



Finding Funds for Your Film or TV Project (Quick Guide)

Gini Graham Scott

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Finding Funds for Your Film or TV Project includes a complete overview of the many different ways to get funds for your film from preparing the materials you need, such as business plans, private placement memorandums, trailers, sizzle reels, and crowd-funding pitches to how to make effective presentations to prospective funders, from as family members, friends, and business associates, to angels, private investors, established producers, and film financiers. Scott provides a comprehensive introduction to the many options for fund-raising, and includes information on how to prepare the materials necessary, from business plans and Private Place Memorandums to video and PowerPoint presentations to using crowd-funding techniques. Covered are these key topics:

- * The overall film industry and trends in film production
- * Deciding what to produce, preparing a script or treatment, determining your needed cast and crew, and coming up with a rough estimate of your budget
- * Putting together the needed documents, including creating a schedule and budget, preparing a producer package, business plan, and private placement memorandum
- * Creating a crowd-funding campaign
- * Developing a trailer and sizzle reel
- * Creating your marketing and promotional materials and getting a publicity buzz going
- * Developing and presenting your pitch to prospective investors
- * Closing the deal and getting your money

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