including its mention and official logo where needed.

Selected participants will be required to make themselves available for meetings with decision makers during Sunny Side of the Doc, which may occur outside of regular business hours, including early mornings and evenings.

AWARDS

All projects selected at Sunny Side of the Doc 2021 will be entering the competition for awards, in cash and/or in kind endowed by our sponsors (list of awards to be confirmed) and decided by an independent jury. Please note that awards and prizes may be omitted or added at the discretion of the event's management and depending on sponsoring.

ABOUT SUNNY SIDE OF THE DOC

<https://www.sunnysideofthedoc.com/>

Sunny Side of the Doc is the international marketplace dedicated to documentary and narrative experiences, each year bringing together broadcasters, decision makers, cultural stakeholders, financing bodies, distributors, content creators and producers from around the world to sell or buy projects and programmes, and to find coproduction partners.

The 4-day event creates unique opportunities for all 2,000+ professionals from 60 countries, to follow the latest industry trends, present 600+ original stories, and make new connections through a variety of high-level pitching sessions, panel discussions, networking activities and the added value of an exhibition space.

Its digital storytelling spot, PiXii Festival, is the definitive meeting point for digital cultures giving a business view of the real power of installations based on VR, AR, 3D imaging, 3D sound, AI, Apps to enhance the museums, heritage sites and cultural institutions experiences.

The 32th edition will be held live in La Rochelle and online from June 21-24, 2021.

#StorytellingMatters