

# FEATURE PITCH DECK

(TEMPLATE)

## COVER PAGE

[1 slide/page]

(FILM TITLE)

- Make this pop!
- This sets the tone for the rest of your document – keep it all consistent, same photo treatments, same fonts.
- Use the right font(s) - make sure the font you choose has the same feel as the tone.
  - Add elements that emphasize the genre (ex. colors, graphic elements, photos)
    - You can add your contact info here  
(small and near the bottom of the page or save it for the Contact Info at the end)

# EXECUTIVE SUMMARY

## [1 slide/page]

Include:

- Title
- Length of film
  - Genre
  - Budget

(estimate or leave it vague, low-budget/high-budget)

(• and any other factors specific to your film)

# LOGLINE

## [1 slide/page]

- Let this page breathe - try not to overcrowd the page with images. There won't be much text here - and that's okay.
- One larger background image may be best here.

### LOGLINE HACKS:

(use the one that works best for you)

- 1) Protagonist (has problem) and must (achieve goal) to solve that problem.
- 2) Protagonist (has a goal) but (major obstacle) stands in his/her way.
- 3) (Situation) causes (main character) to face (largest obstacle) and (outcome).
- 4) When (inciting incident occurs) a (specific protagonist) must (objective) or else (stakes).

# SYNOPSIS

## [1 slide/page]

- Keep it short, clear and to the point
- No need for all the details, just the interesting points
  - Avoid mentioning characters

(we don't know who they are yet and you'll be describing them in their own section)

# THEMES

[1 slide/page]

- List out your themes and genre(s)
- Use strong visuals that give the emotions and feelings of the themes

# CHARACTERS

[1 - 2 slides/pages]

(3-6 characters, too many is not good, basic details only)

- Personality, flaws & physical traits
- Which actors/existing characters were the inspiration behind their traits and personality
- Their role in the grand scheme of things
- Their relationships with other characters
- Their arc(s) (from beginning to end - how does the character grow and change, what is their journey)

# STYLE & TECHNIQUE

## [1-3 slides/pages]

Give examples of:

- Casting
- Costumes
  - Filters
  - Music
- Specific shots/directors (known for specific styles)
- Camera angles (see link in references for examples)
  - Editing techniques

# LOOKBOOK / MOOD BOARD

[1-4 slides/pages]

(Let your vision run wild here)

- Locations (start large and narrow down, ex. Country, city, type of building, room)
    - Tone & Styles  
(genre, characters, colors/filters, look & feel)
  - Costumes (What are your main characters wearing?)
  - Similar films (Comps can include: theme, genre, tone, style, plot, characters, world, scenery, time period, etc.)
- These pages should be heavy with images and minimal headlines



# DISTRIBUTION + FINANCES

## [1 slide/page]

### DISTRIBUTION

- Industry stats and niche demographics based on:
  - Genre, -Theme, - Audience,
- Special market (ex. character's special traits, type of film, impactful global event, etc.)

### FINANCES

- Add budgets for:
  - Location (rentals), Casting, Talent, Props, etc.  
(see link in references document  
"Budgeting your film")
- Use examples of existing comparable films and how well they did in the box office

# FILMMAKER / TEAM BIOS

## [1 – 3 slides/pages]

- Include everyone tied to your project  
(cast & crew, if any)

# ABOUT THE WRITER(S)

## [1 slide/page]

- Keep it brief
  - Simple background of who you are
- Why you? Why did you write this? Why now?  
(\*If you included this in the filmmaker's bio,  
then no need to repeat it)
  - CONTACT INFO  
(\*Your name, email and phone number  
– can go on the front page too)
- Include a photo of yourself (if you'd like)