

FINANCING

SHORT

FOR ANYONE WHO THINKS THEY CAN'T!

FILMS



Public funders & private schemes

Crowdfunding

Co-production & in-kind support

Product placement & collaboration

Charity partnerships

Tax credit

Private donations



OPTIONS

THE PITCH

What is the project?
Who is the audience?
Why now?
What's to come?

Positioned
for whoever
you're
pitching to



PUBLIC FUNDS & PRIVATE SCHEMES

WHO'S DONE THEM BEFORE?



ALBA | CHRUTHACHAIL

NOWNNESS

+ public & private institutions





CROWDFUNDING

PLATFORMS

Kickstarter, Indiegogo, Crowdfunder UK, Patreon, GoFundMe

Bespoke website



STRONG VISUAL CONTENT

Photos: moodboards, references, the team

Video: sizzle, teaser, video pitch



LINK IS READY WHEN OPPORTUNITIES ARISE

CASE STUDY: POLL PRI



1m 35s VIDEO PITCH

director Edward Rowe pitches his Cornish-language project

FILMED AT THE SHOOT LOCATION

clay tips of Roche, Cornwall

TIERED REWARDS FOR DONATIONS

Cornish lessons with Edward, opportunity to be in the film, online premiere

FEATURE ON BBC SPOTLIGHT

regional news directly promoted the crowdfunder, "just reaching out to one of the local journalists can go a long way"

REACHED TARGET AUDIENCE

local people with a connection to the story & project

RAISED £8,026

179 supporters in 32 days over October-November

Search: 'Crowdfunder UK - Poll Pri, Cornish language short film'

WHAT THEY CAN OFFER

Finance

In-kind support (kit, post- facilities, rehearsal space, etc.)

Mentoring & guidance

Network & resources

Marketing & publicity



WHAT YOU CAN OFFER

Expand their (narrative) slate

Support emerging talent

Festival presence

Credits: "in Association with..."

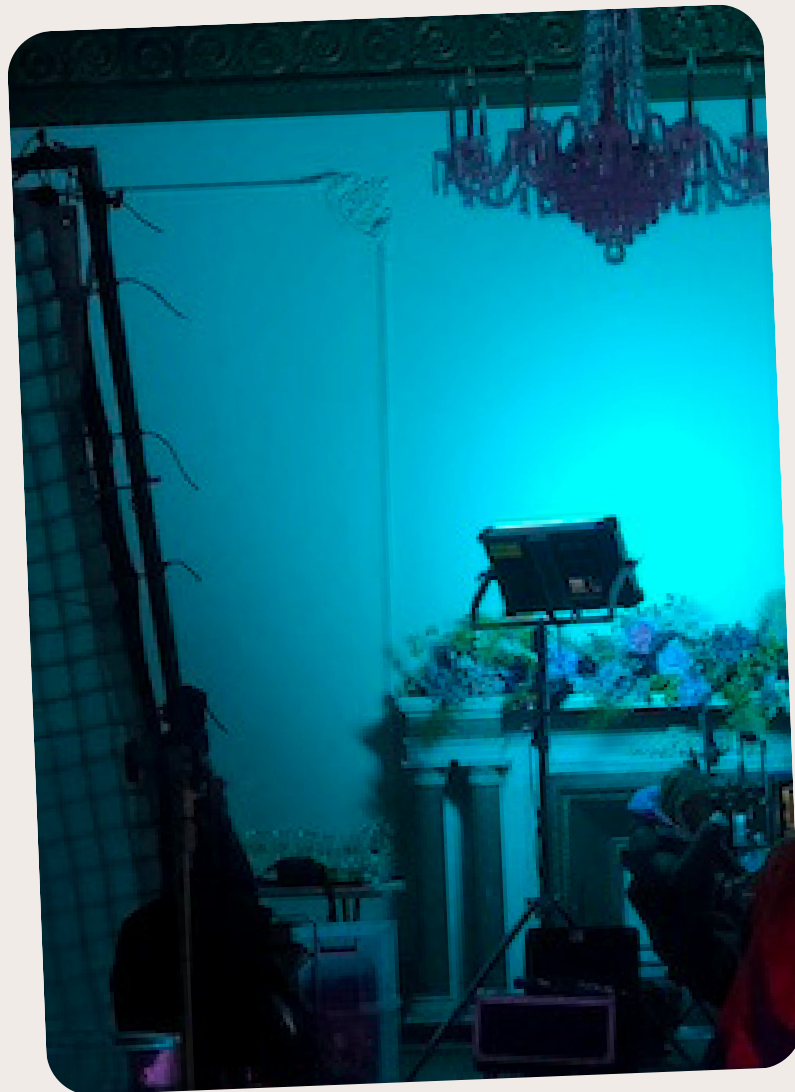
"Supported by..."

