



## **LatAm Content Meeting** Call for Projects in partnership with **Sunny Side of the Doc**

*The first edition of the LatAm Content Meeting will take place **from March 10 to 12, 2025, in Rio de Janeiro**. Dedicated to non-fiction content and documentaries, LatAm Content aims to attract Latin American and major global players.*

Latin America is a region rich in audiovisual content production that is exhibited throughout the world and Brazil is the second largest consumer of streaming in the world after New Zealand. The new **LatAm Content Meeting** aims to strengthen this vocation in an event dedicated to generating business for the region's production companies through co-production, distribution, licensing and sales with global partners, focusing on non-fiction products such as documentaries and factual shows.

LatAm Content Meeting responds to the demand of content producers and platforms (TV and OTT) from across Latin America for a segmented non-fiction space dedicated to generating partnerships and business.

A fundamental part of the event's business promotion are the **pitches**, which will be divided into 3 thematic sessions. As part of the partnership, **Sunny Side of the Doc** is responsible for the organization of the pitches.

**LatAm Content Meeting** will have an agenda consisting of one-to-one meeting opportunities, pitch sessions, workshops, keynotes, plenty of networking moments, and seminars with the most important players, and others.

Positioned at a strategic moment as Brazil hosts the United Nations Conference on Climate Change (COP 30), this inaugural edition of the meeting will take place against a backdrop of global discussions on sustainability and a carbon-neutral economy, as well as contemporary societal issues such as gender equality, racial diversity, Indigenous communities, and social change - perfectly reflecting Brazil's dynamic cultural fabric.

**The goal of the LatAm Content Meeting is to showcase the vibrancy of the Latin American audiovisual market and to create business opportunities between Latin American industry professionals and international producers, distributors, and exhibitors.**

# CALL FOR PROJECTS

**You're a Latin American professional and you wish to expand and find partners worldwide, you're a producer from Asia, Africa, North America, Europe and you wish to meet Latin American professionals. You're looking for partners and financing for your next documentary? Submit your project to LatAm Content Meeting's pitching sessions and join the International Meeting for documentary and Factual Content in Latin America.**

**[Opening date for submissions: September 24th, 2024]  
[Closing date for submissions: December 5th, 2024, 12pm CET]**

The LatAm Content Meeting chose Sunny Side of the Doc, the international meetingplace for documentary based in France, to organize its very first pitch sessions. Expecting a large number of top-level international decision makers in attendance, representing leading broadcasters, streamers, foundations, sales agents and other funders looking for impactful stories, pitching at LatAm Content Meeting is a unique opportunity to bridge the world meetings.

Make sure to seize this chance to access a qualified and diverse professional audience, to benefit from mentoring by industry experts, to seal financial deals, to find potential partners, to meet with peers for potential co-production discussions, and much more. Submit your project!

**For each of the three thematic pitching sessions, 6 projects will be selected.**

- Current Affairs & Investigations
- Nature & Environment
- Factual Entertainment

## WHAT ARE WE LOOKING FOR?

**We are open to all types of documentary series, feature length and non-scripted series format which could be fit for the slots of the attending decision makers, mostly broadcasters and streamers.** 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? Projects with an Impact campaign attached will be welcome.

### **Current Affairs & Investigations**

We're looking for documentaries which are not merely traditional news reporting but deeply explore complex issues, subjects or events, shedding light on untold stories, uncovering information that has been hidden, overlooked, or suppressed and challenging the status quo and prevailing narratives. We expect projects characterized by their rigorous research, in-depth analysis, compelling evidence and nuanced narrative.

We are open to any topics that have social, economic, technological, environmental, or political relevance and which can resonate with international audiences.

For this category, the potential for international co-production is a key element.

### **Nature & Environment**

We're open to a wide range of topics, ranging from a focus on the natural world, on its ecosystems and its wildlife to the impact of human activities on the environment and to what we can do or are doing to fight climate change.

The aim of the projects can range from educating, appreciating and raising awareness about the beauty, complexity, and importance of nature, to the challenges we face in the light of climate change, habitat destruction, species extinction and to encouraging conservation and sustainable practices.

