

Seed&Spark Online Film Festivals

The far-reaching impact of COVID-19 has disrupted the independent filmmaking ecosystem, shuttering festivals nationwide and preventing audiences from engaging with one another through film. Yet human connection is more important now than ever. Together, we can continue to connect people through film, safely, in the form of official fixed-term and ticketed online festivals.

TOGETHER, WE PLEDGE

Long-standing industry-wide policies often prevent festivals from going online, or prevent filmmakers and distributors from agreeing to it. We need a groundswell of commitment from festivals and distributors to temporarily waive these policies in the interest of the independent film community at large. Seed&Spark is proud to spearhead this effort by creating the 2020 Film Festival Survival Pledge.

HOW IT WORKS

- Your festival gets a standalone web page to host all your festival screenings online.
- Individual films can be viewed by purchasing transactional e-tickets or the entire library can be viewed by purchasing an e-pass.
- Existing passholders will be able to access the film library via a unique code.
- Seed&Spark will provide template agreements between your festival and your filmmakers to handle appropriate streaming permissions.
- You can host virtual Q&As for your filmmakers to connect with their audiences.

LIFT YOUR BOTTOM LINE

- You keep 100% of sponsorship revenue.
- Festivals earn revenue through e-tickets and e-passes for which they set the prices and Seed&Spark takes a 30% share of revenue.
- Any previously purchased passes can be supported with digital access codes.
- Very low per title onboarding fee to get you up and running quickly and cheaply!

STREAMLINED DELIVERABLES

- Festivals will secure permission from filmmakers to allow their film to play online in this capacity.
- Festivals will collect a small number of assets from their filmmakers and deliver them through our streamlined online delivery system.
- Festivals will deliver specific assets related to festival branding and sponsor branding.

SPONSOR OPPORTUNITIES

Retain key sponsor revenue and relationships! Festivals will be able to offer their sponsors digital branding opportunities on the website to continue messaging to their audiences.

TIMELINE

Our product team is working quickly to finalize the technology required and anticipate being able to launch our first festival(s) mid-April. To launch at that time, festivals must commit by March 25.

After that, expect a 2-to-3-week window from commitment to festival launch (assuming no major issues with deliverables).

YOU IN?

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