

***The 3rd Taiwanese
American Film Festival
2019***

PASS THE TORCH
PROPOSAL



ABOUT

The **Taiwanese American Film Festival (TAFF)** is an annual non-profit arts and cultures program started in 2017 by Taiwanese American Professionals of Los Angeles.

Created by a group of young Taiwanese American filmmakers, artists and storytellers, it has been well-received by the community, and has become the nation's premiere showcase focusing on building Taiwanese American culture and cinema.

TAFF has proudly presented a collection of vivid, unique and thought-provoking films submitted by up and coming filmmakers and directors from all over - **USA, Taiwan, China, Canada and Brazil.**

Each year, there have been a record-breaking and tremendous increase in box office and media coverage. Our first industry panel was **SOLD OUT** with many left standing to hear the conversation between Taiwanese American filmmakers which included Kelvin Yu (Master of None, Bob's Burgers) and Lynn Chen (Saving Face).

Our second year's industry panel introduced a diverse group of female filmmakers which included Tina Mabry and Aurora Guerrero (Queen Sugar).

In TAFF's second year, we were ecstatic and honored with a special visit by Taiwan President Tsai Ng-Wen, to recognize the progress of Taiwanese film in America.

Our ultimate goal is to strengthen the platform for this growing cinema community and to help emerging filmmakers in their cinematic ventures. This year we have added a pitch coition program where filmmakers will get an opportunity to develop their ideas with industry

PAST HIGHLIGHTS

- Special Visit from President **Tsai Ing-wen**
- **1,000+** social media followers
- **400+** people attending throughout the event
- **70+** film submissions from filmmakers all over the world (Taiwan, Canada, US, Brazil)
- Films were diverse in languages - **Mandarin, Taiwanese, English, Hakka**
- All female panel of filmmakers which included **Tina Mabry (Queen Sugar), Erin Li, Aurora Guerrero**
- **SOLD OUT** panel of Taiwanese American filmmakers including Kelvin Yu, Charles Yu & Lynn Chen
- Back to back years of wait-list for Closing Party (Tickets to our closing party sold out fast as the day progressed)
- Our Closing Party included: musical performances by TA artists, Kavalan Whisky tastings, Taiwan Beer and alcoholic boba drinks from Labobatory
- Food Sponsored by local Taiwanese favorites: Sinbala, Pine & Crane, Lao Tao, Monja Taiker & Huge Tree Pastry, Yung Ho Cafe

PAST PANELISTS & GUEST

- * Tina Mabry - Panelist (Queen Sugar)
- * Kai Wu - Panelist, Juror (The Ghost Bride, The Flash)
- * Lynn Chen - Panelist (Saving Face, Silicon Valley)
- * Alan Pao - Panelist (It Follows; Gook)
- * Kelvin Yu - Panelist (Master of None; Bob's Burgers)
- * Charles Yu - Panelist (Westworld)
- * Aurora Guerrero - Panelist (Queen Sugar)
- * Jen McGowan - Panelist (Filmpowered.com)
- * Vera Miao - Juror (Two Sentence Horror Stories)

PAST FILMS



One Small Step

Oscar Nominated Animated Short 2019;
TAFF 2018 Audience Choice Award;
Produced by **Shao-fu Zhang**

Jie Jie

HBO Visionary 2018; Audience Choice Award
2018; Directed by **Feng-I Fiona Roan**

June

HBO Visionary 2018;
Directed by **Huay-Bing Law**

Miss World

Cultural Spotlight Award 2018;
Directed by **Georgia Fu**

For Izzy

Award winning Feature Film starring Elizabeth
Sung; Directed by **Alex Chu**

Who is Arthur Chu?

Award winning Documentary on 11-time
Jeopardy Winner;
Directed by **Yu Gu & Scott Erickson**



2019 FESTIVAL SCHEDULE

NEXT UP Part 1: Mentoring the Next Generation TAFF Talks - Pitching Workshop & Mixer (Sep 4)

Last year's TAFF Talks with Crazy Rich Asians actor Chris Pang was a success and brought journalists and filmmakers alike to learn about the actor's journey towards stardom.

