

# SEED & SPARK

CREATOR EDUCATIONAL PROGRAMMING

A professional video camera is the central focus, with a hand adjusting the lens. The camera's monitor displays a 4K video feed of a person's face. The background is a blurred indoor setting with other people.

# Why Seed&Spark?

(We're glad you asked.)

We're the **only** streaming and crowdfunding platform created for creators by creators.

We're the **only** platform dedicated to increasing diversity and inclusion in entertainment at every level.

We provide **honest and engaging** workshops full of actionable, career-boosting advice at top notch festivals, events & organizations.

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And now we want to partner with you.

Let's talk numbers.

A clapperboard and a tablet are shown on a wooden surface. The clapperboard is partially visible on the left, with the word 'SUNDAY' at the top, 'SCENE' in the middle, and 'TAKE' at the bottom. The number '23.98' is written on the clapperboard. The tablet is on the right, displaying a video of a person's face. The text 'Why the success?' and '(That's easy.)' is overlaid on the image.

**Why the success?**  
(That's easy.)

**OUR WORKSHOPS.**

## WORKSHOP

# Crowdfunding to Build Independence

Our cornerstone class clearly lays out the steps toward a successful crowdfunding campaign, as well as a career- long action plan most likely to create a lasting, flourishing, direct relationship with your audience. You'll learn how to find your audience, structure your crowdfunding campaign, pick the right goal and incentives, and much more.

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- 1-hr & 2-hr versions available
  - AV needs: projector only
  - Included: Crowdfunding Handbook

**"Honest about the difficulties of crowdfunding and inspiring about the possibilities at the same time - now that's a unique achievement!" – Jude Lutz, Screenwriter**



“Attending this seminar was a big turning point for my documentary film.

– Sandra Alvarez, Documentary Filmmaker

“This workshop addresses the most important aspect of this process and the one that is most often overlooked: how to sell other people on your idea so you can get it made.”

– Andres Faucher, Founder & CEO of Colaborator

“A quick, engaging, and concise salon to help you laser focus on your concept and pitch in a way that’s both compelling and marketable. ”

– Sylvia Franklin, Producer

## WORKSHOP

# Art of the Pitch

Knowing how to convey the specifics about your project in a dynamic, succinct way can land you not only investors, but collaborators, audience members, and more. Skills learned: how to prepare for a pitch meeting; how to adapt your pitch to different audiences; how to follow up for a bright future.

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- 2-hr version available
  - AV needs: projector only
  - Included: Hands-on practice for all participants

## WORKSHOP

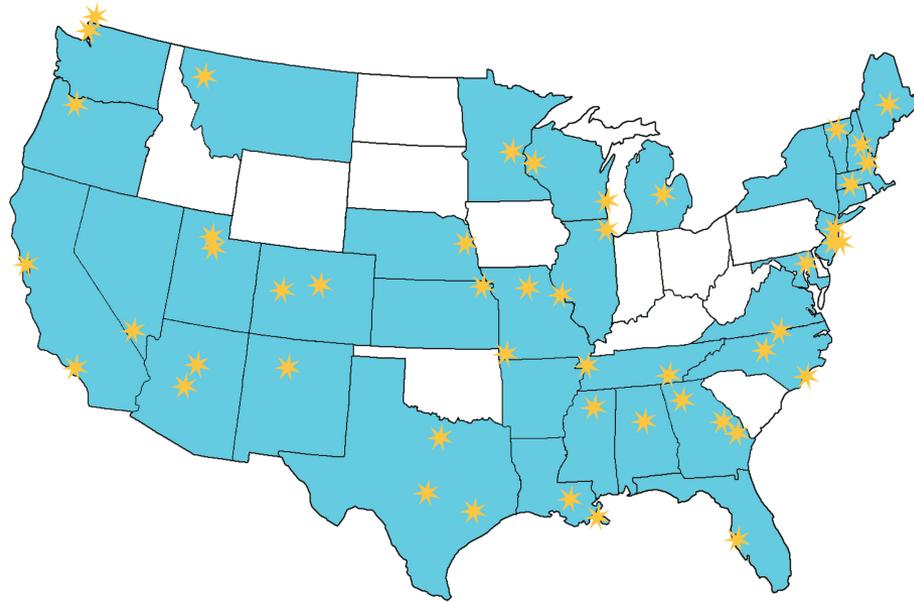
# The Distribution Down Low

Distribution is one of the most mysterious and misunderstood topics for independent creators. We break down distribution tips, tactics and, most importantly, the economics for every window from theatrical through VOD and beyond.

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- 2-hr version available
  - AV needs: projector only



# Where have we been?



AFI | NYU | USC | SCAD | UNG | Chapman | Slamdance | Atlanta FF | Bentonville | Oxford FF | Big Sky | Toronto Web Fest | Atlanta FF | SXSW | Aspen Shorts Fest | Film Independent LA | Tribeca | Chattanooga Film Fest | Ashland FF | Seattle Int'l FF | Austin FF | Sidewalk Film Fest | San Francisco Int'l FF | NYWIFT | Skyline FF | SeriesFest | Filmmakers Alliance | New Orleans FF | Cucalorus | New Orleans FF | Bluestocking | Stowe Story Labs | March on Washington FF | *and more!*

Where were we in 2018?

**142 events.**

**(Yeah, we know, we can't believe it either.)**

Let's get **you** on our 2019 schedule!

Inviting Seed&Spark to be a part of your educational programming is a clear sign that you're invested in providing your filmmaking community the best tools available to help them reach their career goals.

...also, we are **insanely** fun. For real.

