**Chicken & Egg Pictures**

**Open Call for 2021 (Egg)celerator Lab - Application Questions**

**GUIDELINES AND INFORMATION**

* **Application Deadline: June 23, 2020 at 3:00pm EDT**
* **Application Fee: $35.00 USD.** Chicken & Egg Pictures is able to offer an application fee waiver if you are experiencing financial hardship. If you are in a position to pay the application fee, we greatly appreciate it. As a non-profit, the application fee helps us cover the cost of running the open call, including paying application reviewers. If you would like to request a fee waiver or are unable to send payments via credit card to the US from your country of residence please email us at [info@chickeneggpics.org](mailto:info@chickeneggpics.org).
* Applicants will be notified by December 2020.

Attendance at program labs is required and mandatory. As you apply, please take into consideration that we will be meeting between two to three times during the year, possible dates including: approximately 5 to 6 days in March (in the US), in June (at the Sheffield Doc/Fest, UK), and in November (in the US). Chicken & Egg Pictures will cover lodging and travel costs for each director. Exact dates TBC when results are communicated. (The 2021 program and number of retreats is subject to change for reasons related to the evolving COVID-19 situation.)

* **We will contact you with any questions or requests for updates to your application; please do not contact us or send unsolicited updates.**
* If you have an application emergency or urgent issue, you may email info@chickeneggpics.org; please allow a week prior to the application deadline for us to respond to your issue; inquiries received less than a week before the deadline might not be answered.
* Before starting your application, please be sure to read through our website’s programs page for everything that you need to know about our [Criteria & Guidelines, Application Checklist, and FAQ](https://chickeneggpics.org/programs/#eggcelerator-lab).

**Technical Notes**

* We recommend that you complete your application in this Word document, and then add the information to the online application platform. Please be aware of the length requirement of each question. We encourage you to fill in your application using the following settings: Arial, size 11, single line spacing option in Microsoft Word.
* Note on our length requirements: ***Don’t feel compelled to reach the maximum character count. We encourage you to be concise!***

**All maximum character counts include spaces. If you cannot copy the text you prepared in the separate Word document to the online platform, it means that you have exceeded the character counts. Please adjust your text to fit the character count.**

* + 1 to 2 pages - 5000 characters max (including spaces).
  + 1 page - 2500 characters max (including spaces).
  + ½ page - 1250 characters max (including spaces).
  + 1 paragraph - 1000 characters max (including spaces).
* To navigate through the application, please click the blue tabs at the top of each page. ***Do not*** click the "Back" button in your browser, as this will kick you out of the application.
* Be sure to click the pink “Save” button at the bottom of each page before moving to the next page. **Changes are not automatically saved**. You will be able to save, make changes, and return to the application until you click “Submit Application” on the last tab. Once you click “Submit Application” you will no longer be able to make changes to your application.
* Please only have the application open in one window, tab, or computer at a time. Applications open in multiple windows, tabs, or computers may overwrite text written in another. In other words, all your work may be lost.
* All fields are required, unless otherwise noted. Any blanks in required fields will be noted with a red error message at the top of the page. You will not be able to submit your application without completing the required fields.
* Your application is not complete until you’ve paid the application fee and clicked “Submit Application”.

**Additional Notes**

* You do not need a fiscal sponsor in order to apply for the (Egg)celerator Lab. However, if you are accepted, you must have a US fiscal sponsor, or be a 501(c)(3), in order to receive the funds. See our guidelines for more information on fiscal sponsors.
* Chicken & Egg Pictures has opted into the [Documentary Core Application](http://www.documentary.org/funding/documentary-core-application-project). Our hope is that your responses to these questions will result in material that may be used for additional applications as you move forward with your fundraising.

*Note that some sections require a smaller word count than the Documentary Core Application (DCA). If you have recently completed the DCA for a previous submission with another granting organization you can submit that and do not have to cut it down.*

**PROJECT DESCRIPTION**

**Project title**

Please do not include quotation marks around your title

**Logline**

Please provide a brief, catchy summary of your story. *Approximately 2-3 sentences OR 500 characters max)*

**Story Summary/Synopsis**

What is your story and story structure? Give an overview introducing your main characters, their dramatic arcs, and potential plot points. Describe the anticipated story structure and narrative trajectory, or potential character arcs for your project. Discuss your access to the story and characters. *Approximately 1 to 2 pages OR 5000 characters max.* *Note: Don’t feel compelled to reach the maximum character count. We encourage you to be concise!*

**Topic Summary**

Describe why this topic is important, timely, or relevant? Things to consider include: Why are you the best person to make a film about this? Explain the cultural or social relevance and context for the topic, and why this project is timely or urgent. Detail the topics, issues, themes, challenges, stakes, or questions that your project will cover. *Approximately 1 to 2 pages OR 5000 characters max. Note: Don’t feel compelled to reach the maximum character count. We encourage you to be concise!*

**Artistic Approach**

How are you going to tell this story? Describe your creative vision for the finished project – its visual look and feel. Explain your intended use of cinematic language or any particular artistic approach that informs the storytelling. *Approximately 1/2 page OR 1250 characters max.*

**Project Stage and Timeline**

Explain the current status of the project. Outline the projected production timeline from the project’s current state to the anticipated completion date. Your timeline should cover both the creative and production schedules, and anticipated post-production and release dates. If you have applied to this fund previously, please share how your project has progressed since the last time you applied. If your timeline could be subject to change due to the evolving COVID-19 situation please let us know how you anticipate this could change. *Approximately 1 paragraph OR 800 characters max.*

*Note: Keep in mind that the program will take place from February to December, 2021. If you are planning to have a rough cut by the end of this year or by the first quarter of 2021 then this program is not for you.*

**Forums and Markets**

List the forums and markets where you have participated with this project, even if there was no cash award.