For this category, the potential for international co-production is a key element.

### **Factual Entertainment**

Factual entertainment is a key genre in the international format business, but it covers a wide range of shows, and its definition is far from universal.

We are totally open in terms of topics and are looking for content which explores a slice of life and blends factual or real-life information for entertainment purposes.

We're open to a wide range of forms from highly constructed formats to social experiments, from lifestyle programs to docu-reality series which can be host or character-driven. We expect compelling narratives with a serialized arc and an ambition to keep global audiences hooked, week-on-week.

We are particularly keen on projects which can connect with young viewers, and which reflect a more inclusive society. Two options are eligible provided they have the potential to travel abroad as a format:

- Paper formats that are looking for international coproducers
- Shows which have aired only in their domestic market and (both linear or digital) (in this case, you should provide your format's bible\*).

We are clearly not looking for game or competition shows.

### **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 (no minimum amount) from at least one third-party partner (broadcaster, platform, sales agent, supporting fund, foundation, crowdfunding, NGO, co-producer, etc.). A proof of the confirmed participation of all partners (Letter of commitment "LOC") is required;
- All formats are welcome in our 3 pitching sessions: broadcast length, series, documentary, etc.

### **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](mailto:programming@sunnysideofthedoc.com) prior to submission.**

## WHAT'S YOUR PITCHING JOURNEY?

By submitting your project to the LatAm Content Meeting pitches organized by Sunny Side of the Doc, you're entering an invaluable journey.

- **Before the 3-day event**

- **SELECTION**

6 projects will be selected in each of the **3 pitch sessions**.

- **COMMITMENT**

Selected projects will be revealed mid-January 2025 and, once their participation is confirmed, they will receive their accreditation to LatAm Content Meeting (March 10-12, 2025 - Rio de Janeiro).

They must agree to follow the whole Pitching Journey.

- **MENTORING**

Once selected, each of the 18 projects will be offered mentoring sessions with Industry experts to prepare their video pitch, which should be sent to us before **February 19<sup>th</sup>, 2025**.

- **During the 3-day event**

- **PROJECT PRESENTATION** which consists in:

- A pre-recorded video pitch of 5' (including trailer) aired on-site.
- 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 a 7' live Q&A session with Decisions Makers guided by seasoned moderators.

- **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 three winners will receive a cash prize with the amount to be announced at a future date.
- Additional special prizes and festival invitations may be granted by industry partners.

- **PUBLICATION**

The information about the selected projects will be published in the LatAm Content Meeting website. While you will have the opportunity to verify and update this information, please ensure that it is accurate when applying.

- **After the 3-day event**

- **PROJECTS OBSERVATORY**

As part of the Sunny Side of the Doc pitches path, selected and winning projects will benefit from its Project Observatory. Indeed, Sunny Side of the Doc's commitment goes far beyond the pitch. The objective is to support the development of your project all the way to its international distribution. The

Projects Observatory allows our organization to monitor your progress and share your achievements with the international documentary community.

Selected projects will comply with the Call for project's requests for information and for including its credit and logo where needed.

## HOW TO SUBMIT?

**Submissions will open on Tuesday, September 24<sup>th</sup> 2024**  
**Deadline for submissions: Thursday, December 5<sup>th</sup> 2024, 12pm CET**

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

To submit a project to LCM x Sunny Side of the doc pitching sessions, you should submit your project choosing the **"Pitch submission"**.

To submit your project, you will be required to provide and upload the following elements:

### 1. GENERAL INFORMATION

- English title
- Original title *[not mandatory]*
- Pitch category
- Thematics / Subgenres
- 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? *[not mandatory]*
- Producer's name(s) & bio (max. 400 characters incl. spaces) *[not mandatory]*
- Production company profile (max. 300 characters incl. spaces) *[not mandatory]*
- Is this project the 1st or 2nd film of the producer? *[not mandatory]*
- Co-producer(s) if any (genre, name, address, phone number, email, website) *[not mandatory]*
- Artistic team (max. 600 characters incl. spaces) *[not mandatory]*
- Technical team (max. 600 characters incl. spaces) *[not mandatory]*
- Public or private funds & Institutions (max. 600 characters incl. spaces) *[not mandatory]*
- Broadcaster(s) & Platform(s) if any & Country (max. 600 characters incl. spaces) *[not mandatory]*
- International sales agents & Country (max. 600 characters incl. spaces) *[not mandatory]*
- What are you looking for on the meeting? (several choices possible)
- Final estimated budget, secured financing & Financing sought (in euros)

