



**AUSTIN  
FILM  
SOCIETY**

**THE AFS GRANT FOR SHORT FILMS:  
HARRISON MCCLURE ENDOWED FILM FUND**

# ABOUT AUSTIN FILM SOCIETY



- Life-changing opportunities for artists
- Bringing the community together around great film
- Providing access points and training for creative media makers
- Catalyst for economic development in the region by supporting infrastructure for the screen industries



# ARTIST DEVELOPMENT PROGRAMS



Artists we support:

- Poised for career leaps
- Demonstrate vision, creativity and artistic ambition
- Dedicated to the moving image medium
- Focus on those traditionally underrepresented in the industry with gender and racial equity as the priority



# AFS GRANT



- Since 1996, over \$2.4 million in cash grants \$340,000 in-kind goods and services have been given out to over 492 filmmakers.
- Funds short and feature length documentaries, narratives, experimental films, and animated films
- Intended for emerging and mid-career filmmakers
- Competitive program – there are over 200 applications each year, and about 20 of those will receive funding.



**AFS GRANT**



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**AFS Grant for Short Films - Fall**

Production and Distribution Support  
Harrison McClure Endowed Film Fund

**AFS Grant for Feature Films - Spring**

Development, Production and Distribution Support  
New Texas Voices Award  
North Texas Pioneer Fund

**AFS Travel Grant-Year Round**



**AFS GRANT UPCOMING CYCLE**



## **AFS Grant for Short Films**

*(40 minutes or less)*

- Application opens July 28, 2023
- Application deadline is Monday, September 11, 2023 at 6pm Central



# WHAT YOU CAN APPLY FOR



## CASH GRANTS

AFS Grant for Production Up to \$10,000 to fund projects at all stages of production. Up to \$3,000 to support project distribution.

OR

The Harrison McClure Endowed Film Fund \$2,500 supports an undergraduate student in a Texas university making a film that will complete a course or degree requirement

## IN-KIND SERVICES

**MPS Camera & Lighting Production Services Grant (In-Kind)** Applicants can apply for a multi-day camera package valued up to \$10,000.

# AFS GRANT - NEW FOR 2023



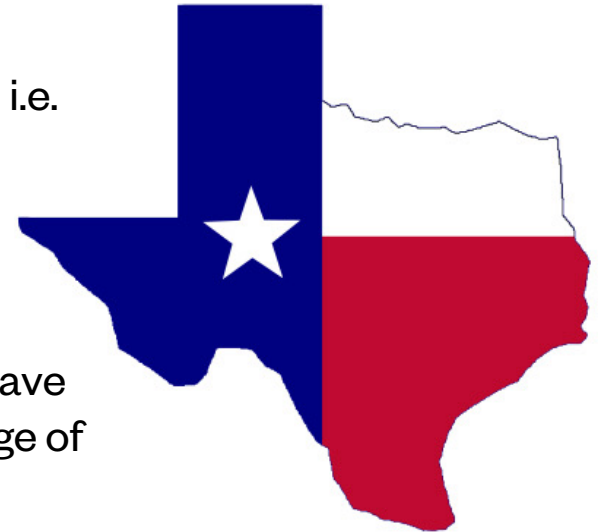
- Filmmakers can only apply with one project per grant cycle.
- Treatments are required for every project application.
- Letters of recommendation encouraged only for first time filmmakers.

# ELIGIBILITY



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- Applicant must be a resident of Texas since July 1, 2022.
- Applicant must be the principal creative author of the work, i.e. Director.
- Students attending a program out-of-state are not eligible
- Each projects may only receive 2 grants. Filmmakers who have received a grant for a project, must apply for a different stage of the production to qualify for a second grant.



## ELIGIBILITY (CONT'D)



### Projects not eligible for grants include

- Commercials
- Music videos
- Promotional/instructional/educational films
- PSAs
- Ongoing episodic work (web series, television shows)



# PROOF OF TEXAS RESIDENCY



- You will indicate that you have been a resident of TX since July 1, 2022 on the application
- You need to submit proof of **current** Texas Residency in the form of:
  - Voter registration card
  - Utility bill with your name and Texas address
  - Certification of TX university enrollment
- Only 1 piece of proof required
- Do not submit a scan of a driver's license** as it will not be accepted as a proof of residency

VOTER REGISTRAR  
800-687-8546 / 972-547-1990  
2010 REDBUD BLVD, SUITE 102  
MCKINNEY, TX 75069  
www.collincountytx.gov

Secretary of State's Office  
Elections Division  
1-800-252-VOTE (8683)