This year we'd like to use our TAFF Talks platform and invite Justin Lin's YOMYOMF producer Philip Chung and Two Sentence Horror Stories writer Vera Miao to educate and provide an intensive workshop for filmmakers in how to form their ideas into full-fledged quality pitches, in hopes to groom future filmmakers and give them a glimpse of what our pitch competition will provide for our finalists.

We also aim for this event to motivate filmmakers to submit to our pitch competition in its final weeks prior to the extended deadline.

TAFF Talks will return to DTLA's hipster dive bar, Villain's Tavern - a great venue that provides a laid back and fun environment where filmmakers will be able to network, learn and create.

NEXT UP PART 2: Mentorship Kickoff Celebration 9 (Oct 3)

Second part of this series focuses on celebrating the selection of our finalists and will be geared towards speaking on the importance of walking with and supporting community and to inspire attendees to take similar action. Our Pitch Program Director (Cindy Lu) and Creative Director (Edwin Yu) will sit down with some of this year's mentors to discuss these matters and how they plan to bring it in the month and half long mentorship. This event will primarily gather creatives and industry professionals for a one night mixer, but will be open to all. Attendees will also have the chance to meet our 2019 Mentorship Cohort. Event will follow a private kickoff dinner for mentors/mentees to meet and announce plans for the month ahead.

2019 FESTIVAL SCHEDULE

Festival Kick Off Party (Nov 1)

Film and pitch selections will be announced on the day of the Film Festival Kickoff party, to be held in November. Filmmakers and pitch finalists will be introduced to our community while attendees will be provided an opportunity to purchase tickets at special rates. Location TBD.

Pitch Competition Program (Oct 1st - Nov 16th)

• THE COMPETITION

In its third year, the Taiwanese American Film Festival will nurture the next generation of Taiwanese American filmmakers who are ready to capture audiences with their unique brand of filmmaking and storytelling.

We are seeking filmmakers with original TV pilot and/or feature ideas to pitch their projects before a panel of jurors for a chance to receive a monetary prize towards their production.

The Taiwanese American Film Festival accepts original TV pilot and/or feature film projects by filmmakers of Taiwanese descent. Projects must be a new, original TV pilot and/or feature film that includes major Taiwanese-American elements, including subject matter, writers, directors, main cast (existing formal attachments only), etc. Adaptations are not eligible unless the original idea is your own in an alternative format. All genres and formats (animation, narrative, documentary, and/or experimental) are eligible for consideration.

Each entrant warrants that the submitted project is not currently under option and contingent sale agreement. The entrant and all submitted material must abide by all U.S. copyright law.

Out of state and international applicants are welcome. Remote mentorship is available. Finalists are encouraged to be in Los Angeles at least a week before the festival date. All finalists are required to attend the film festival.

• RESOURCES

Industry mentors will work with selected finalists for a month prior to the competition to develop their projects and prepare them to pitch in front of a live audience and juror panel. In addition to mentorship, TAFF will be providing networking opportunities, referrals to facilities and equipment, and a recommended list of actors for each finalist.

• SELECTION PROCESS

(6) finalists will be selected based on their artistic innovation, demonstrated commitment to their arts and communities, as well as the quality and thoughtfulness of their intended project.

• GRAND JURY AWARD

The grand jury prize winner will be awarded a monetary prize of \$5,000 towards their project. Winner will be selected by a panel of jurors from the film industry.

Finalists will be announced by September 16th, 2019.

HOW TO APPLY

The purpose of submitting these elements to is to help us understand your personal experience and artistic identity. Feel free to include all relevant material.

