



Sunny Side of the Doc's 2022 Call for Projects is open !

Looking for partners and financing for your next documentary? Submit your project to Sunny Side of the Doc's pitching sessions and join one of the most impactful markets for documentary and digital storytelling (La Rochelle, France, from 20 to 23 June 2022).

[Closing date for submissions is Thursday, April 7th, 11pm GMT]

WHY PITCH AT SUNNY SIDE OF THE DOC?

Sunny Side of the Doc is the international community and marketplace dedicated to supporting the international financing of documentary projects and the circulation of completed programs. Every June, a 4-day event brings together 2,200+ participants (decision makers, producers, filmmakers, sales agents, foundations and funders) from 60+ countries.

You'll have the rare opportunity to pitch it and defend it to 400+ top-level international decision makers representing leading broadcasters, streamers, foundations, sales agents and other funders looking for impactful stories. Please check the [complete list of attending decision makers in 2021](#).

Key benefits also include: accessing a qualified and diverse professional audience, mentoring from industry experts, sealing financial deals, finding potential partners, meeting with peers for potential co-production discussions, and much more.

We are thrilled to confirm that Sunny Side of the Doc will be back to La Rochelle for an in-person market. Our pitching sessions will be held on-site and online as well in order to accommodate participants who may not be able to travel to France. Wherever you are, you'll have the same chance to pitch, so please submit your project!

WHAT'S NEW IN 2022?

New Voices is Sunny Side's 2022 main thread for both the market and year-round activities.

We strongly believe that diversity drives innovation and creativity in the documentary genre. Plurality of voices and talents is essential to ensure that films are relevant to diverse audiences. After the February session of the [Global Pitch dedicated to Women's Voices](#), new features will be deployed at the 33rd edition in June in order to embrace and nurture new talents, and help them find their place in the documentary community.

At the top of our list is the **New Voices Talent Hub**. This session is designed to welcome first and second time filmmakers/content creators holding projects with international potential : we are looking for hidden gems, new authors, new producers, new directors, new issues, and inspiring stories.

Sunny Side of the Doc will also continue strengthening and supporting new forms of digital and immersive non-fiction projects. Along with the “Immersive Experiences” pitching session, we are introducing a new slot for **Digital Na(rra)tive Stories** (standing for projects conceived natively for digital platforms, social networks, video games, etc.).

WHAT’S YOUR PITCHING JOURNEY?

After two years of online-only set up, we are delighted to hold our highly coveted pitching sessions back in La Rochelle! Of course, we will also accommodate international Projects Holders and Decision Makers who may not be able to travel to France.

By submitting your project to Sunny Side of the Doc’s pitches, you’re entering an invaluable journey.

- Before the 4-day event
 - SELECTION
For each of the **8 following sessions**, 6 projects will be selected by a jury of industry professionals based on specific criteria detailed below.

Genres 5 sessions	Digital Creation 2 sessions	Talent Hub 1 session
<ul style="list-style-type: none"> ○ Global Issues ○ Wildlife & Conservation ○ Science ○ History ○ Arts & Culture 	<ul style="list-style-type: none"> ○ Immersive Experiences ○ Digital Na(rra)tive Stories [NEW] 	<ul style="list-style-type: none"> ○ New Voices [NEW]

- MENTORING
Once selected, each of the 48 projects will be offered mentoring sessions with Industry experts to prepare its video pitch, which should be sent to us before June 7th.
- During the 4-day event
 - PROJECT PRESENTATION which consists in:
 - A pre-recorded video pitch of 7’ (including trailer) aired on-site and online;
 - Followed by an 8’ live Q&A session with Decisions Makers guided by seasoned moderators. Decision makers and selected producers will be able to attend either on-site or online.
 - PRE-ARRANGED INDIVIDUAL MEETINGS
At least three tailored one-to-one meetings with Decision Makers organized according to your wishlist to get straight into creative and financial discussions.
 - AWARDS
 - The best pitched projects of each session are decided by a jury of industry experts.
The 8 winners will receive a 3,000€ cash prize endowed by respective session sponsors;
 - Additional special prizes and festival invitations may be granted by industry partners.

- After the 4-day event

- PROJECTS OBSERVATORY

Sunny Side of the Doc's commitment goes far beyond the pitch. We wish to support the development of your project all the way to its international distribution. The Projects Observatory allows our organisation to monitor your progress and share your achievements with the international documentary community.

WHAT WE ARE LOOKING FOR?

Eligible projects

- All talents can apply: filmmakers, producers, digital creators, game & interactive designers;
- All formats are welcome: one-offs, series, shorts and features, etc.
- From all countries: only requirement being that submissions must be written in English;
- Projects 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.

Projects Assessment

In accordance with the New Voices main thread this year, the selection jury will be invited to keep a close eye on diversity, inclusion, parity both in front and behind the camera while assessing projects submitted.

