

# PITCH PACKET



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**DUE APRIL. 11 @ 11:59PM**

# WHO ARE YOU PITCHING TO?

## UNSCRIPTED CONTENT

Content that is produced with a time-sensitive script or no script. Can include reality TV, studio shows, specials, podcasts, and documentaries.

## SCRIPTED CONTENT

Narrative productions that follow a traditional script to screen format. Episodic productions that revolve around a fictional story.

**If you are unsure of where your production belongs, please contact:** [scripted@eivtv.org](mailto:scripted@eivtv.org) and [unscripted@eivtv.org](mailto:unscripted@eivtv.org).

# PRODUCTION

# CLASSIFICATIONS

## **TV - NARRATIVE**

Episodic productions that shoot characters on location and revolve around a fictional story.

## **TV - REALITY**

Episodic productions that shoot real people on location and are not strictly informational.

## **STUDIO - SPECIAL**

Any production that shoots the majority of its content in the Tufte studio over 2 or fewer episodes.

## **STUDIO - RECURRING**

Any production that shoots in the Tufte studio over 3 or more episodes.

## **SHORT FILM/MUSIC VIDEO**

Non-episodic productions that revolve around a piece of music or a contained story.

## **DOCUMENTARY**

Productions using pictures or interviews to create a factual record or report.

## **PODCAST**

Non-visual content that revolves around one or more hosts discussing a designated topic.

## **ANIMATION**

Productions that rely on animation as the primary storytelling medium.

# TV - NARRATIVE

## SHOW TREATMENT

### **1. Logline**

One-sentence summary of your show. As brief and engaging as possible.

### **2. Genre**

Drama or comedy? Period drama or primetime drama? Dark comedy? Sitcom?

### **3. Context**

Why are you telling this story? What inspired it? Draw us in. "Show us don't tell us"

### **4. Runtime**

How many minutes will this season be in total? As a general rule, non-studio productions should not exceed 30 minutes per semester. (1x30, 2x15, etc.)

### **5. Tone**

How does your show feel? Quirky? Suspenseful?

### **6. Theme/Purpose**

What is your theme? How will your production influence your viewers?

### **7. Intended Audience**

Describe your market demographics.

## **SHOW SYNOPSIS**

Discuss the overarching storyline of the show.  
(1 paragraph)

## **EPISODE BREAKDOWN**

Break down your show by episode. (1-2 paragraphs per episode)

## **CHARACTER BREAKDOWN**

Include a short description of your characters. (1-2 sentences each)

## **VISUALS AND SOUND**

Describe the aesthetic of your production: sound design, cinematography, production design, etc. Please provide reference materials or a lookbook.

## **PILOT/SAMPLE SCRIPT (STRONGLY RECOMMENDED)**

Your pilot script should be in standard screenwriting format. Incomplete scripts are accepted, but completed scripts are encouraged. If you cannot provide a script, an outline of the episode(s) is required.

## **LOCATIONS**

List your proposed shooting locations and what permits you will need. Include at least one backup for each location.

## **PRODUCTION SCHEDULE**

Provide an estimated schedule for pre-production, principal photography, and post-production.

## **MARKETING**

How do you plan to get people excited about this show? What sets it apart from other EIV productions? How do you plan to spread the word about this project?

## **DISTRIBUTION PLAN**

Provide a detailed outline and schedule of how your show will be distributed.

## **TIERED BUDGET BREAKDOWN**

1. Top Sheet

List your overall expenses/departmental budgets.

2. Line Breakdown

List your expected expenses in more detail. Please provide quotes if possible.

3. Three Budget Tiers

Show what items you can cut to save money. See Budget Example (pg. 18).

4. Fundraising Plan (if applicable)

# TV - REALITY

## SHOW TREATMENT

### **1. Logline**

One-sentence summary of your show. As brief and engaging as possible.

### **2. Genre**

Culinary? Competition? Comedy?

### **3. Context**

Why are you telling this story? What inspired it?

### **4. Runtime**

How many minutes will this season be in total? As a general rule, non studio productions should not exceed 30 minutes per semester. (2x15, 3x10, etc.)

### **5. Tone**

How does your show feel? Cheeky? Suspenseful?

### **6. Message/Purpose**

How will your production influence your viewers?

