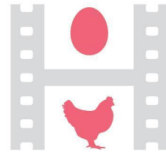


THIS CHECKLIST IS INTENDED ONLY AS A REFERENCE OF THE CONTENTS OF THE APPLICATION.

YOU MUST FIRST FILL OUT THE [PRE-APPLICATION FORM](#) TO CONFIRM YOUR ELIGIBILITY.

IF ELIGIBLE, YOU WILL RECEIVE AN EMAIL WITH YOUR ACCOUNT LOGIN INFORMATION AND THE LINK TO THE APPLICATION PLATFORM.

APPLICATIONS MUST BE SUBMITTED THROUGH THE ONLINE PLATFORM.



2024 Project: Hatched - Application Checklist

FILM PREMIERE

The goal of the Project: Hatched 2024 grant is to support films that are completed and have an active impact campaign, or are about to launch one, and are ready to apply the grant funds towards this strategy.

Therefore, the film's premiere, i.e. its first public screening, must have taken place within the timeframe of April 1, 2023 to March 31, 2024.

As a change from prior years, we have now expanded the criteria for an eligible film premiere beyond just festivals to also include community screenings. Please see below guidelines about each type of premiere.

Festival Premiere

- Any festival premiere is accepted, and there is no requirement for the premiere to be at an A-list festival. However, it must be a festival that is curated and open to the public.
- For your festival premiere to be eligible you will be asked to provide a screenshot/link to a public page of the festival showing the premiere date and premiere status of the film.

Community Screening Premiere

- A community screening is any public screening that is targeted towards an audience that you are wanting to impact through the film, and is often self-organized. Community screenings can be held in public libraries, religious buildings, community centers, or private venues.
- Community screenings come in all shapes and sizes but for our application we will only consider as eligible community screenings which are taking place at verifiable venues with a minimum seating capacity of approximately 50+ people.
- To ensure eligibility for your community screening premiere, you will be required to:
 1. Verify the venue and provide evidence of the community screening event. You can do this by providing one of the following:
 - a link or a screenshot to the venue listing the event; or
 - a link to a social media listing/website that contains information about the venue and event details.
 2. Confirm the venue's seating capacity. Please provide a link or a screenshot to the venue's seating capacity (you will often find this listed on the venue rental/logistics webpage)

Note: In case the reviewing committee has additional questions regarding your community screening event you may be asked to provide a list of attendees.

Note: Do not submit an application if your film has not premiered within the specified timeframe of April 1, 2023 to March 31, 2024.

If your film has premiered before April 1, 2023, you are not eligible to apply to the current Project: Hatched cycle.

If your film will premiere after March 31, 2024 you will be eligible to apply to the next Project: Hatched cycle.

Premiere Type (dropdown)

- Festival
- Community Screening

Location of Premiere

Premiere Date (date picker)

For confirmation of your premiere, do you want to provide a link or upload a file? (dropdown)

- Provide a link for confirmation
- Upload a file for confirmation

Do you need to provide additional confirmation for your premiere details? If so, do you want to provide another link or upload materials? (dropdown)

- None-
- Do not need to submit other confirmation
- Provide additional link for confirmation
- Upload additional file for confirmation

KEY CREATIVE PERSONNEL

Please fill out the following information for the lead contact (you) using the edit button. Please press "Add Contact" for any additional points of contact you wish to list, for example a co-director, producer(s), or impact producer(s). For co-directing teams, all directors must be listed as a contact. Contact information should be valid until at least August 2024.

ADD CONTACT

Bios of Key Personnel

Note: You do not need to include bios of director(s) or producer(s) here. They should be added to the contact record via the 'Add Contact' button above. Please just provide brief biographies of other personnel such as editor, cinematographer, and executive producers. Include title of film(s), notable credits and/or major recognition or award information. For each 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 1300 characters/bio

PROJECT DESCRIPTION

Project Title

Please do not include quotation marks on your title (e.g. 'Working Title')

Project Type (dropdown)

Documentary Short (up to 30 minutes)

Medium-length Documentary (30 to 48 minutes)

Documentary Feature (48 minutes or more)

Logline

Please provide a brief summary of the project that captures the most important elements — setting, participants, or central conflict.

325 characters max

Subject Matter 1 (dropdown)

Subject Matter 2 (dropdown)

Story or Concept Summary

Give an overview of your story, introducing the main participants and potential plot points. Describe the story and narrative trajectory or character arcs for your film. If your project is non-narrative or not character-driven, what is your project's concept, and how is it constructed? Give an overview of the subject matter and your primary questions and ideas to be explored.

6500 characters max

Connection and Access

What is your connection and access to the story (i.e., participants, community, location, archives etc.)? Why are you the best filmmaker(s) to tell this story?

1625 characters max

Accountability

Describe your relationship with the participants or community being filmed? What are your processes of accountability, including consent, transparency, feedback, and any other steps being taken to ensure the participants or communities that are featured in your film have agency in the filmmaking process, from pre-production through distribution?

1625 characters max

Power and Positionality

What is your power and positionality in relation to the story and/or those featured in it? What unique lens, perspective, insights, or bias do you bring to the story – i.e., your values, interests, underlying assumptions, worldview, or motivations?

1625 characters max

BUDGET

Total Budget

Enter the amount in U.S. dollars using just numerals (do not include your impact costs in this budget). Make sure to include fees for Director and main team members (Producer, Cinematographer, Editor, if different from Director)

What is your remaining budget gap for completion?

Impact Budget

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

What is your remaining budget gap for the impact campaign?