Projects in development or production will be assessed and shortlisted based on the following criteria:

- The power and originality of the story and of the storytelling;
- International relevance and potential;
- Financial feasibility;
- Without being a prerequisite, other elements will be taken into consideration, such as plans for an impact strategy or a green / sustainability certification.

Specific criteria

- “Immersive Experiences” session
 - ⇒ This session 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, large format, 3D sound, etc.
- “Digital Na(rra)Tives Stories” session
 - ⇒ This session includes projects conceived natively for digital platforms : social network platforms (Facebook, YouTube, Twitter, Instagram, Snapchat, TikTok, Twitch etc.), video games, etc.
- “New Voices Talent Hub” session
 - ⇒ This session is dedicated to projects from first and second time filmmakers/content creators.

Should you have any question about your project's eligibility, please contact international@sunny-sideofthedoc.com prior to submission.

HOW TO SUBMIT?

1. **Log in or create your account** on our professional portal – **MySunny Space** : <https://www.sunnysideofthedoc.com/authentication/connection-box.htm>
2. **Visit the eshop to buy your Sunny Side of the Doc 2022 “Full Pass” or the “Pitch Submission”**
3. **Submit your project by filling the form** available in “My Account” > “My Projects/Programmes” > “SSD22 Projects/Programmes” or “SSD22 Pitch” > “Go to Project Submission”

The first step will be to choose the session you'd like your project to compete in. To optimise your chances, our jury may suggest to redirect it to another one if necessary.

Then, you will be required to upload the following elements:

GENERAL INFORMATION

- English title
- Original title, if different [not mandatory]
- Logline (max. 350 characters incl. spaces)
- Synopsis (max. 800 characters incl. spaces)
- Treatment (max. 2,500 characters incl. spaces)
- Format and running time
- Language
- Categories
- Keywords [not mandatory]
- Main production country
- Co-production countries [not mandatory]
- Beginning of Shooting
- Expected time of completion
- Is your project in post-production?
- Industry event(s) where your project has been previously pitched

PRODUCER & FILMMAKER

- Production company
- Producer(s) Name(s)
- Production company profile (max. 300 characters incl. spaces)
- Producer's bio (max. 400 characters incl. spaces)
- Director's full name
- Director's bio (max. 400 characters incl. spaces)
- Director's filmography (maximum 3 titles) [not mandatory]
- Other creatives' full names & roles [not mandatory]

PARTNER(S)

- Type(s)
- Country(ies)
- Company(ies) name(s)

BUDGET INFORMATION

- Currency
- Total estimated budget

- Confirmed and required amount

MEDIA

- **HD image of project** [FORMAT: 16/9 .jpeg, .png / MAX 50MO - 300 DPI]
- **Trailer or clip** with English subtitles (up to 4 minute long), or any other alternative visual support which best illustrates your project.
⇒ *Submitting for one of two Digital Creation sessions ? The trailer can be replaced by a clip, video interview or any other video linked to the submitted project.*
[MAX 2 GB and 4' / FORMAT: MP4 (most recommended), MOV, WMV, AVI, and FLV]

For assessment purposes, the following information is also required but will not be published:

- **PDF file** including:
 - budget or financing plan,
 - letter(s) of commitment,
 - any other information you consider useful in order to help the jury assess your project (biography of other filmmakers if applicable, etc.)
[FORMAT .PDF / MAX 50 MO]
- Impact, Sustainability, Diversity, Inclusion and Parity Strategy (maximum 500 characters incl. spaces each) [not mandatory]

For more information, rules and guidelines, visit: <https://www.sunnysideofthedoc.com/home/marketplace/open-calls>

Deadline

All projects must be submitted online before Thursday, April 7th, 11pm GMT.

Commitment

By entering this pitching process, applicants accept the Terms & Conditions of the 2022 Sunny side of the Doc Call for Projects.

If their project is selected, applicants agree

- To fully register for Sunny Side of the Doc,
- To follow the whole Pitching Journey described above (in the framework of the Projects Observatory, applicants will comply with Sunny Side's requests for information and for including its mention and logo where needed),
- That the information about their submitted project will be published by the Sunny Side of the Doc (print and digital), available to buyers and registered delegates.

ABOUT SUNNY SIDE OF THE DOC

Sunny Side of the Doc is the international community and marketplace dedicated to linear and non-linear documentary.

Every June, a specific event brings together decision makers, producers, filmmakers, sales agents and funders to support the international financing of documentary projects and the circulation of completed programs. The 4-day market offers unique creative, business and networking opportunities for the 2,200+ participants from 60 countries through a mix of high-level pitching sessions, panels on the latest industry trends and an exhibition hall.

The 33rd Sunny Side of the Doc will be held in La Rochelle from June 20-23, 2022, featuring a digital extension to provide maximum engagement before, during and after the event.

Moreover, each year since 2017, PiXii Festival offers both professional and general public of La Rochelle an amazing exhibition of the most innovative stories and digital installations created through new convergences of documentary, culture and immersive technologies.

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

<https://www.pixii-larochelle.fr/>