



# Tyler Film Fest

October 12 - 16, 2011

## A Festival for Original Short Film

### Downtown Tyler Film Festival 2011

"Show Us Your Shorts"

A Joint Presentation of

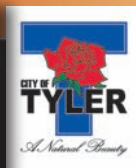
The City of Tyler, Heart Of Tyler/Main Street  
& The Downtown Tyler Arts Coalition



The 2011 Downtown Tyler Film Festival is the kickoff event of a new venue in East Texas. The purpose of this event is to bring the citizens of the greater Tyler area into direct contact with people who are actively working in the business of producing independent film. The overall design of the festival is such that it will be perceived by both audience and filmmakers as a fun, rewarding experience that is well worth repeating. Our operating plan is to support one screen for four days and to give everyone involved an overwhelmingly positive experience.

Each year, the festival will have an overall theme, which will help keep the festival timely and marketable. In keeping with our operating plan, we are setting our first year theme as "Show Us Your Shorts," and will be showcasing original short comedy films that have been recently produced in Texas. We will be reaching out to independent filmmakers both professionally and personally, and will be encouraging producers to attend festival events.

We are clearly mindful that our first event will be an important one. Although we have ambitious plans for the future, our primary goal is to make this year's festival an exciting new 'class act' venue for Texas, and specifically for the East Texas area. This is the first step in a long and rewarding journey, with many wonderful events to come.



show us  
ur shorts  
TylerFilmFest

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## About the Festival

Our festival is about more than just watching clever films – we intend to introduce the concept of independent film as a business to the citizens of Tyler and we intend to introduce those who are already active in producing independent film. We have met with the regional representative of the Texas Film Commission; we will be working closely with those in Austin to ensure that we have the maximum support possible from the state.

## About Independent Film

Recent advances in technology have removed a great many barriers from entry into the independent film business. This does not mean that the production of a film is suddenly easier than it has been in the past. A quality motion picture is still a dauntingly difficult thing to produce. With the new developments, we have a different landscape, a place where amazing concepts can seemingly sprout out of nowhere and grow with shapes and colors that are unaffected by the business/film conventions of the past.

Coincident with developments in production technology are huge changes in motion picture distribution, making it possible for those outside traditional studio distribution networks to find audiences and revenue streams for their work. The social, artistic, and business possibilities



are endless. Savvy business entities, moving products as diverse as life insurance and Doritos, have found the power of soliciting user-generated content to advance their message. The talent, imagination, and resourcefulness of individuals is being represented like never before and the stage is set for a renaissance in independent film.

An important shift is taking place for film festivals. Still popular, old-style festivals such as *Sundance* and *Telluride* may be losing ground against multi-discipline events such as *SxSW* in Austin. We are indeed living in a new landscape, and it is the goal of the Downtown Tyler Film Festival to chart a course in this exciting new world. Although we are moving energetically, it is our stated purpose to act reasonably and responsibly and to bring rewarding social and business opportunities to our community.



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## Sponsorship

Sponsorship opportunities are still available for the festival. Sponsorship in the festival will provide much more to the Tyler community than just valuable support for an important event – it will also strongly connect your name with one of the top marketing demographics available. The production of independent film will soon be a strongly viable business activity in many creative communities in America. The Downtown Arts Film Festival is positioning Tyler to take full advantage of these exciting new opportunities.

## Sponsorship Specifics

Corporate Sponsors are welcomed at the \$5,000.00 level. These sponsors will receive excellent name and logo placement at all Festival events, as well as a color add in the program and space on the projection screen in the theater before, during, and after each show. Corporate sponsors will receive logo and link space in the *Film Festival website*, as well as logo space in all festival *television, poster* and *banner* advertising. Corporate sponsors will also receive ten tickets to the special festival kick-off gala, followed by a special screening of all films in the Liberty theater, and an after show party immediately following the festival.

Individuals and small businesses who wish to support the festival can become a Festival Friend at the \$100.00 Level. Friends of the festival will receive two tickets to the festival kick-off night events as well as a listing in the festival program.

## Banners

Sponsors may either provide or be included on a number of promotional banners placed in strategic locations throughout the festival, including film venues, panels and parties.

Film-making is unimaginably difficult. Individuals who can master a wide variety of disciplines and provide exceptional management skill can become great filmmakers. Encouraging the art of film-making in our community is a superb way to foster the development of these complex skills in a useful and meaningful way. Sponsoring a festival like “*Show Us Your Shorts*” will put your company in full view of people who have the skills and vision to appreciate what your company does. This is an excellent sponsorship opportunity, as well as a fun way to support the arts in Tyler.

