

PROGRESSION 7

FEATURE30 BUSINESS PLAN



PRESENTED BY LIZAN YEE

ABOUT FEATURE30

Australia's first feature film pitching competition with an end game, where all you need is a great idea for a movie.

What makes it special, is not only does the winner get the funding to make their movie, they will get mentorship directly from film sales and acquisition powerhouses, who make up our judging panel.

Pitch your idea.

▲ Make your film.

✗ Sell your film.





TARGET MARKET

All filmmakers in Australia with a
great idea for a feature film.



WHAT DO THEY LIKE?

Feature30 Entrants love


- Film
- Having their dream turn into a reality
- They love networking
- Creating art





GOALS TO REACH

Over 2,000 entrants in this years' competition, with the aim to have a feature film in principle photography within 12 months, then sold to a film distributor for global distribution.



SOCIAL MEDIA

Currently we are heavily promoting the competition via industry groups around Brisbane, Google, Facebook, Twitter and Instagram.

We have engaged Mel Grieg and Brooke Lee as our spokespersons and PR, and have a segment booked on Channel 7's Morning Show with Larry and Kylie on Feb 28, 2022.





PARTNER BRANDS

Black Magic Design
Final Draft
Asian Food and Film Festival



MEET THE TEAM





COMPETITION BUDGET

AVG \$80 PER ENTRY

2,000 ENTRIES WITHIN 6 MONTHS

\$160,000 RAISED PUT TOWARDS

**2023 COMPETITION PR/MARKETING
AND STAFFING COSTS**





EVENT BUDGET

FIRST PRIZE \$30,000

EVENT BUDGET BREAKDOWN

MARKETING AND PROMOTION - \$10,000 (FACEBOOK, INSTAGRAM, FILMFREEWAY OVER 6 MONTHS)

EVENT HIRE - \$5,000 (UP TO 400 ATTENDEES)

FOOD AND BEVERAGE - \$10,000

STAFF FOR THE EVENT - \$5,000

ENTERTAINMENT - \$10,000



JUDGES CONFIRMED

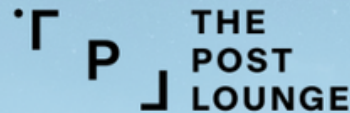


Feature 30 Partners 2022

@PROGRESSION7FILM
FEATURE30.COM

LAUNCHING 15 FEBRUARY 2022
ENTER HERE:

www.filmfreeway.com/progression7feature30



PARTNERS
CONFIRMED