All entries must be submitted with the following:

- Personal Statement (Video or Written)
 - Tell us about who you are and why your project is relevant for the Taiwanese American Film Festival Pitch Competition.
- Creative sample work (5 min or less)
- Project Synopsis
- Relevant Pitch Materials
- Submission Fee

Optional

- Video submission (this can be a personal video about the filmmaker, sizzle/teaser they may have already shot about their idea, etc)
- Reference Letter

DEADLINES & FEES

Earlybird Submission - July 1st (\$40/project)*
Regular Submission - August 5th (\$50/project)*
Late Submission - September 2nd (\$65/project)*
Extended Submission - September 10th (\$80/project)*

MAJOR PITCH COMPETITION DEADLINES:

Pitch Program Outline - MAY 31ST
Official Announcement - JUNE 7TH
Early Bird Deadline - JULY 1ST
Regular Deadline - AUG 5TH
Late Deadline - SEP 2ND
Extended Deadline - SEP 10TH
Finalists Announced- SEP 16TH
Mentorship Begins - OCT 1ST
Final Pitch Packages Due to Jurors - NOV 6TH
Finalist Interviews - NOV 10TH - 13TH
Live Pitch & Juror Q&A - NOV 16TH

FINALIST SHOWCASE (DAY OF NOV 16TH)

1. Each finalist is introduced through an "About" video.
2. Each finalist gives a concise pitch of their project.
3. Moderator facilitates Q&A with jurors.
4. Jurors put in their vote for a winner based off pitch package and live pitch.
5. Audience votes for audience award.
6. Winner is announced.

TIMELINE

INTERNAL

Finalists are selected and paired with mentors. 1 week after the mentorship timeline begins (TBD - Oct 1 - Festival), finalists will submit their proposed pitch package outline as a first milestone. The final pitch packages can vary slightly to give room for the development process, but should still be similar and comprehensive. This will define what they will offer to the jurors as a pitch package.

The jurors are given the pitch packages 10 days before the festival for review.

At the festival, the jurors will all be able to participate in a live Q&A with each finalist, following each video clip. This engages festival-goers, and puts the pressure off of finalists to prepare a full-scale pitch in such a short amount of time. Instead, it helps them fully develop their current idea and create the materials for an industry pitch.

ABOUT VIDEO

This can include an interview, backstory of each filmmaker, elements of their project, and possible clips from the mentorship process. Out of town finalists will need to fly out a week in advance to be interviewed. Local finalists will have interviews arranged during the mentorship month.

Ballots for both audiences and jurors will be tallied and collected. A final announcement will be made for the audience award and grand jury award winners.

* Potential Pitch Competition Jurors - Justin Lin (Fast & Furious, Better Luck Tomorrow), Dan Lin (It, Sherlock Holmes, Aladdin), Wei-Te Sheng (Cape No. 7), Alan Pao (It Follows, Gook), Jennie Lew Tugend (Free Willy)

* Potential Pitch Competition Mentors - Kai Wu (The Ghost Bride, The Flash), Marie Jamora (Family Style), Henry Chen, Jingyi Shao (Boomerang), Brian Yang (Linsanity)

3RD ANNUAL TAIWANESE AMERICAN FILM FESTIVAL (NOV 16th)

The festival will be a one day event held on Saturday November 16th 2019. With the new pitch competition added into this years program, we plan to also include a shorts program, a feature film, an awards ceremony, opening and closing celebrations, a keynote speaker (Potential speaker: Justin Lin, Dan Lin or Wei-Te Sheng) and a variety of food and drink vendors plus art and music attractions.

11:00 AM Filmmaker's Brunch w/ Keynote Speaker

12:30 PM Pitch Competition - Round 1

02:30 PM Shorts Program

04:30 PM Pitch Competition - Round 2

07:00 PM Feature Program

10:00 PM Awards Ceremony followed by Closing Party

AWARD & PRIZES



- Audience Choice for Best Pitch (Filmmaking Resource **\$1,000** value)
- Audience Choice for Best Short Film (Filmmaking Resource **\$1,000** value)

*Winners will be announced at the Awards Ceremony prior to our closing party

EXPENSE & REVENUE

PRODUCTION

Administrative Fees **\$800**

Travel/Parking Accommodations **\$1,100**

Production Rentals (dressing, furniture, stages, booths, games) **\$8,700**

A&V Lighting **\$3,500**

MARKETING & OPERATIONS

Rentals **\$3,200**

Programs, posters, ads **\$3,400**

Event photo & video **\$3,000**

Designer/Production costs **\$4,500**

Honorarium for Mentors and Jurors **\$3,000**

Venue Rentals (Workshop & Meeting Rooms, Theater, Party Venues) **\$8,500**

2019 REVENUE SOURCES

Taiwan Academy **\$12,000** 30%

OCAC **\$2,000** 10%

TAPLA **\$5,000**

Other sponsors **\$15,000**

Ticket sales **\$10,000**

Total other sources **\$30,000** 60%

Total **\$50,000**

BUDGET EXPLANATION



2019 BUDGET PRODUCTION

Administrative Fees \$800

(comped working meals for the staff and volunteers for meetings, expenses for gas, networking events, and basic office costs for the functionality of the core team, we start working 1st quarter 2019)

