

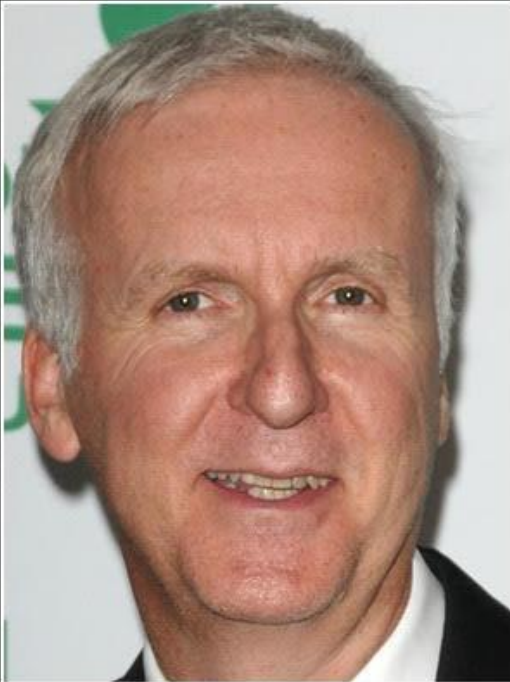
Film Financing, Marketing & Distribution - Lecture

- ~ What is Film Financing?
- ~ Effective Film Marketing & Advertising
- ~ Resources & Additional Materials



Lecture on film financing, marketing & distribution.

QUOTE:



The film industry is about saying 'no'
to people, and inherently you
cannot take 'no' for an answer.

— *James Cameron* —



The Filmmaking Process:



1. ***Development*** (Finalize Script, Budgeting & Fundraising)
2. ***Pre-Production*** (Crew/Talent, Permits, Planning & Locations)
3. ***Production*** (Principal Photography & Making of the Film)
4. ***Post-Production*** (Editing, Color Grading & Deliverables)
5. ***Marketing & Distribution*** (Paid Ads, Publicity & Exhibition)



What is Film Financing?

Film financing is an aspect of film production that occurs during the development stage prior to pre-production and is concerned with determining the potential value of a proposed film.

(Source: Google Search, Wikipedia.org)

Types of Financing



1. Crowdsourcing and Crowdfunding
2. Grants, Stipends, Scholarships & Fellowships
3. Banks or Lending Institutions - Debt Financing
4. Tax Incentives, Credits and other Tax Breaks
5. Rich Uncles, Family or Friends
6. Private Equity Investors
7. Sponsorships (Businesses, Nonprofits & Other types of Organizations)



VIDEO

“The #1 Rule of Film Financing, by Blaine Weaver” on Film Courage:



What is Film Marketing and Distribution?



01 Film Marketing:

Also known as movie advertising or movie promotion, is using the media and other platforms to try and get people interested in a film so that they want to spend their money to see it.

02 Film Distribution:

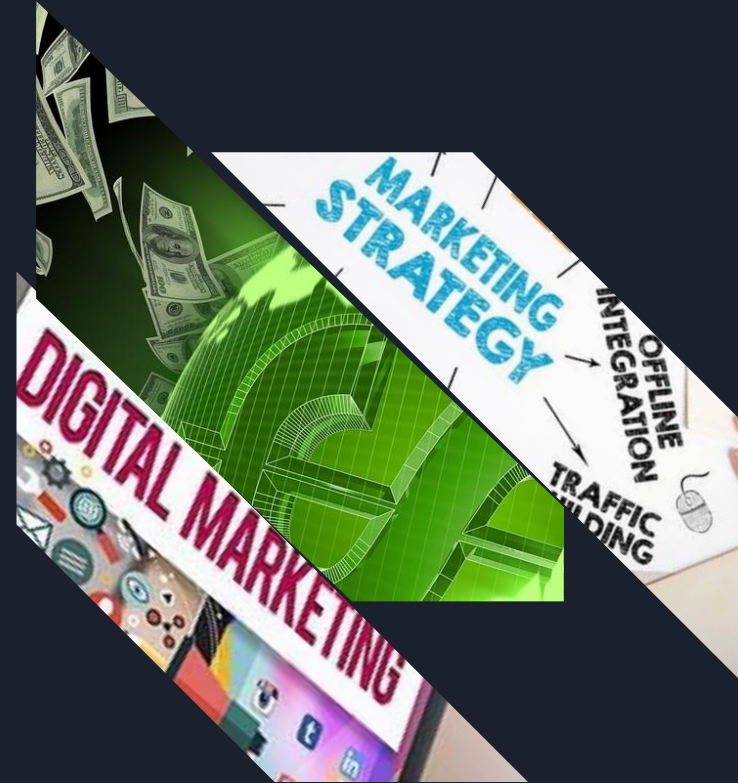
Process of making a movie available for viewing by an audience. Essentially, where and how will the film be shown, the mediums and platforms that it will be seen on, and when (or release date).

(Source: Google Search, Wikipedia.org)

How to Develop an Effective Marketing Strategy



1. Determine a Clear Film Genre
2. Be Creative & Unique (Stand Out)
3. Who is your Target Audience
4. What Platforms Are They Using
5. Demographics & Psychographics
6. Set Aside a Reasonable Budget
7. Develop & Focus on a Niche
8. Use a Professional Ad Company
9. Track & Analyze Results







Quote:

“...cultivate those relationships to the point where the message is no longer put forth solely by you, but carried and broadcasted by those who have responded to it.”

AMERICAN FILM MARKET[™]
PRESENTS

Richard Botto

CROWDSOURCING FOR
FILMMAKERS

Indie Film and the Power of the Crowd



A Focal Press Book



*“Crowdsourcing For
Filmmakers”*

Written by:

Richard Botto



Quote:

“Independent filmmakers can’t play the game by the same rules that everyone else is playing by.”

