



**RED SEA SOUK  
Project Market  
Red Sea International Film Festival  
December 3 – 6, 2022, Jeddah**

## **1. DESCRIPTION**

**The Project Market** is designed to support **ten (10) to twelve (12) Projects** to foster international co-production.

**The Project Market** will take place in Jeddah from **December 3-6, 2022**, during the Red Sea Souk, the film market of the second edition of the Red Sea International Film Festival (the “Festival”).

**The Project Market** for industry professionals organized during the Red Sea Souk (the “Project Market”) is open to **feature films, narrative, animation and documentary** works by directors of **African nationalities and Arab nationalities/origin**, and currently at an **advanced development** or at the **production stage** (minimum duration of 60’).

This **four-day event** is composed of the following:

- a) A press release to announce the selected Projects of films to the international and regional industry.
- b) The selected Market Projects will participate in a workshop with an expert to prepare a video pitch/proof of concept (4 minutes long at most). The workshop will take place online during the beginning of October for a production of a video pitch mid-November 2022.
- c) Visibility through a book of Projects available on the Festival website and delivered to professionals.
- d) The selected Projects/talents will present\* a video pitch/proof of concept to a professional audience on December 3rd, 2022.
- e) One-on-one meetings\* between the Project talents and the professionals attending the Festival will be organized on December 4, 5 and 6, 2022.

- f) Networking, encounters and meetings\* will allow directors and producers of the selected Projects to interact directly with industry decision-makers.

\*The selected Projects talents who do not speak English will benefit from the service of an interpreter hired by the Festival.

## 2. AWARDS

All selected Projects\* will compete for **3 awards** offered by the Red Sea Fund and granted by a Jury. The 3 awards are:

- **Development Award: \$ 35,000.00** (only Souk Project)
- **Jury Special Mention Award: \$ 35,000.00** (Only Souk Project)
- **Production Award: US\$ 100,000.00** (Only Souk Project)

The Red Sea Fund will manage the Red Sea Souk Development, Jury Special Mention and Production Awards in accordance with its own rules and regulations.

\*If a selected Project is already supported by the Red Sea Fund, it will be eligible to the Production and Development Awards and the award will then be granted as an additional funding by the Red Sea Fund representing the lesser of 50% of the funding already granted to the Project by the Red Sea Fund or the amount of the award. In both cases, the amount of the award will not exceed the amount of US\$ 35,000.00 (Development Award), US\$ 35,000.00 (Jury Special Mention) or US\$ 100,000.00 (Production Award).

All selected Projects will also compete for different awards to be granted by the Festival sponsors, which will be announced closer to the Festival.

All awards will be presented at an awards ceremony on the last day of the Red Sea Souk.

## 3. SUBMISSIONS / ELIGIBILITY CRITERIA

The submission of the Projects is made through the Red Sea Fund application process. The Festival also reserves the right to scout and hand-pick Projects not submitted to the Red Sea Fund.

**All Projects submitted to the Red Sea Fund (for development or production support) will be considered for the Project Market, if the applicant has**

confirmed in the special tab of the application form his/her wish to be considered. Don't forget to confirm in the application.

Eligibility of the Project is subject to the conditions provided for by the Red Sea Fund application process.

**We will be looking for Projects meeting the following criteria:**

- a) **Special attention will be given to Projects by directors who have made at least one feature film, narrative, animation or documentary** (Previous works viewing link with English subtitles available)
- b) The Project **has not been showcased or pitched in another workshop**, or otherwise, in any other festival or market prior to the Red Sea Souk.
- c) Projects with an international market potential and suitable for international co-production.
- d) Script and artistic dossier are available in English.
- e) Projects must be submitted by the Delegate Company production for the application, and eligible only if the shooting is not started yet before the closing of the Market Project in Jeddah.
- f) The director and producer are available to participate in the mid-October to mid-November pitching workshop and produce, at their costs, a "Video Pitch/Proof of concept".
- g) The director and producer are available to participate for the full duration of the Project Market in Jeddah.

#### **4. APPLICATION FILE**

The following documents to be submitted in English:

- Logline (30 words)
- Synopsis (300 words)
- Film's Chain of Titles
- Script and/or treatment
- Director's statement/motivation (Max. 2 pages)
- Director's motivation in video
- Producer's note (Max. 2 pages)
- Potential list of cast and crew with biographies if any
- A complete Project budget report or a summary budget with main chapters figures detailed
- Financial plan, and how the grant money will be utilized, should the application be selected and receive one of the 3 awards .

- Detailed timelines and expected date of completion
- Director(s) and producer(s) already attached to the Project with their biographies
- Links to the previous work of the director
- Mood board/storyboard
- Full details of any other funding applications made and/or already received

Any other materials that would support the application.

## 5. SELECTION PROCESS

The selection of the Projects is made by a committee composed of three members. Ten to twelve Projects will be selected. The Festival reserves the right to decide on the final number of Projects selected.

The selection results will be communicated to the selected teams by **September 30, 2022**. The Festival will request the signing of all required forms and contracts to confirm acceptance of the invitation by **October 7, 2022**.

Notably, the following conditions and undertakings will apply:

- a) The Festival will cover **travel expenses and accommodations for six nights**, for the director and for one producer, for each of the selected Projects (arrival December 1, departure December 7, 2022).
- b) The directors and producers of the selected Projects will confirm their presence for the full duration of the workshop **no later than October 7, 2022**.
- c) The documentation required by the Festival for its official catalogs, platform and website will be duly completed and sent no later than **October 14, 2022**. A link through which to supply the information and the images will be sent with the invitation.
- d) The invitation made to each selected Project will remain strictly confidential between the Festival and the producers or representatives of the invited Project until such time as the Festival decides to make an official announcement in this regard.



- e) The complete Red Sea Souk program and all activities of the Project Market are exclusively decided by the Festival.

## 6. CREDITS

As a binding condition, all selected Projects must include the authorized logo and the disclaimer; “With the support of the Red Sea International Film Festival” in the closing credits of the film. Also, they will have to include in the closing credits of the film the logo of the Festival with the phrase “The film took part in the Red Sea Souk projects market”. If other film partners appear in the opening credits, the same logos and mentions must also be included in the opening credits.

In addition to the above, the Projects that will be awarded the Red Sea Souk Production Award or the Red Sea Souk Development Award must display alongside the logo of the Festival the disclaimer “Red Sea Souk Production Award 2022/ Red Sea Souk Development Award 2022/ Red Sea Souk Jury Special Mention Award” and follow all other obligations with respect to credits which may be requested by the Red Sea Fund.

## 7. GENERAL TERMS

The participants must ensure they are legitimately entitled to enter and represent the Project at the Project Market.

Participation in the Project Market constitutes unconditional adherence to the present rules and to the Festival regulations. All doubts arising from the interpretation of these rules and regulations will be solved by the Festival. The Festival reserves the right to settle any case not covered by the present or the Festival’s regulations, and to waive them in special and well-motivated instances.

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<https://redseafilmfest.com/en/red-sea-souk/>