



Sunny Side of the Doc is launching its 2023 Call for Projects !

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, June 19–22, 2023).

**[Opening date for submissions: Thursday, March 16th]
[Closing date for submissions: Thursday, April 6th, 11pm GMT]**

WHY PITCH AT SUNNY SIDE OF THE DOC?

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

With 300+ top-level international decision makers in attendance, representing leading broadcasters, streamers, foundations, sales agents and other funders looking for impactful stories, pitching at Sunny Side is a unique opportunity. Please check the [complete list of attending decision makers in 2022](#).

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.

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 make sure to submit your project!

WHAT WE ARE LOOKING FOR

Sunny Side of the Doc 2023 will offer 7 pitching sessions, including our 5 specialist factual categories. A growing number of documentaries mix different genres, and not everyone agrees on where certain sub-genres belong (is archeology science or history – or both?). If in doubt in which category to enter your project, do reach out to us.

#SSD23 Pitching Sessions

- Specialist Factual
 - **Science:** we welcome all types of science projects, from blue-chip and hard science to popular science
 - **History**
 - **Arts and Culture**
 - **Nature & Conservation:** natural history, environment, climate related stories
 - **Global Issues:** current affairs, investigation, social issues, human interest

- Focus of the Year

Sunny Side 2023 will focus on viewers. **Who watches what, where and why?** Documentary is currently enjoying a Golden Age. Streamers have certainly impacted the documentary space, by boosting the exposure and popularity of the genre and pushing for new forms of storytelling. At the same time, with a profusion of content and entertainment options, the audience is ever more fragmented.

What does it take to address and reach an audience, particularly a younger and more diverse audience? We wish to provide the industry with two key elements in order to adapt to a rapidly changing environment: including new talents who can bring their own fresh perspective and engaging audiences beyond the screen life of documentaries.

To that effect, Sunny Side of the Doc will hold two specific pitching sessions this year:

- **New Voices:** we are looking for first and second time filmmakers/content creators holding projects with international potential. We welcome emerging filmmakers, new issues inspiring stories and hidden gems, etc.
- **Impact campaigns:** documentary is a powerful tool for change. Is the topic of your film highly social, political, environmental or does it offer a new vision that you want to share in order to raise awareness and trigger social change? This new pitching session is looking for such kind of activism.

Your film project is in the development, production or even finished phase and you are developing an impact campaign. How to finance it, with whom and for what result?

The impact campaign pitching session will select 6 impact campaign projects that will be pitched to an audience of impact specialists and funders. This session is specifically set up to develop and finance impact campaigns and not the production of the films. The requested budget and provisional financing plan should only relate to the impact campaign.

All formats are welcome in our 7 pitching sessions: broadcast length, series, documentary projects with XR versions, digital native projects, new narrative experiences etc. Non linear projects are part of an innovative approach that is close to our heart and whose goal is to find new audiences on all possible media. The innovation component of Sunny Side is entering new developments with a whole series of events dedicated to digital programs which will be detailed soon!

Eligible projects

- All talents, whether confirmed or not, can apply: filmmakers, producers, writers;
- Projects should be in advanced development. We do not encourage projects whose principal photography has been completed or which are in post-production;
- Projects should have the financial commitment from at least one third-party partner (broadcaster, platform, sales agent, supporting fund, foundation, crowdfunding etc.). A proof of the confirmed participation of all partners (LOC) is required;
- Submissions from all countries are accepted. Please check our special rates for submissions from the Global South and Low production capacity countries;

Projects Assessment

Projects will be assessed and selected by a jury of industry professionals based on the following criteria:

- Power and originality of the story and of the storytelling;
- International relevance and potential for international coproduction;
- 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.

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

WHAT'S YOUR PITCHING JOURNEY?

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

- **Before the 4-day event**

- **SELECTION**

6 projects will be selected in each of our **7 pitching sessions**;

- **COMMITMENT**

Selected projects must agree to:

- register for Sunny Side of the Doc (if you bought a Single Pitch, you will be required to buy your Market Pass)
- follow the whole Pitching Journey;

- **MENTORING**

Once selected, each of the 42 projects will be offered mentoring sessions with Industry experts to prepare their video pitch, which should be sent to us before June 9th.