# Our amazing team



## Emily Best

### CEO and Founder of Seed&Spark

Founded Seed&Spark after producing and crowdfunding her first feature and realizing that filmmakers needed a better, more filmmaker-focused crowdfunding resource. Most recent work: the adult sex ed series *Fck Yes*, funded on Seed&Spark, written up by Mashable and Upworthy, and screened at CUCALORUS, Cinekink +more.

Fave topics: filmmaker independence, creating a feminist workspace, turning the industry on its head.



## Christina Raia

### Head of Education and Outreach

Prolific filmmaker, founder of both the NYC shorts screening series IndieWorks and the inclusive production company CongestedCat. Most recent feature, *About a Donkey*, crowdfunded on Seed&Spark and headed for the film fest circuit. Films have screened at Outfest, Rhode Island Int'l, Coney Island + more.

Fave topics: experimenting with film mediums and genre, creating the film community you want to see.



## Bri Castellini

### Crowdfunding Specialist

An award-winning screenwriter and director, a Crowdfunding Specialist for Seed&Spark, the Community Director for Stareable, and an adjunct professor for two MFA screenwriting programs. She has been described by collaborators as a "human bulldozer" and is honestly kind of flattered.

Fave topics: writing, anything post-apocalyptic, podcasting, Veronica Mars, and web series.

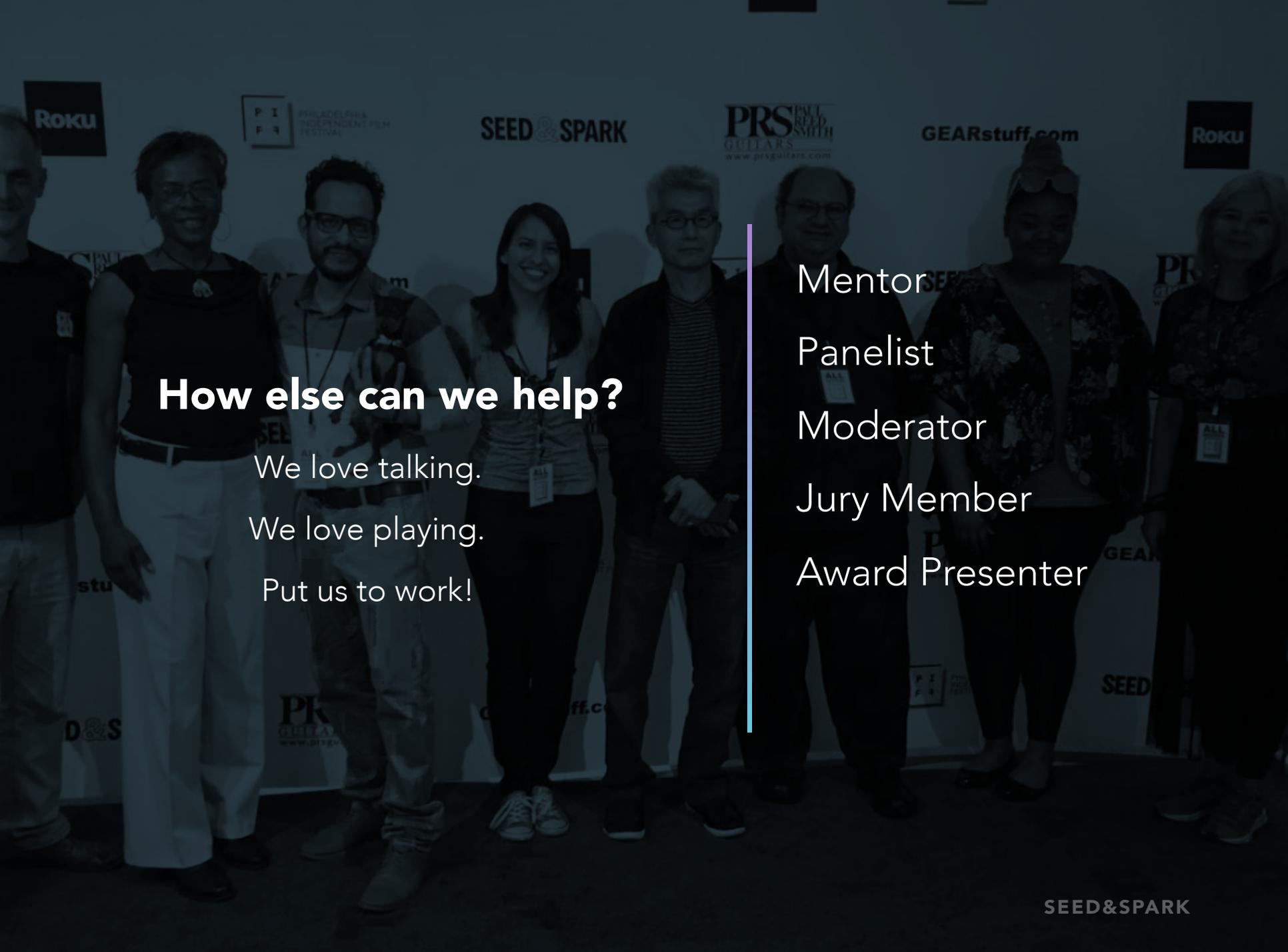


## Brandi Payne

### Crowdfunding Specialist

As one of three filmmakers chosen for the inaugural Emergence Program, Brandi recently made her directorial debut with her short film ALOHA, which was crowdfunded on Seed&Spark. Most recently she completed the HBO Access Writing Fellowship and was featured on CW's *Dynasty*.

Fave topics: writing for TV, wearing multiple hats on set.



## How else can we help?

We love talking.

We love playing.

Put us to work!

Mentor

Panelist

Moderator

Jury Member

Award Presenter

## **So let's make this happen.**

Get us on your calendar fast - we book up quickly!

We recommend a minimum lead time of one month.

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## **Contact Christina Raia**

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