### **7. Intended Audience**

Describe your market demographics.

## **SHOW SYNOPSIS**

Discuss the overarching concept of the show. (1 paragraph)

## **SHOW BREAKDOWN**

Break down the content of your show by blocks. If you know what each of your episodes will be about, please include them in your breakdown as well. (1-2 paragraphs per block and/or episode)

## **HOST DESCRIPTION(S)**

Include a short description of your host(s). (1-2 sentences each)

## **VISUALS AND SOUND**

Describe the aesthetic of your production: sound design, cinematography, production design, etc. Please provide reference materials or a lookbook.

## **SAMPLE SCRIPT (RECOMMENDED)**

Your sample script should be in standard screenwriting format. Scripts in a language other than English do not need to be translated.

## **LOCATIONS**

List your proposed shooting locations and what permits you will need. Include at least one backup for each location.

## **PRODUCTION SCHEDULE**

Provide an estimated schedule for pre-production, principal photography, and post-production.

## **MARKETING**

How do you plan to get people excited about this show? What sets it apart from other EIV productions? How do you plan to spread the word about this project?

## **DISTRIBUTION PLAN**

Provide a detailed outline and schedule of how your show will be distributed.

## **TIERED BUDGET BREAKDOWN**

### 1. Top Sheet

List your overall expenses/departmental budgets.

### 2. Line Breakdown

List your expected expenses in more detail. Please provide quotes if possible.

### 3. Three Budget Tiers

Show what items you can cut to save money. See Budget Example (pg. 18).

### 4. Fundraising Plan (if applicable)

## **PRODUCER/KEY CREW RESUMES**

Provide the resumés of everyone pitching, including key crew if they have been hired. Please attach separately.

## **PRODUCER RESPONSIBILITY BREAKDOWN**

List all executive producers on your show and their specific delegated responsibilities.

## **CREW POSITIONS**

List all the crew positions that will be a necessary part of your show. These positions will be filled by the students that you interview during EIV Hiring Weekend. Only key crew should be hired prior to Hiring Weekend, if at all.

# STUDIO - SPECIAL

## SHOW TREATMENT

### **1. Logline**

One-sentence summary of your show. As brief and engaging as possible.

### **2. Genre**

Sitcom? Fictional talk show? Teleplay?

### **3. Context**

Why are you telling this story? What inspired it?

### **4. Runtime**

How many minutes will your show be in total? How many episodes, if any? (1x30, 2x20, etc.)

### **5. Tone**

How does your show feel? Playful? Absurdist?

### **6. Theme/Purpose**

What is your theme? How will your production influence your viewers?

### **7. Intended Audience**

Describe your market demographics.

## **SHOW SYNOPSIS**

Discuss the overarching concept of the show. (1 paragraph)

## **SHOW BREAKDOWN**

Break down the content of your show by blocks, episodes, and/or acts, depending on what works best for your production. (1-2 paragraphs per section)

## **CHARACTER/HOST DESCRIPTION(S)**

Include a short description of your host(s) and/or characters. (1-2 sentences each)

## **VISUALS AND SOUND**

Describe the aesthetic of your production: sound design, cinematography, production design, etc. Please provide reference materials or a lookbook.

## **STUDIO PLOT**

Provide a studio plot that shows how your set and camera(s) will be arranged.

## **PRODUCTION SCHEDULE**

As your studio times depend on TRF, please provide: 1) the # of days you will need for pre-production; 2) your pre-production schedule; and 3) your estimated post production schedule.

## **MARKETING**

How do you plan to get people excited about this show? What sets it apart from other EIV productions? How do you plan to spread the word about this project?

## **DISTRIBUTION PLAN**

Provide a detailed outline and schedule of how your show will be distributed.

## **TIERED BUDGET BREAKDOWN**

### 1. Top Sheet

List your overall expenses/departmental budgets.

### 2. Line Breakdown

List your expected expenses in more detail. Please provide quotes if possible.

### 3. Three Budget Tiers

Show what items you can cut to save money. See Budget Example (pg. 18).

### 4. Fundraising Plan (if applicable)

## **PRODUCER/KEY CREW RESUMES**

Provide the resumés of everyone pitching, including key crew if they have been hired. Please attach separately.