ALEX FERRARI

AUTHOR OF THE AMAZON BESTSELLER *SHOOTING FOR THE MOB*

**RISE OF THE
FILMTREPRENEUR**

HOW TO TURN YOUR INDEPENDENT FILM
INTO A MONEymAKING BUSINESS



*Rise of the
Filmtrepreneur*

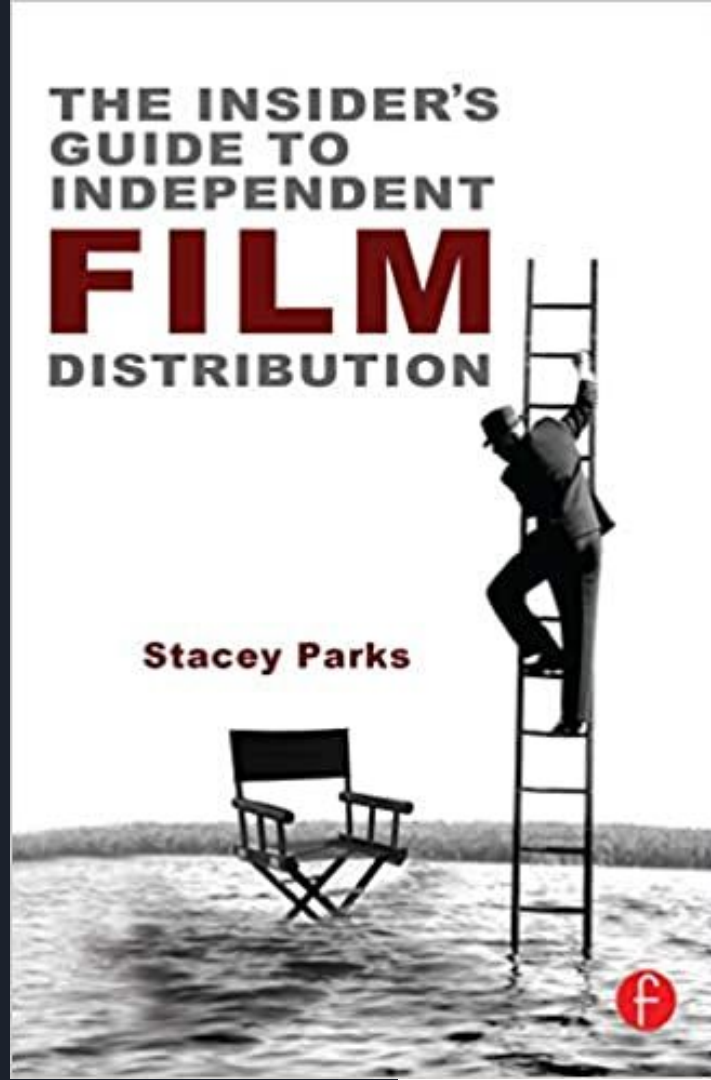
Written by:

Alex Ferrari



Quote:

“Innovation in technology means that almost anyone can make an independent film these days .”



The Insider's Guide to Independent Film Distribution

Written by:

Stacy Parks

Innovation in technology means that almost anyone can make an independent film these days

What Every Successful Entrepreneur *Knows*

The E Myth
Revisited

MORE THAN
ONE MILLION
COPIES SOLD!

Why Most Small
Businesses Don't Work
and What to Do About It

MICHAEL E. GERBER

The World's #1 Small Business Guru



The E-Myth Revisited

Written by:

Michael E. Gerber

Quote:

“Go from working
in your business,
to working on
your business.”

VIDEO

*“A Beginner’s Guide to Film Financing,
by Emily Corcoran”:*



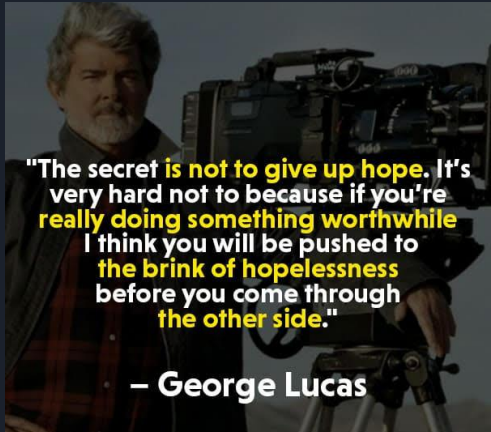


IF THERE'S SPECIFIC
RESISTANCE TO WOMEN
MAKING MOVIES, I JUST
CHOOSE TO IGNORE
THAT AS AN OBSTACLE
FOR TWO REASONS:
I CAN'T CHANGE MY
GENDER, AND I
REFUSE TO STOP
MAKING MOVIES

KATHYUN BURLIN



www.scoopwhoop.com



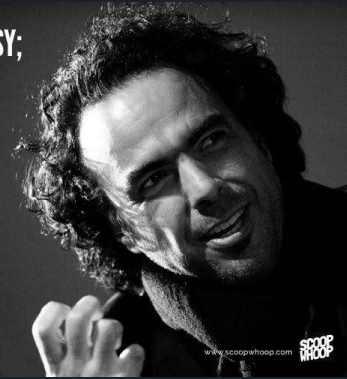
"The secret is **not to give up hope**. It's very hard not to because if you're **really doing something worthwhile** I think you will be pushed to **the brink of hopelessness** before you come through **the other side.**"

– George Lucas

Thank you!

TO MAKE A FILM IS EASY;
TO MAKE A GOOD FILM
IS WAR. TO MAKE
A VERY GOOD FILM
IS A MIRACLE.

ALEJANDRO GONZALEZ INARRITU



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Now go out there and make a film!