### 2. PROJECT

- Logline (350 characters, spaces included)
- Short synopsis (800 characters, spaces included)
- Short treatment (2,500 characters, spaces included)
- 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, Meetinging presentation.)

- Industry event(s) your project would have been previously pitched? If yes, where and when?
- Does your project need a total media blackout for security reasons? (your project will appear on our website in case of selection and will be available to all participants in our online catalog) For confidentiality or security issues, you may decide that your trailer should not be displayed with all the participants before, during or after the event.
- Sustainable strategy: what actions did you implement to make your documentary sustainable & green? (600 characters, spaces included) *[not mandatory]*
- Impact strategy: What actions did you implement to make your documentary impactful: social media campaigns, partnering with NGOs, etc.? (600 characters, spaces included) *[not mandatory]*
- Diversity, Parity & Inclusion strategy: What actions did you implement to ensure diversity, parity & inclusion in front & behind the camera? (600 characters, spaces included) *[not mandatory]*

### 3. DIRECTOR(S)

- Nationality
- Biography (650 characters, spaces included)
- Previous work

### 4. PRODUCTION

- Company profile (1000 characters, spaces included) *[not mandatory]*
- Producer's biography (1000 characters, spaces included) *[not mandatory]*

### 5. TECHNICAL SPECIFICITIES

- Beginning of shooting
- Expected time of completion
- Is your project in post-production?
- Shooting format(s) - e.g. 4K, FHD, Web / Social Media
- Delivery format(s) - e.g. Feature length, Series
- Language(s)
- Duration(s)

### 4. Attachments

- HD visual **[Still or poster in landscape format, 10MB max., without text on it]**
- Budget & financing plan **[1 single PDF file, 10MB max.]**
- Letter(s) of Commitment from a third party **(a letter from a private or public entity who's investing in your project with coproduction, in-kind or money (no minimum required).)** **[1 single PDF file, 10MB max.]**
- Format's Bible **(The bible is the founding document of the format. It sets down in writing the most precise possible description of the format's mechanics (title, duration, set, host, guest(s), shooting location, jury, music, soundscape, etc.).)** **[1 single PDF file, 10MB max.]** *[not mandatory]*
- Additional information you want to share with the selection committee (biographies of directors, moodboard, etc.) **[1 single PDF file, 10MB max.]** *[not mandatory]*

### WARNING

When submitting to the Factual Entertainment category, please first consider the following key questions:

- What makes this documentary project timely and relevant right now?

- *What will be the standout element or "lightning rod" that sparks conversation and generates buzz upon launch?*
- *Are the characters or hosts distinct, talented, and memorable enough to stand out in today's competitive entertainment landscape? If they have the potential to resonate widely, even to the point of becoming meme-worthy, that's a great sign.*
- *Does the concept have the scale and creativity needed to capture attention in a crowded content meeting?*
- *Does the show authentically represent a society that is evolving, becoming more inclusive, and embracing change?*
- *Are there natural opportunities for humor? Our most successful shows often weave in light-hearted moments or a comedic tone.*

**Should you have any questions about your project's submission, please contact [projects@sunnysideofthedoc.com](mailto:projects@sunnysideofthedoc.com).**

**For more information visit:**

[Call for projects LCM25 – LatAm Content Meeting](#)

[Terms & Conditions](#)

#### **ABOUT SUNNY SIDE OF THE DOC**

**Sunny Side of the Doc** is the international community and meetingplace 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 meeting 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 36th Sunny Side of the Doc will be held in La Rochelle from June 23-26, 2025.

Doc Services, the organising company of Sunny Side of the Doc, is a member of 1% for the Planet. <https://www.sunnysideofthedoc.com>