## **PRODUCER RESPONSIBILITY BREAKDOWN**

List all executive producers on your show and their specific delegated responsibilities.

## **CREW POSITIONS**

List all the crew positions that will be a necessary part of your show. These positions will be filled by the students that you interview during EIV Hiring Weekend. Only key crew should be hired prior to Hiring Weekend, if at all. 7 IF YOU ARE PITCHING ANOTHER SEASON OF YOUR SHOW: Include future goals for your production (ie. anything you intend to change, how you will address mistakes made in your previous season, or anything you want to aim for).

# STUDIO - RECURRING

## SHOW TREATMENT

### **1. Logline**

One-sentence summary of your show. As brief and engaging as possible.

### **2. Genre**

News? Late night? Talk show? Studio reality show?

### **3. Context**

Why are you telling this story? What inspired it?

### **4. Runtime**

How many minutes will this season be in total? How many episodes? (5x20, 4x30, etc.)

### **5. Tone**

How does your show feel? Analytical? Informal?

### **6. Message/Purpose**

How will your production influence your viewers?

### **7. Intended Audience**

Describe your market demographics.

## **SHOW SYNOPSIS**

Discuss the overarching concept of the show. (1 paragraph)

## **SHOW BREAKDOWN**

Break down the content of your show by blocks. (1-2 paragraphs per block)

## **HOST DESCRIPTION(S)**

Include a short description of your host(s). (1-2 sentences each)

## **VISUALS AND SOUND**

Describe the aesthetic of your production: sound design, camera work, production design, etc. Please provide reference materials or a lookbook.

## **SAMPLE SCRIPT (STRONGLY RECOMMENDED)**

Your sample script should be in standard script format. Scripts in a language other than English do not need to be translated.

## **STUDIO PLOT**

Provide a studio plot that shows how your set and camera(s) will be arranged.

## **PRODUCTION SCHEDULE**

As your studio times depend on TRF, please provide: 1) the # of days you will need for pre production before each episode; 2) your pre-production schedule; and 3) the # of days it will take you to deliver an edited product after each episode.

## **MARKETING**

How do you plan to get people excited about this show? What sets it apart from other EIV productions? How do you plan to spread the word about this project?

## **DISTRIBUTION PLAN**

Provide a detailed outline and schedule of how your show will be distributed.

## **TIERED BUDGET BREAKDOWN**

### 1. Top Sheet

List your overall expenses/departmental budgets.

### 2. Line Breakdown

List your expected expenses in more detail. Please provide quotes if possible.

### 3. Three Budget Tiers

Show what items you can cut to save money. See Budget Example (pg. 18).

### 4. Fundraising Plan (if applicable)

## **PRODUCER/KEY CREW RESUMES**

Provide the resumés of everyone pitching, including key crew if they have been hired. Please attach separately.

## **PRODUCER RESPONSIBILITY BREAKDOWN**

List all executive producers on your show and their specific delegated responsibilities.

## **CREW POSITIONS**

List all the crew positions that will be a necessary part of your show. These positions will be filled by the students that you interview during EIV Hiring Weekend. Only key crew should be hired prior to Hiring Weekend, if at all.

IF YOU ARE PITCHING ANOTHER SEASON OF YOUR SHOW:

Include future goals for our production ie. anything you intend to change

# SHORT FILM/MUSIC VIDEO

## SHOW TREATMENT

### **1. Logline**

One-sentence summary of your production. As brief and engaging as possible.

### **2. Genre**

Drama? Comedy? Experimental?

### **3. Context**

Why are you telling this story? What inspired it?

### **4. Runtime**

How many minutes will your production be in total? As a general rule, non-studio productions should not exceed 30 minutes per semester.

### **5. Tone**

How does your production feel? Tragic? Action-packed?

### **6. Theme/Purpose**

What is your theme? How will your production influence your viewers?

### **7. Intended Audience**

Describe your market demographics.

## **SYNOPSIS**

Discuss the overarching concept of your production. (1 paragraph)

## **ACT BREAKDOWN**

Break down the content of your production by acts. (1-2 paragraphs per act)

## **CHARACTER DESCRIPTIONS**

Include a short description of your characters. (1-2 sentences each)

## **VISUALS AND SOUND**

Describe the aesthetic of your production: sound design, cinematography, production design, etc. Please provide reference materials or a lookbook.

