



PITCH THIS!

Do you have a great idea for an animated series?

Pitch THIS!, presented by Mercury Filmworks, is TAC's signature opportunity to get your new project noticed!

TEN semi-finalists will be selected and paired with industry mentors to fine-tune their pitch and project in time for TAC and the OIAF this coming fall.

The semi-finalists will kick off Pitch THIS! in September, presenting all 10 projects live during the festival! The jury will select TWO finalists to move forward and take the virtual Pitch THIS! Finale stage, pitching to a panel of platform execs and the entire TAC audience, including potential buyers and financiers within the industry.

The winner will be awarded a grand prize including:

- \$5,000 cash prize from Mercury Filmworks
- Toon Boom Harmony Premium Annual license and online training course (approx. 36 hours)
- Two TAC Animapasses to OIAF 2022

SUBMITTING A PROJECT

We highly encourage and will be seeking out submissions from underrepresented creators, including women, BIPOC, and 2SLGBTQIA+ members of the animation community, and content that is diverse and inclusive.

PROPOSALS MUST INCLUDE:

- Project Info: Title, genre, demographic, format
- Project synopsis, including log line
- Character descriptions/biographies
- At least one episode synopsis (scripts will not be reviewed)
- Bios and contacts of key creators
- Concept art is recommended, but not required

APPLICATION CRITERIA & FORMAT

- Application deadline June 15, 2021 at 5pm (EST)
- Pitch THIS! is open to Canadian animation projects only, lead creator(s) must include at least one Canadian resident or citizen.
- Maximum of 2 submissions will be accepted per creator
- Pitched series can target any demographic (e.g. preschool, adult, etc.)
- Submissions should be in English, all presentations and sessions will be in English.
- Accepted formats: Web links or PDF
- Pitches will be accepted by email only to industry@animationfestival.ca



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