**AUDIENCE AND DISTRIBUTION (OPTIONAL)**

**Distribution and Marketing Strategy**

Characterize the intended distribution life for your film. Specify plans for festival, theatrical, and/or community screenings, as well as your plans for securing broadcast and/or distribution.

*Approximately 1 paragraph OR 1000 characters max.*

**Intended Audience**

Describe the anticipated audience for your project, including any underserved audiences. How do you plan to reach your target audiences? How do you plan to reach your target audience? How have you addressed the needs and interests of this audience in your film? What is your relationship and access to this community? *Approximately 1 paragraph OR 1000 characters max.*

**Audience Engagement and Social Impact - *If applicable***

Audience Engagement is a strategy designed to activate audiences and constituencies toward specific goals. Not all films are suited for social engagement, but if yours is, what action do you hope for viewers to take after seeing your film? Potential activities could include organizational partnerships, educational guides, targeted stakeholder/community screenings, social media strategies, multi-platform activities, or social change campaigns. Do you have partnerships with organizations in your issue area already and, if so, how are these relationships informing your project development? *Approximately 1 to 2 paragraphs OR 2000 characters max.*

**KEY CREATIVE PERSONNEL**

**Contact Information**

Tell us about the contacts for your project.

For co-directing teams, all directors must be listed as a contact. Please note that at least one director on the project must be a first- or second-time director. Please see our [FAQ](https://chickeneggpics.org/programs/#eggcelerator-lab) for further details on how we define experience level.

Please provide complete contact information including a valid email address, telephone number, and mailing address (in the country’s format). Contact information should be valid until at least December 2020.

[note: please fill out these fields directly on the application]

**Bios of Key Creative Personnel**

Provide brief biographies for other key members in your team: producer(s), cinematographer, and/or editor. Include notable credits and/or major recognition or award information. For each key creative team member, include information about relevant expertise and the individual’s role in the project. Bullet list the names and titles of any attached advisors and/or consultants. *Approximately 1 paragraph OR 1000 characters max. per short bio.*

**FUNDRAISING STRATEGY AND GRANT IMPACT**

**Fundraising Strategy**

Describe the strategy for raising the additional funds necessary to complete the project. Be specific. *Approximately 1 paragraph OR 1000 characters max.*

**Grant Impact**

The (Egg)celerator Lab also entails a $30,000-$40,000 grant to be disbursed in three installments throughout the program year. (The grant amount is contingent on our fundraising in this time of financial uncertainty due to COVID-19.)

Should you receive the grant, describe how you would spend the funds and how the grant amount would help you move forward with your project.

*Approximately 1 paragraph OR 1000 characters max.*

**Funding to Date**

Provide a list of all sources and amounts raised to date. Distinguish between potential sources of funding and secured amounts. List the status of other sources of funding (planning to apply, application pending, funding committed, or funding received).

Example:

|  |  |  |
| --- | --- | --- |
| **Source** | **Amount** | **Status** |
| Foundation A | $x | Funding Received |
| Private Investment | $x | Funding Received |
| Foundation | $x | Application Pending |
| Broadcast License A | $x | Planning to Apply |
| Crowdfunding Campaign | $x | Funding Received |

**BUDGET**

**Total Budget**

Enter the amount in U.S dollars using just numerals.

**Comprehensive Line Item Expense Budget**

Please upload a breakdown of your project’s projected expenses, from development through release, in US dollars, including a grand total. Provide budget notesfor any areas that may be viewed as out of the ordinary or which require further explanation. You may use your own budget format, but we strongly encourage you to read this comprehensive [Introduction to Documentary Budgeting](https://www.documentary.org/magazine/dont-fudge-your-budget-toeing-line-items) article and download the Sample Budget Template to follow budgeting best practices.

*Note: We fully support directors paying themselves, so please include that line item in your budget.*

Please upload it here as PDF or Excel file (filename must end in .pdf or .xlsx).

**WORK SAMPLES**

Before submitting work samples, please review the program [page](https://chickeneggpics.org/programs/#eggcelerator-lab) on our website for guidelines and requirements regarding current project and prior work samples.

**1. CURRENT PROJECT SAMPLE - Required**

**URL**

Important note: Submit **one link only** in the text box. If you copy several links, the link to your sample will appear to be defective. We will not contact you to ask for a working link.