## **SCRIPT (STRONGLY RECOMMENDED)**

Your sample script should be in standard screenwriting format. Scripts in a language other than English do not need to be translated. If you cannot provide a script, an outline of the short film/music video is required.

## **LOCATIONS**

List your proposed shooting locations and what permits you will need. Include at least one backup for each location.

## **PRODUCTION SCHEDULE**

Provide an estimated schedule for pre-production, principal photography, and post-production.

## **MARKETING**

How do you plan to get people excited about this show? What sets it apart from other EIV productions? How do you plan to spread the word about this project?

## **DISTRIBUTION PLAN**

Provide a detailed outline and schedule of how your show will be distributed.

## **TIERED BUDGET BREAKDOWN**

1. Top Sheet

List your overall expenses/departmental budgets.

2. Line Breakdown

List your expected expenses in more detail. Please provide quotes if possible.

3. Three Budget Tiers

Show what items you can cut to save money. See Budget Example (pg. 18). 4. Fundraising Plan (if applicable)

## **PRODUCER/KEY CREW RESUMES**

Provide the resumés of everyone pitching, including key crew if they have been hired. Please attach separately.

## **PRODUCER RESPONSIBILITY BREAKDOWN**

List all executive producers on your show and their specific delegated responsibilities.

## **CREW POSITIONS**

List all the crew positions that will be a necessary part of your show. These positions will be filled by the students that you interview during EIV Hiring Weekend. Only key crew should be hired prior to Hiring Weekend, if at all.

IF YOU ARE PITCHING A SEQUEL TO YOUR PRODUCTION:

Include future goals for our production ie. anything you intend to change

# DOCUMENTARY

## SHOW TREATMENT

### **1. Logline**

One-sentence summary of your production. As brief and engaging as possible.

### **2. Genre**

Science? History? Biopic?

### **3. Context**

Why are you telling this story? What inspired it?

### **4. Runtime**

How many minutes will your production be in total? As a general rule, non studio productions should not exceed 30 minutes per semester.

### **5. Tone**

How does your production feel? Candid? Urgent?

### **6. Message/Purpose**

How will your production influence your viewers?

### **7. Intended Audience**

Describe your market demographics.

## **PRODUCTION SYNOPSIS**

Discuss the overarching concept of the documentary. 1 paragraph.

## **PRODUCTION BREAKDOWN**

Break down the content of your show by acts, if possible. 1-2 paragraphs per act.

## **NARRATOR/HOST DESCRIPTION(S)**

Include a short description of your narrator and/or host(s). If any. 1-2 sentences each.

## **VISUALS AND SOUND**

Describe the aesthetic of your production: sound design, cinematography, production design, etc. Please provide reference materials or a lookbook.

## **SCRIPT (RECOMMENDED, IF POSSIBLE)**

Your sample script should be in standard screenwriting format. Scripts in a language other than English do not need to be translated.

## **LOCATIONS**

List your proposed shooting locations and what permits you will need. Include at least one backup for each location.

## **PRODUCTION SCHEDULE**

Provide an estimated schedule for pre-production, principal photography, and post-production.

## **MARKETING**

How do you plan to get people excited about this show? What sets it apart from other EIV productions? How do you plan to spread the word about your project?

## **DISTRIBUTION PLAN**

Provide a detailed outline and schedule of how your documentary will be distributed.

## **TIERED BUDGET BREAKDOWN**

### 1. Top Sheet

List your overall expenses/departmental budgets.

### 2. Line Breakdown

List your expected expenses in more detail. Please provide quotes if possible.

### 3. Three Budget Tiers

Show what items you can cut to save money. See Budget Example (pg. 18).

### 4. Fundraising Plan (if applicable)

## **PRODUCER/KEY CREW RESUMES**

Provide the resumés of everyone pitching, including key crew if they have been hired. Please attach separately.

## **PRODUCER RESPONSIBILITY BREAKDOWN**

List all executive producers on your show and their specific delegated responsibilities.

## **CREW POSITIONS**

List all the crew positions that will be a necessary part of your show. These positions will be filled by the students that you interview during EIV Hiring Weekend. Only key crew should be hired prior to Hiring Weekend, if at all.