Travel/Parking Accommodations \$1,100

(we need parking for our mentors, jurors, volunteers, VIPs, staff, and our trucking for transporting equipment over the course of a couple of days, one space costs about \$10 dollars for the day)

BUDGET EXPLANATION

Production Rentals (dressing, furniture, stages, booths, games) \$8,700

(we are planning on creating a night market within the courtyard plaza this year that will require more design, more space and be a larger scale - we also need to accommodate a green room for finalists, filmmakers and VIPs alongside dressing the theatre for the festival)

A&V Lighting \$3,500

(we need to accommodate an outdoor night party and ideally be able to improve upon our lighting atmosphere at the actual festival as well)

MARKETING & OPERATIONS

Rentals \$3,200

(we want to do more with our marketing this year, including more videos and coverage of the artists and the community in general), this goes towards any camera/sound/equipment rentals, for press conferences, red carpet event rentals, banners.)

Programs, posters, ads \$3,400

(To keep up with our increased coverage from the success of last year, we need increased visibility, especially to communities outside the Taiwanese and Taiwanese American community through social media ads and print traffic)

Event photo & video \$3,000

(This will apply for both photography and video for course of the competition and festival day)

Designer/Production costs \$4,500

(staff and independent contractors we need to hire to help with the amount of work we are adding on in order for the festival to gain more exposure and traffic)

Honorarium for Mentors and Jurors \$3,000

(During the course of a month we would be asking our six mentors and four jurors to dedicate their time, energy and focus on our pitch competition and its finalists. A small honorarium would be the least we can offer in exchange for their efforts.)

Venue Rentals (Workshop & Meeting Rooms, Theater, Party Venues) \$8,500

(We are planning to change venues this year and hold our meetings, programs and parties in one central area. The Tatuichi Democracy Forum is our ideal venue where we would hold the festival programs, meetings for the competition and a closing party in the courtyard.)

Even though the rental for the venue is a day, we need at least two full days there to full prep and strike the festival. Our pitch competition would need rooms for meetings and workshops during the course of a month in addition to our festival event spaces.

Food and Beverage, Food Trucks \$5,000

We are planning to have an outdoor closing party with food trucks, stages and stands to create a night market atmosphere. Trucks, equipment, permits, insurance in addition to numbers based off projections from last year included.

Awards and Prizes \$7,000

(Grand Jury \$5000 and two Audience awards at \$1000 value.)

TOTAL BUDGET: \$51,700

VIP ACCREDITATION



Tina Mabry



Jen McGowan



Aurora Guerrero



Jade



Erin

Selected filmmakers, pitch finalists, partners and industry guests will be invited to apply for accreditation.

VIP Accreditation includes:

- Covered Admission fees to all film screenings, pitch program, award ceremony and after party at the festival.
- Priority Seating at all film screenings and industry panel.
- Access to VIP Lounge: Enjoy Taiwanese refreshments and hang out with festival filmmakers, pitch finalists, industry guests and partners on top level of Tatuechi Democracy Forum.
- Discount on additional tickets to film screenings, pitch program, awards ceremony and after party.