- **During the 4-day event**

- **PROJECT PRESENTATION** which consists in:
 - A pre-recorded video pitch of 5' (including trailer) aired on-site and online;
 - A 2' live presentation, which should ideally focus on production issues (stage of production, financing secured and sought, expectations from the pitch etc.). The mentoring provided by Sunny Side will help you fine-tune your pitch;
 - Followed by an 7' 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.
- **TAILORED INDIVIDUAL MEETINGS**

At least three tailored one-to-one meetings with Decision Makers will be organized according to your wishlist to get straight into creative and financial discussions.
- **AWARDS**
 - A jury of industry experts will select the best pitched project in each session. **The 7 winners will receive a cash prize** endowed by respective session sponsors: 3,000€ for the Specialist Factual Pitching Sessions and 2,000€ for Focus of the Year Pitching Sessions;
 - Additional special prizes and festival invitations may be granted by industry partners.
- **PUBLICATION**

The information about the selected projects will be published in the Sunny Side of the Doc resources made available to buyers and registered delegates, including the Official Selections Guide. While you will have the opportunity to verify and update this information, please ensure that it is accurate when applying.

- **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.

Selected projects will comply with Sunny Side's requests for information and for including its credit and logo where needed.

HOW TO SUBMIT?

Submissions will open on Thursday, March 16th
Deadline for submissions: Thursday, April 6th, 2023, 11pm GMT

All the submission process will be through an **online form and has to be completed in English only.**

The first step will be **to choose the pitching session you'd like your project to compete in.** If in doubt, please ask us.

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

1. PROJECT'S PRESENTATION

- English title
- Original title, if different *[not mandatory]*
- Logline (350 characters, spaces included)
- Short synopsis (800 characters, spaces included)
- Short treatment (2500 characters, spaces included)
- Keywords *[not mandatory]*
- HD visual **[Still or poster in landscape format, 10MB max., without text on it]**
- Link to your trailer **[English or english subtitles, 4mins max., Vimeo preferred.** Make sure your video is in free access and downloadable] or any other alternative visual support [PDF] which best illustrates your project – e.g. *Moodboard, Marketing presentation.*
- Beginning of Shooting & Expected time of completion
- Is your project in post-production?
- Industry event(s) your project would have been previously pitched and when
- Sustainable strategy: what actions did you implement to make your documentary sustainable & green?y (800 characters, spaces included) *[not mandatory]*
- Impact strategy: What actions did you implement to make your documentary impactful: social media campaigns, partnering with NGOs, etc.? (800 characters, spaces included) *[not mandatory]*
- Diversity, Parity & Inclusion strategy: What actions did you implement to ensure diversity, parity & inclusion in front & behind the camera? (1,500 characters, spaces included) *[not mandatory]*

2. PROJECT'S BUDGET INFORMATION

- Currency
- Final estimated budget & Remaining to be financed
- Budget & financing plan **[1 single PDF file, 10MB max.]**
- Letter(s) of Commitment from a third party **[1 single PDF file, 10MB max.]**

3. PROJECT'S VERSION(S)

- Shooting format(s) – e.g. *4K, FHD, Web / Social Media*
- Deliverable format(s) – e.g. *Feature length, Series*
- Language(s)
- Duration(s)

4. PROJECT'S TEAM

i.e. Producer(s), Director(s) & Partner(s)

- Main production company & country
- Production company profile (max. 300 characters incl. spaces)
- Producer's name(s) & bio (max. 400 characters incl. spaces)
- Director's name(s), bio (max. 400 characters incl. spaces) & filmography (maximum 3 titles) **[not mandatory]**
- Is this project the 1st or 2nd film of the director?
- Other creatives' full names & roles **[not mandatory]**
- Co-producer(s) if any & country
- Fund(s) & Institution(s) if any & country
- Broadcaster(s) & Platform(s) if any & country
- International sales agents if any & country
- Looking for – e.g. *Financing, Distribution*

5. PROJECT HOLDER & SUBMISSION DETAILS

- First & last name
- Project holder HD picture
- Gender & age
- Company, job & country
- Email address & direct line

6. SPECIFIC QUESTIONS FOR PROJECTS SUBMITTING TO THE IMPACT CAMPAIGN PITCH SESSION

- Why do you plan an impact campaign?
- What are the key messages to your film, what issue are you addressing?
- What are your impact goals, what change do you want to see?
- Who is your target audience?
- What would success look like?
- Budget estimate for the impact campaign
- Do you already have a partner, Impact producer / NGO / Foundation on board? If yes, please specify.
- If applicable, contact details of your Impact producer

>> Please fill in these questions in a PDF document and upload it in the "Attachments" tab > "Additional Information"

Any additional information you want to share with the selection committee (biographies of directors, moodboard, etc.) **[1 single PDF file, 10MB max.]**

Should you have any question about your project's submission, please contact projects@sunnysideofthedoc.com.

For more information visit:

[call for projects SSD23 - Sunny Side Of The Doc](#)

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 34th Sunny Side of the Doc will be held in La Rochelle from June 19-22, 2023.

Doc Services, the organising company of Sunny Side of the Doc, is a member of 1% for the Planet.

SSD23 – Call for Projects

<https://www.sunnysideofthedoc.com>