IF YOU ARE PITCHING A SEQUEL OF YOUR PRODUCTION:

Include future goals for our production ie. anything you intend to change

# PODCAST

## SHOW TREATMENT

### **1. Logline**

One-sentence summary of your show. As brief and engaging as possible.

### **2. Genre**

News? Sci-fi? Comedy?

### **3. Context**

Why are you telling this story? What inspired it?

### **4. Runtime**

How many minutes will this season be in total? How many episodes? (4x15, 3x20, etc.)

### **5. Tone**

How does your show feel? Analytical? Informal?

### **6. Message/Purpose**

How will your production influence your viewers?

### **7. Intended Audience**

Describe your market demographics.

## **SHOW SYNOPSIS**

Discuss the overarching concept of the show. (1 paragraph)

## **SHOW BREAKDOWN**

Break down the content of your show by blocks and/or episodes. (1-2 paragraphs per section)

## **HOST DESCRIPTION(S)**

Include a short description of your host(s). (1-2 sentences each)

## **SAMPLE SCRIPT (STRONGLY RECOMMENDED, IF POSSIBLE)**

Your sample script should be in standard screenwriting format. Scripts in a language other than English do not need to be translated.

## **PRODUCTION SCHEDULE**

Provide an estimated schedule for pre-production, production, and post-production.

## **MARKETING**

How do you plan to get people excited about this show? What sets it apart from other EIV productions? How do you plan to spread the word about your project?

## **DISTRIBUTION PLAN**

Provide a detailed outline and schedule of how your show will be distributed.

## **TIERED BUDGET BREAKDOWN**

1. Top Sheet

List your overall expenses/departmental budgets.

2. Line Breakdown

List your expected expenses in more detail. Please provide quotes if possible.

3. Three Budget Tiers

Show what items you can cut to save money. See Budget Example (pg. 18).

4. Fundraising Plan (if applicable)

## **PRODUCER/KEY CREW RESUMES**

Provide the resumés of everyone pitching, including key crew if they have been hired. Please attach separately.

## **PRODUCER RESPONSIBILITY BREAKDOWN**

List all executive producers on your show and their specific delegated responsibilities.

## **CREW POSITIONS**

List all the crew positions that will be a necessary part of your show. These positions will be filled by the students that you interview during EIV Hiring Weekend. Only key crew should be hired prior to Hiring Weekend, if at all.

IF YOU ARE PITCHING ANOTHER SEASON OF YOUR SHOW:

Include future goals for your production (ie. anything you intend to change, how you will address mistakes made in your previous season, or anything you want to aim for).

# ANIMATION

## SHOW TREATMENT

### **1. Logline**

One-sentence summary of your show. As brief and engaging as possible.

### **2. Genre**

Drama? Comedy? Sci-fi?

### **3. Context**

Why are you telling this story? What inspired it?

### **4. Runtime**

How many minutes will your production be in total?

### **5. Tone**

How does your production feel? Enigmatic? Fantastical?

### **6. Theme/Purpose**

What is your theme? How will your production influence your viewers?

### **7. Intended Audience**

Describe your market demographics.

## **PRODUCTION SYNOPSIS**

Discuss the overarching concept of the production. 1 paragraph.

## **PRODUCTION BREAKDOWN**

Break down the content of your production by acts. 1-2 paragraphs per block.

## **CHARACTER DESCRIPTIONS**

Include a short description of your characters. 1-2 sentences each.

## **VISUALS AND SOUND**

Describe the aesthetic of your production: sound design, art style, production design, etc. Please provide reference materials or a lookbook.

## **SCRIPT (STRONGLY RECOMMENDED)**

Your sample script should be in standard screenwriting format. Scripts in a language other than English do not need to be translated. If you cannot provide a script, an outline of the short film/music video is required.

## **PRODUCTION SCHEDULE**

Provide an estimated schedule for pre-production, animation and voiceover recording, and sound design.

## **Marketing**

How do you plan to get people excited about this show? What sets it apart from other EIV productions? How do you plan to spread the word about your project?

## **DISTRIBUTION PLAN**

Provide a detailed outline and schedule of how your production will be distributed.