SPONSORSHIP OPPORTUNITIES

| SPONSORSHIP BENEFITS | COREPRESENTER \$10,000 | DIAMOND \$7500 | PLATINUM \$5000 | GOLD \$2500 | SILVER \$1000 | BRONZE \$500 | AFFILIATE \$250 |
|---|---------------------------|-------------------|--------------------|----------------|------------------|-----------------|--------------------|
| # of opportunities available | 1 | 3 | 5 | 10 | Unlimited | Unlimited | Unlimited |
| VIP passes | 10 | 6 | 5 | 4 | 3 | 2 | 1 |
| Internet presence (website, facebook, instagram) | ● | ● | ● | ● | ● | ● | ● |
| Verbal recognition at the Festival and TAFF related events | ● | ● | ● | ● | ● | ● | ● |
| Logo on program | ● | ● | ● | ● | ● | ● | ● |
| Ad in program | FULL page | FULL page | FULL page | FULL page | QUATER page | QUATER page | N/A |
| Logo on promo materials (posters, flyers, etc.) materials (posters, flyers, etc.) | ● | ● | ● | ● | ● | | |
| Exclusive table at the festival | ● | ● | | | | | |
| Speaking time at awards ceremony | ● | | | | | | |
| Logo on Step & Repeat | ● | | | | | | |
| Verbal recognition at ALL major TAP-LA events | ● | | | | | | |

MEDIA & PRESS COVERAGE



TAP-LA will hold 1-2 press conferences and publish press releases to publicize the Film Festival. Media and journalists will also be invited to attend and cover the Film Festival and the Kick Off Party.

Invited Media outlets and publications will include:

- | | |
|---|-----------------------|
| 1. TaiwaneseAmerican.org (Festival Media Partner) | 10. Giant Robot Media |
| 2. Los Angeles Times | 11. Kore Asian Media |
| 3. Pasadena Star News | 12. Angryasianman.com |
| 4. LA Weekly | 13. NextShark.com |
| 5. Downtownla.com | 14. 8sianmedia |
| 6. LAdowntownnews.com | 15. World Journal |
| 7. LAdowntown.com | 16. LA18 |
| 8. Thegrawn.com | 17. Pacific Times |
| 9. FilmIndependent.org | 18. Apple Daily |

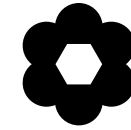
Alex Chester, Contributor
Diversity and Inclusion is my mission. I also love cats and food.

Roxy Shih - Getting Sh*t Done and the TA Film Festival

06/28/2017 12:08 pm ET

There's a new film festival coming to Los Angeles on July 8th. The [Taiwanese-American Film Festival](#). Headed by up and coming director [Roxy Shih](#). This, I thought, is freaking awesome. The entertainment industry is severely lacking media outlets to showcase Asian-American works. Let alone a specific Asian ethnic group. Yes, there is more than one type of Asian. Oh, and some of us don't even know how to use chopsticks properly... if at all...

PAST SPONSORS



BECOME A SPONSOR

We are registered as an official certified 501(c)3 nonprofit organization, and all donations made to Taiwanese American Professionals, Los Angeles are 100% fully tax-deductible.

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To pay by check, write to: "Taiwanese American Professionals - Los Angeles,"
I would like to support the 3rd Annual Taiwanese American Film Festival:

- | | | | |
|-----------------------------------|--------------|---|-----------|
| <input type="checkbox"/> \$10,000 | CO-PRESENTER | <input type="checkbox"/> \$10,00 | SILVER |
| <input type="checkbox"/> \$7,500 | DIAMOND | <input type="checkbox"/> \$500 | BRONZE |
| <input type="checkbox"/> \$5,000 | PLATINUM | <input type="checkbox"/> \$250 | AFFILIATE |
| <input type="checkbox"/> \$2,500 | GOLD | <input type="checkbox"/> Other Amount: \$ | _____ |

- Make check payable to "Taiwanese American Citizens League."
- Please direct to address Taiwanese American Professionals, 3001 Walnut Grove Ave., Rosemead, CA 91770
- Donate online at tap-la.org/Donate

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TAP-LA

Taiwanese American Professionals – Los Angeles (TAP-LA) is a non-profit organization dedicated to serving American-born Taiwanese and immigrant Taiwanese young professionals of all industries. TAP-LA enhances and empowers the Taiwanese-American community through programs centered on networking, professional and career development, community service, wellness, and the promotion and preservation of Taiwanese American culture and identity. TAP-LA is a chapter of Taiwanese American Professionals, a national program of Taiwanese American Citizens League (TACL). TAP chapters make up the largest network of Taiwanese American young professionals in the United States, and can be found in most major cities spanning coast to coast