## TylerFilmFest.com

The Tyler Film Fest will also draw visitors to the official website, offering sponsors the opportunity to place logos, banner ads or links directing traffic to your own company website.



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## Submissions

### General terms and conditions:

The theme of this year's festival is short-form comedy, and only recently-produced projects with a run-time of fifteen minutes or less will be considered. The films can be funny, bittersweet, quirky, or even bizarre, but hateful, sexist, or mean-spirited projects are not encouraged. Entries are open to live-action or animated, and can carry dialog or be MOS. All films must have at least one producer or director who is a resident of Texas, and (if they are live-action,) all films must have had at least 75% of their principal photography completed in Texas. We encourage representatives from each production team to be present at the festival for Q & A after the showings. All material in the entries, be it music, dialogue, artwork, or cinematography, must be in the project legally and be cleared by the producer for public exhibition. A legally responsible representative of the production team must fill out and sign an entry for each submission, and must agree to all provisions.

In the interest of presenting the highest possible viewing experience for our patrons, the "Show Us Your Shorts" entries will be projected from all-digital sources. Our projection master & backup master will be built from data files submitted by our entrants. For this reason, we are not accepting set-top compatible DVD's with menus. Such discs may be sent with

the entry for the jury process, but will not be eligible for entry. A disc or USB stick with a raw, Blue-Ray compatible Mpeg-2 file will be required for exhibition in the festival.

### Restrictions:

All submissions will be screened for appropriate content. Films must be suitable for viewing by all audiences.

### Step-By-Step: To Submit Your Film:

- Entries must be submitted in menu-free data disc format. Video format must be Blue-Ray compatible Mpeg-2 with AC3 Audio.
- Entrants must read and understand all rules, terms and conditions.
- Entrants must complete an **Entry Form** from [www.tylerfilmfest.com](http://www.tylerfilmfest.com); one form per entry.
- Entries must be packaged together with entry form, **competition certificate**, written synopsis and a thirty second trailer.

Send entries to:

Main Street Gallery  
110 West Erwin Street  
Tyler, TX 75702

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## Entry Specifics:

- 🎬 Films must be submitted 1920X1080, Blue-Ray compatible Mpeg-2 with AC3 audio. Please see *Recommended Encoder Parameters*.
- 🎬 Films must have been completed after January 1, 2010. Films must be available for screening during the Tyler Film Festival, October 14 /16, 2011.
- 🎬 Films must be submitted no later than August 31, 2011.
- 🎬 All entries must be accompanied by a separate 30-second trailer.
- 🎬 Films produced, financed or initiated by a major film studio or television network are ineligible for competition. Films that have aired on US network or cable television or distributed to theaters prior to the festival dates are also ineligible.
- 🎬 Films must have at least one Producer or director who has been a full-time resident of the state of Texas for 8 months prior to submission.
- 🎬 If live-action, Films must have had at least 75% of their principal photography completed in Texas
- 🎬 Entry producers agree to hold the festival, its sponsors, DTAC, The Heart Of Tyler, and the city of Tyler harmless for any and all consequences that may arise from the public

exhibition of the entry.

- 🎬 Entries cannot be returned.
- 🎬 Entrants grant the festival the right to use brief excerpts from their entries to promote future festivals.
- 🎬 Tyler Film Festival reserves the right to change submission category at their discretion.

## Recommended Encoding Parameters

We are dedicated to projecting the best imagery possible from wide range of production environments. To achieve this goal, we will be loading all entries to a USB fed playback system, and ingesting 1920X1080 Mpeg-2. We will NOT perform any transcoding.

To minimize artifacting and preserve maximum color gradation, we are recommending a high data-rate encoding with a small GOP size. Tests with our projection system indicates that an average bit rate of 25000 kbps, two pass encoding will yield consistently good results. Please set your encoders accordingly.



# Tyler Film Fest

## Entry Form

Applicant Name: \_\_\_\_\_

Production Company: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Date completed: \_\_\_\_\_ Running time: \_\_\_\_\_

How did you hear about The Festival? \_\_\_\_\_

Please list other festival screenings: \_\_\_\_\_

## Competition Certificate

I/We have read all of the Downtown Arts Film Festival (a.k.a. Festival) rules. I/We understand and have complied with these rules.

I/We warrant the submission of my/our original work and there are no disputes regarding the ownership of the submission.