"an ABC x XYZ Co-Production"

end card logo

CO- PRODUCTION

PRODUCT PLACEMENT & COLLABORATIONS



Non-media companies outsourcing content creation
and/or seeking publicity opportunities



Smaller companies:
local publicity

Larger companies:
social media assets

CONTACT

emails to PR teams,
website contact forms

introduction, logline, film
packaging, pitch, suggested
assets, timeline, etc.

sent deck & finance plan,
script & budget to follow

asked for phone calls

subsidiary of P&G came back
to me a month later

NEGOTIATION

they wanted to know:

where will the film end up?

more detail on the plot?

social media campaign?

'what access could they get
to cast?'

could they include social
activations?

AGREEMENT

they wanted to paper:

exactly how the product
would be used

final sign off on credits &
logos

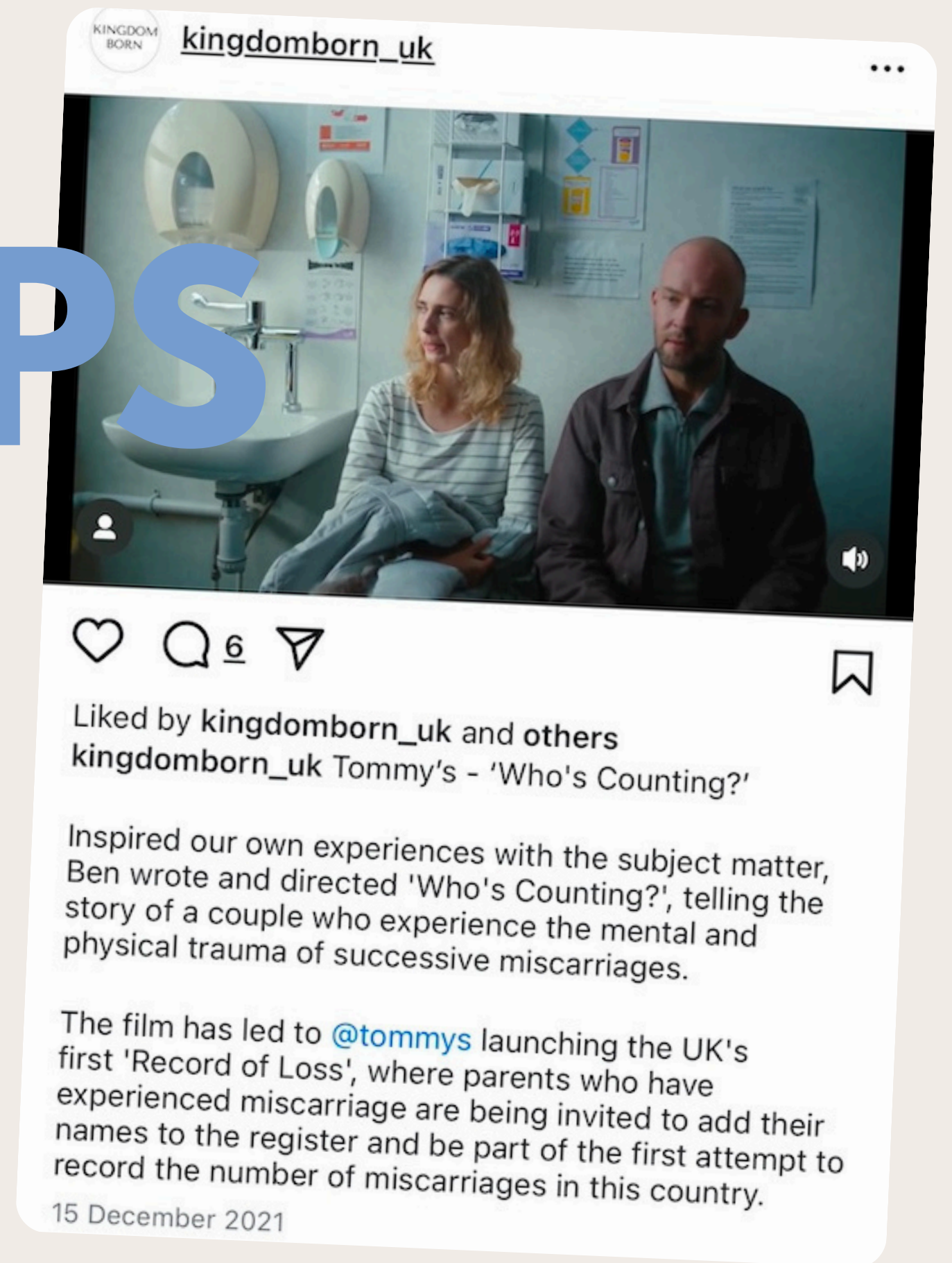
asset specs e.g. length,
aspect ratio, file format,
copy