Impact budget breakdown

Please provide a breakdown of the film's impact campaign expenses. We are asking for a budget for the impact work only - do not include any development, production, or post-production costs. Upload your impact budget breakdown in any format you have.

TRAILER

Optional - Please provide the link to the most current trailer for your film.

URL

Password

Running time

Please round to whole numbers, in minutes. Ideally the running time of your trailer would be between 2-5 minutes.

LINK TO FILM

Required

URL

Password

Running time

Highlighted Section

Please note the start and end run times of a 15-minute section that you'd especially like to highlight for reviewers and provide a short description for the section as it relates to your impact and distribution plans.

Link to film's website (if available)

Content Warnings (optional)

Please note below if the film contains any content that may be triggering for reviewers, and the timestamps where it occurs. This information will be used as an advisory to reviewers, but has no effect on your application or the reviewing process.

Items to flag include, for example: Violence, Bodily Harm/Mutilation, Domestic Violence, Sexual Violence/Abuse, Suicide, Depression, Nudity, Drug addiction, Alcoholism, Paedophilia, Sexual abuse, Suicide, White supremacy, Police brutality.

IMPACT AND DISTRIBUTION

Chicken & Egg Pictures believes all non-fiction films from the overtly political to the abstract or personal hold the power to have an impact on their viewers, their communities, and beyond. We are looking to support filmmakers who have a strategic vision for how they plan to use their film as a tool for making change in the world.

Please note that the impact portion of the Project: Hatched grant is not intended to be used towards marketing the film after its release. Marketing is an important part of impact work, but not the end all goal. Marketing is reaching your audience, but impact is what you do with your audience once you have reached them. We want to understand how and why you are mobilizing and engaging your audiences and to what end.

Impact Vision

Articulate your vision for change. What is the influence or impact you hope the film will have on the participants, community, and/or broader society — be these social, cultural, political or otherwise? If your impact vision is realized, what will have changed?

1625 characters max

Impact Goals

Within the broader spheres of influence identified in your impact vision, please define **1 to 4 concrete impact goals** that you want to achieve through your campaign. They can range from subtle awareness-based goals (such as raising public consciousness or generating a nationwide discussion on an issue, etc) to indicator-based targets (such as the number of states that pass new legislation, the number of businesses that adopt new practices, etc). Impact goals should extend beyond just a plan for screening and promoting the film and should reflect a strategic approach to achieving the larger vision for change.

Click the 'Add New Impact Goal' button below to fill out the required information. You need to enter information for each impact goal separately.

ADD NEW IMPACT GOAL



The following are the subfields when you select 'Add New Impact Goal'- you must fill out all four fields for each impact goal that you add.

Impact Goal

What is an outcome that you want to achieve through the impact campaign?

500 characters max

Target Audience

Who is the target audience you want to reach in order to achieve this goal?

500 characters max

Impact Activities

How do you plan to engage the target audience to achieve the above mentioned goal?

500 characters max

Examples of activities include but are not limited to:

- creating new community groups / strengthen existing ones
- creating resource tools/lists/training guides

- revising legal frameworks / policies
- changing academic curriculum

Indicators of Impact

Please provide us at least one indicator of impact that you will be tracking to determine if you are making progress on or have met this goal.

500 characters max

Partners

Are there existing relationships with individuals or organizations who you feel would be well-positioned to help plan or implement your film's impact campaign? Who are these partners? Please indicate if they are secured, approached or intended? How will you build partnerships with organizations or others leading or influencing the change around the issues in the project.

2500 characters max

Timeline

What is the anticipated duration and timeline of your impact campaign? Please outline the activities that will take place as part of the impact campaign, including planning, implementation and evaluation phases.

2500 characters max

Measurement and Evaluation

Social change and transformation take a long time and the best campaigns are deeply respectful and mindful of the communities they are working with. How is this campaign part of your or your partners' long-term vision? How will you know when you have reached your goals? How will you judge and evaluate your effectiveness in the short or long-term?

2500 characters max

Do you have an impact producer? (dropdown)

No

Yes → Please specify

Do you have a sales agent? (dropdown)

No

Yes → Please specify

Do you have a distributor? (dropdown)

No

Yes → Please specify

Who holds the distribution rights (including theatrical, broadcast, educational, streaming) to the film?

I hold all distribution rights to my film.

I do not hold all distribution rights to my film → Please specify who holds which rights and how this may affect your impact campaign plan.

OPTIONAL - Supplementary Materials

If you have any materials that you have already created for the impact campaign (e.g impact plan overview, presentation deck, curriculum guides/other audience engagement surveys/materials, etc) you can upload them here. Please include only materials you may have already created; we ask that

you do not create new materials just for the application. To add multiple files, you must attach them as a zip file. See instructions: [zip file on Mac](#) | [zip file on PC](#).

SUPPLEMENTAL QUESTIONS (Optional)

How did you hear about Chicken & Egg Pictures?

Dropdown menu:

From a Chicken & Egg Pictures Team member at a festival/forum/market

From a Fellow Filmmaker/Peer

Chicken & Egg Pictures Newsletter or Chicken & Egg Pictures Social Media

Other Industry Newsletter or Social Media

Other-->Please specify

How did you hear about this year's Project: Hatched open call?

Dropdown menu:

From a Chicken & Egg Pictures Team member at a festival/forum/market
From a Fellow Filmmaker/Peer

Chicken & Egg Pictures Newsletter or Chicken & Egg Pictures Social Media

Other Industry Newsletter or Social Media

Other

Please specify