



Film Pitching





**Things to be included in a
Pitching Presentation**



Presented By

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Executive Summary

- Brief Overview
- USP of the movie ?
- Who will be involved ?
- Projected Cash Inflow / Outflow
- Business Prospect

Synopsis

- Brief summary of the story
- Should interest the reader
- Touch base on all aspects of the movie

Treatment / Story

- Look & Feel of the movie
- Characters and its Short description
- Gives an insight into the movie
- Should tell why it is treated in a specific manner and how it will have an impact on the audience

Cast / Crew

- Key Starcast
- Tentative list of technical crew
- Could include the wish list
- Acceptance letter from stars would be an added plus

Marketing Plan

- Target Group
- Similar Genre of films
- Distribution Strategy
- Marketing Strategy
- Tentative Marketing Budget
- Why the film could be a hit ?

Budget / Revenue / ROI

- Tentative Budget (ATL / BTL)
- Top Sheet + Details of all cost components
- Cash Inflow requisites at different time periods
- Compare budget with similar genre of films
- Revenue Projections
- $ROI = (\text{Expected Recovery} / \text{Budget})$

Budget – Top Sheet

| Percentage | Component |
|--------------|----------------------|
| Percentage | Above the Line Costs |
| Percentage | Below the Line Costs |
| Percentage | Overhead |
| Total Budget | |

Budget – Detailed Sheet

| Sub- Component | Cost Involved |
|----------------|---------------|
| items | Cost |
| items | Cost |
| items | cost |
| Total | |

- Detailed sheet to contain all the sub-components under various heads.



Thank You