CASE STUDY: LAUNDREAMS



CHARITY PARTNERSHIPS

- > Made following director-producer husband-wife duo's own experiences with miscarriage
- > Pitched to Tommy's, the largest UK pregnancy and baby loss charity
- > Tommy's came on board as partners and weaved the film into the campaign they were running that year
- > Ben & Bophanie met midwife Rosie Chappel on *Who's Counting?*, who ended up being the focus of their 2024 BIFA-nominated short, *Delivery*



***Who's Counting?* dir. Ben Lankester prod. Bophanie Lun**

Search: 'BFI About UK creative industry expenditure credits'

Can apply before the film is complete (interim certificate) or when the film is 'ready to be viewed by an audience'

two steps:

1. request certificate of origin from BFI
2. prepare accounts for HMRC

Cultural test e.g. is the film set in the UK or a European Economic Area (EEA)? Is the original dialogue recorded mainly in English or UK indigenous language or EEA language?

Submit documents including Accountant's Report by an eligible auditor, chain of title, shooting script, etc.



Includes Audio-visual expenditure credit (AVEC) stencil, a HMRC template for breaking down eligible spend

TAX CREDIT

PRIVATE DONATIONS

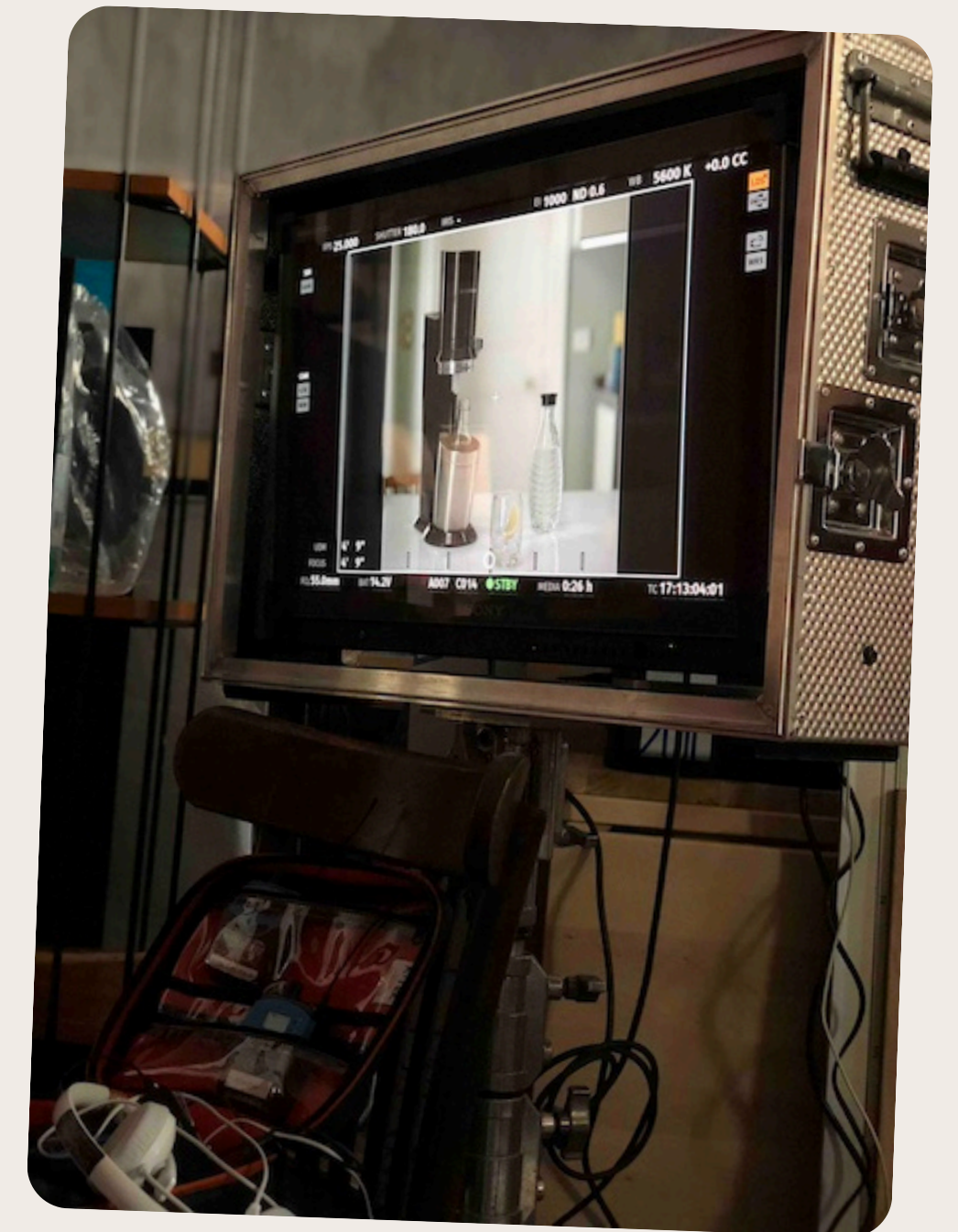
HOW TO CONNECT WITH DONORS

ONLINE

- > Read the credits
- > Read company websites / bios
- > Contact actors' agents
- > Think international

IN-PERSON

- > Keep your project in the back of your mind
- > Events



PRIVATE DONATIONS

OFFER A RETURN

producing mandates
script / creative input
talent development / mentor
commercial return

PROVE COMMITMENT

offer a Conditions of Funding
/ Investment Agreement
come back later
send updates

ETIQUETTE

assess the context
provide an 'out'
polite & respectful
email once, follow up once,
move on



WHAT TO SAY?



- draft templates, have your materials ready
- leverage the difference between director & producer
- reassurance in running a mini business
- valuable skills
- keep going, stay positive, believe in yourself & your project



OBSERVATIONS



The BFI NETWORK Short Film Fund is now open!
Closes 11am Tuesday 25th March.

Search: BFI NETWORK England Short Film Funding



Anna Sophia Duff



@annasophiaduff



THANKS!