## **TIERED BUDGET BREAKDOWN**

1. Top Sheet

List your overall expenses/departmental budgets.

2. Line Breakdown

List your expected expenses in more detail. Please provide quotes if possible.

3. Three Budget Tiers

Show what items you can cut to save money. See Budget Example (pg. 18).

4. Fundraising Plan (if applicable)

## **PRODUCER/KEY CREW RESUMES**

Provide the resumés of everyone pitching, including key crew if they have been hired. Please attach separately.

## **PRODUCER RESPONSIBILITY BREAKDOWN**

List all executive producers on your show and their specific delegated responsibilities.

## **CREW POSITIONS**

List all the crew positions that will be a necessary part of your show. These positions will be filled by the students that you interview during EIV Hiring Weekend. Only key crew should be hired prior to Hiring Weekend, if at all. IF YOU ARE PITCHING A SEQUEL TO YOUR PRODUCTION: Include future goals for your production (ie. anything you intend to change, how you will address mistakes made in your previous season of production, or anything you want to aim for).

# DIVERSITY & INCLUSION

Fostering a safe and inclusive environment is one of EIV's most important tenets of running an EIV Set. EIV does not accept content that breaks our Code of Conduct or Content Guidelines. Instead we hope to highlight intersectional voices on Emerson campus.

In one page please explain how you plan to maintain inclusivity on your set and your story.

# BUDGET EXAMPLE

TIER 1 - \$300

Production Design - \$100 Crafty - \$90

Transportation - \$50 Location Permits - \$40

TIER 2 - \$500

Production Design - \$210 Crafty - \$150

Transportation - \$100 Location Permits - \$40

TIER 3 - \$800

Production Design - \$360 Crafty - \$200

Transportation - \$200 Location Permits - \$40

TIER 3 - \$800

Production Design - \$360

Set dressing - \$160

1) [www.amazon.com/setdressing1](http://www.amazon.com/setdressing1) 2) [www.amazon.com/setdressing2](http://www.amazon.com/setdressing2) 3)

[www.pd.com/setdressing3](http://www.pd.com/setdressing3)

Props - \$50

1) [www.amazon.com/props1](http://www.amazon.com/props1)

2) [www.amazon.com/props2](http://www.amazon.com/props2)

Costumes - \$100

1) [www.amazon.com/costumes1](http://www.amazon.com/costumes1)

2) [www.amazon.com/costumes2](http://www.amazon.com/costumes2)

Makeup - \$50

1) [www.friendsbeauty.com/sfxmakeup](http://www.friendsbeauty.com/sfxmakeup) 2) [www.cvs.com/makeup](http://www.cvs.com/makeup)

3) [www.cvs.com/makeup2](http://www.cvs.com/makeup2)

Crafty - \$200

Day 1 - \$100

Meal: Sandwiches - \$80

Snacks - \$20

Day 2 - \$100

Meal: Pizza - \$80

Snacks - \$20

Transportation - \$100

UHAUL - \$60

1) [www.uhaul.com/smalluhUber](http://www.uhaul.com/smalluhUber) - \$40

Location Permits - \$40

# BUDGET GUIDELINES

Use the link to gain access to the EIV Pitch Budget Model. Make a copy of the google sheet file and fill out all 4 pages for your productions. Submit the google drive file as a PDF along with your pitch packet. If you have any questions about the budget process, please email [business@eivtv.org](mailto:business@eivtv.org).

[Pitch Budget Model](#)

Also feel free to read over EIV's Treasury Handbook to answer any questions you may have:

[Treasury Handbook](#)

# SUBMISSION GUIDELINES

1. Everyone pitching must attend a pitch workshop.
2. Send your pitch packet, script, and resumés to [scripted@eivtv.org](mailto:scripted@eivtv.org) or [unscripted@eivtv.org](mailto:unscripted@eivtv.org), **depending on which department you are pitching to.**
3. You will be sent a link on Tuesday, April 12th to sign up for your pitch time slot.
4. Show up 10 minutes early for your slot. Sometimes we work through pitches faster than expected and you will want to be there to take advantage.
5. Your 15 minutes are yours to control. Pitch your production to us!

**ALL SUBMISSIONS DUE APRIL 11TH @11:59PM**