

Authentic's

Pitch-A-Palooza

Fifty Shades of Pitching



It's back! Do you have an idea for Authentic's next great show? Pitch-A-Palooza is your chance to make it happen. We'll choose a winner, fund a sizzle reel, and pitch it to networks. No idea is too crazy!

The Rules

- One pitch per person.
- Five minutes to pitch; five additional minutes if you've got video (ten minutes total).
- Everyone **must sign a release** before pitching (see attached).
- You must have written material to leave with us. Anything from a short paragraph to a full treatment of no more than five pages.
- If you are pitching something with specific talent, please have that talent attached or at least verify their interest.
- No children's shows.

The Process

- Sign up with Lauren Meyer by **July 27th**.
- The **first round** of pitches begins on August 6th. You will be pitching to Doug, Dana, Colin, and Lauren Meyer, who will narrow the field to a group of finalists.
- Finalists will be notified by email and asked to develop their ideas further for a **round two** pitch to Tom, Lauren, and Helga.
- The winner will be announced in late **September**.

The Prize

- Authentic will fund a sizzle reel based on your idea. This includes all hard costs (travel, crew, edit) up to \$10,000. This does not include your time.
- Authentic will have exclusive rights to pitch your idea to networks for one year.
- If the show does not sell at the end of this period, **the idea reverts back to you**.
- If the show is sold, Authentic will pay you a rights fee of an amount equal to 1.5% of the budget (for example, if the budget is \$200,000 per episode, you get \$3,000 per episode).
- We will try to get you a "created by" credit, but we cannot promise this as a lot of networks don't allow it.

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RELEASE FORM

Authentic Entertainment, Inc. is a TV development/ production company. Therefore, we receive a great number of submissions of materials for potential television productions, especially in the un-scripted, documentary, or 'reality' television genre. Our company policy strictly forbids borrowing of original ideas brought to us by prospective producers and we have a zero-tolerance policy against the practice of idea theft. However, it is possible that the material you submit to us may have already been pitched to us by another party, may already be -in some form- in development with our company, or may come to us from an independent party.

You agree that no contract or obligation of any kind is assumed or may be implied with Authentic by reason of our review of your submission and / or discussion with you of your submitted materials. You acknowledge and agree that your entitlement to any compensation is subject to our entering into a written contract (separate from this Submission Agreement) signed by both parties related to Authentic's use of your submitted materials.

Please confirm your acceptance of these terms by signing in the space provided below.

Date

Name (print)

Signature

Phone