Please make work samples downloadable, and double check that the link and password work correctly before submitting your sample. On the application, once you add a link and click Save, a “Test Live Link and Password” button will be generated to verify that your link is working. Review to ensure that the link and password work correctly before submitting your sample.

**Password**

If no password is required for your link, please write "N/A" in this field. We recommend you protect your materials with a password.

**Running time**

The running time for your Current Project Sample should be no less than **7 minutes and not exceed 20 minutes**. Please round to whole numbers, in minutes.

The up to 20-minute total sample length can include 2 or 3 scene selects or excerpts, or a combination of a trailer and a scene select(s). Make sure to separate them with title cards. If you are submitting a trailer, we strongly encourage you to also submit scene select(s) or excerpt(s) because, while trailers can give us a good idea of your characters, story, and place, they often don’t let us appreciate your visual style, sense of rhythm, and how you work with your characters.

**Description**

Specify what type of sample or combination of samples you are submitting: trailer; scene select(s) or excerpt(s); character strand(s).

Describe the sample you are submitting for consideration. What should reviewers be looking for in your sample? Explain what is present or absent in the sample, and how it will differ as a finished film. How is it representative of the intended story, style, subject, or other aspect of the project? *Approximately 1 paragraph OR 1000 characters max.*

**2. DIRECTOR’S PRIOR WORK SAMPLE - Optional for first-time directors / Mandatory for second-time directors**

Prior Work Sample must be documentary, hybrid of fiction and nonfiction, or other forms of nonfiction.  Sample can be feature-length film or short format, including web series, animation, or experimental. Fiction work, music videos, commercial work, and PSAs are not accepted as prior work sample. We value the creative value of this work but because of its nature it does not allow us to see your author’s voice and your vision as a documentary director.

**Optional for first-time directors:** May submit previously directed work that is not feature-length film but this **must still be** documentary, hybrid or other form of nonfiction, such as web series, animation or experimental. If none of this is available, you may submit a work sample from a separate project in which you held a prominent role in the production, such as producer, A.D., cinematographer or editor. If you are not the director, please specify your role in the creation of the completed work submitted.

**Note that samples of work directed by you are strongly preferred over samples of work where you held a prominent role but did not participate as director or co-director.**

**Mandatory for second-time directors:** Must submit a prior work sample of a completed feature-length film in which you participated as director or co-director. [note: if the team consists of two or more second-time/veteran directors, each director can add a prior work sample]

Co-directing teams that consist of a first-time/second-time director and a veteran director must submit a prior work sample from the first-time/second-time director.

**Film Title**

**URL**

Important note: Submit **one link only** in the text box. If you copy several links, the link to your sample will appear to be defective. *Once you Save the entry, click on the “Test Live Link and Password” button to verify that your link is working.*

**Password**

If no password is required for your link, please write "N/A" in this field.

**Running Time**

Please round to whole numbers, in minutes. There is no time limit for your Prior Work Sample. Please provide a link to the complete film.

**Description**

Describe the sample you are submitting for consideration, including its narrative, aesthetic, or communication intentions. Discuss the relevance of the work to the current project, if any. If the current project is a departure from the prior work, how will this film differ? If you wish the panel review a specific section of your prior work, note the start and end running times of a 10-minute section that you’d especially like to highlight. If the film was co-directed, specify the name of the co-director. *Approximately 1 paragraph OR 1000 characters max.*

**Festivals and Awards**

Describe any recognition that your film has received via festivals, awards, etc. *Approximately 1 paragraph OR 1000 characters max.*

**SUPPLEMENTAL QUESTIONS**

**Director’s Artist Statement**

What drives you to be a filmmaker? Why nonfiction filmmaking? What is unique about your art, perspective, and voice? What is the central theme, core issue, or big question you’re exploring - in this project and/or your growing body of work? Be specific rather than general. Please reference your life experience, background, community, etc. *Approximately 1 page OR 2500 characters max. Note: Don’t feel compelled to reach the maximum character count. We encourage you to be concise!*

**Context Dynamics** (optional)

Describe your and your team’s relationship to your film’s subject(s), subject matter, and/or community(ies). How has the relationship evolved since you started making the film? What have been your main challenges in navigating the relationship and how have you addressed them? ***Approximately 1/2 page OR 1250 characters max.***

**Project's website** (optional)

**Geographic Region**

Pease indicate the primary region where your film takes place.

**Primary Subject Matter**

**Other Subject Matter 1** (optional)

**Other Subject Matter** **2** (optional)

**How did you hear about us?**

*Dropdown menu:* Referred by Chicken & Egg Pictures Team; Referred by Chicken & Egg Pictures Board of Directors; Referred by Chicken & Egg Pictures Eggsperts; Referred by Fellow Filmmaker/Peer; Chicken & Egg Pictures Newsletter or Social Media; Other Industry Newsletter or Social Media; Have known about Chicken & Egg Pictures for a while; Other

**More specifically, who and/or where did you hear about this open call?**

This helps us evaluate our outreach.

**Project Still**

Please upload a still image that is core to your film’s story line. (file name must end with .jpeg, .png, or .tiff). If possible, please crop to a 2:3 aspect ratio (vertical) and a size no larger than 1400 x 2100.