I/We also warrant the submitted material does not defame or invade the rights of any person living or dead and I/we fully indemnify the Festival against any claim made for such violations of law.

To the best of my/our knowledge, all of the statements herein are true and correct.

I/We understand that failure to adhere to the Festival rules will result in disqualification and forfeiture of entry fee.

I/We agree to hold the Downtown Arts Film Festival harmless from and defend them against all claims, demands, losses, damages, judgments, liabilities, and expenses (including attorney's fees) arising out of or in connection with any and all claims of third parties, whether or not groundless, based on any film submitted to the Festival.

Signature(s): \_\_\_\_\_ Date: \_\_\_\_\_



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## Qualifying Entries:

Must be received by August 31, 2011. Only 25 entries will be selected for showing.

This is a juried event. Board members, filmmakers, producers and sponsors are not involved in the selection process.

Upon selection filmmakers will receive a Certificate of Showing for the festival. Entrants deemed to be in the top 10 may be asked to forward a poster for display outside the theatre and in the Main Street Gallery in the weeks leading up to the event.

## Film Entry Checklist

- Completed entry form, including signed Competition Certificate
- Synopsis of 50 words or fewer
- Thirty Second Trailer of Project
- Disc or thumb drive with project encoded Blue-Ray Compatible Mpeg-2
- \$30 regular entry fee if submitted by July 1, 2011\*
- \$45 late entry fee if submitted by August 1, 2011\*
- \$15 early entry fee if submitted by June 1, 2011\*
- \$30 regular entry fee if submitted by July 1, 2011\*
- \$45 late entry fee if submitted by August 1, 2011\*

*\*Sorry, we do not waive entry fees.*

## Payment Method:

Make check or money order payable to Gallery Main Street.

Return your completed entry form, along with your entry fee and other required materials to:

Main Street Gallery  
110 West Erwin Street  
Tyler, TX 75702



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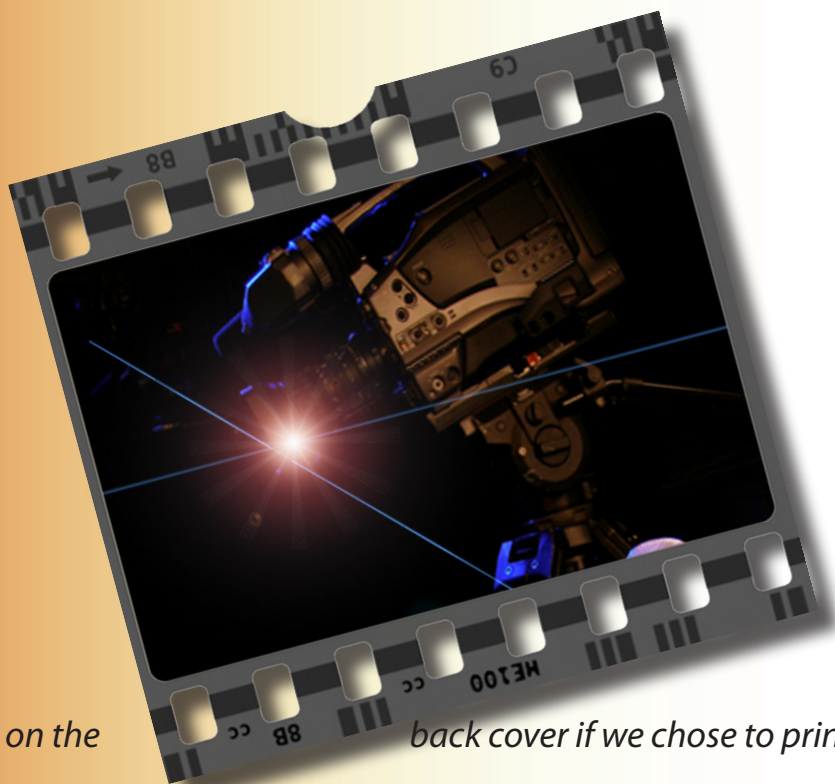
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## Events

A number of events will be taking place as the festival date draws near – please sign up for notifications so that you’ll be in the know. The festival will kick off with an opening night “Show Us Your Shorts” gala on October 14, 2011, and will run through October 16.

## Tickets

Tickets will go on sale September 1, 2011. Check back for important ticket announcements.



*(Space Available on the  
a book. format.)*

*back cover if we chose to print as*

Design By  
[www.alfarographics.net](http://www.alfarographics.net)

TylerFilmFest.com  
903.595.6380