2010 – 2011 Sample

VOTER REGISTRATION CERTIFICATE (Certificado de Registro Electoral)			COLLIN COUNTY (condado de Collin)				
VOID (VUID)	Gender (Sexo)	Valid from (Valdo desde)	CONGRESS (Congreso)	STATE SEN. (Sen Estado)	STATE REP. (Rep. Estado)	COM	JP
Year of Birth (Año de Nacimiento)	Prec. No. (Pct. Num.)	thru (hasta)	CITY (Ciudad)	CITY DIST. (Ciudad dist.)	ISD (escuela)	ISD DIST. (escuela dist.)	SBOE
Name and Permanent Residence Address (Nombre y dirección residencial permanente)			Cert. No. (Num. De Cert.)				
<div style="text-align: center;"> <p>Sample</p> </div>			Name and Mailing Address (Nombre y dirección de correo)				

**X**

VOTER MUST PERSONALLY SIGN HIS/HER NAME IMMEDIATELY UPON RECEIPT, IF APPLICABLE  
(E) Votante debe firmar esta tarjeta personalmente al punto de recibirla si procede)

Voted in the Party Primary (Vote en la elección primaria del partido político nominado arriba)

# REVIEW PROCESS



- No typical project
- Aim to foster diverse and underrepresented voices in independent film
- Projects are reviewed by panel with different panelists every year
- Good projects get turned down all of the time

# REVIEW PROCESS



2 rounds of review to come up with “finalists”:

- **First-round reviewers:** each application is looked at by at least two reviewers. Reviewers include programmers and industry folks in TX and previous AFS Grantees.
- **Grant Panel:** filmmakers specializing in narrative, documentary, experimental, animation, or festival programmers from outside of Texas



# APPLICATION FORM



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## Before you begin

- Download and read instructions and tip sheet
- Download and review previous examples
- Apply at [www.austinfilm.org](http://www.austinfilm.org)

Applications for the AFS Grant for Short Films and Harrison McClure Endowed Film Fund are open now and close Monday, September 11 at 6 PM CST.

APPLY HERE

### REFERENCE DOCUMENTS

[2023 AFS Grant for Short Films & Harrison McClure Endowed Film Fund Online Instructions](#)

[Budget Summary Cover Form](#)

[AFS Blank Budget Form](#)

[Sample Budget Summary Cover Form](#)

[AFS Grant for Short Films – Sample Application #1](#)

[AFS Grant for Short Films – Sample Application #2](#)

# APPLICATION FORM



## Filling Out The Application Form

- Must sign up for a FREE account on our site.
  - Do not opt out of email communications from AFS
- Name the form after your project
- You can save and come back to it
- Once you fully submit, you **cannot** make changes

☐ Save my progress and resume later | [Resume a previously saved form](#)



Please note that this application, with a **deadline of Monday, September 11, 2023**, is for short film projects only. The 2023 application cycle for the AFS Grant for Feature Films has already passed and will return in Spring 2024.

Before you begin the application process, please download and read the [Application Instructions and Tip Sheet](#) in its entirety.

This application can be saved and resumed at any point. If you would like to exit the application and save your progress to resume later, please click the checkbox above labeled: **Save my progress and resume later** and enter an email and password.

Note: Each filmmaker can only apply for funding with one project.

# APPLICATION ATTACHMENTS



- Submit as PDFs
- Use the naming conventions for each PDF
  - ProjectName\_LastName\_AttachmentName
- Remember, once you have submitted you cannot edit or resubmit

## Austin Film Society Grant

### File Uploads

#### IMPORTANT!

- Each attachment must be submitted as a PDF file. No exceptions.
- Use the following naming convention for each PDF : Project Name\_Last Name\_Attachment Name.pdf
- Individual PDF files should not exceed 4MB.

#### Project Description (not to exceed 3 pages) \*

**Budget Summary Cover Form** – All applications must use the [Budget Summary Cover Form 2018](#). You must submit this cover sheet as a PDF. \*

#### Project Budget

**Project Budget** – You may use your own budget format or this one: [AFS Project Budget template](#). It must not exceed three pages and must be uploaded as a PDF.

#### Project Timeline (not to exceed 1 page) \*

#### Project Personnel (key bios not to exceed 1 page) \*

**Treatment/Script** – A treatment or script is required for every project and must be included with your application \*

# KEY APPLICATION COMPONENTS: THE VIDEO SAMPLE



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- Up to 6 minutes in running time
- Only **downloadable** links will be accepted
- Submit your very best work, the strongest scenes or best examples of your strengths.
- One continuous video track, control the viewing experience
- No trailers, scenes work best.
- Do not switch out or update work sample after the deadline

# VIDEO SAMPLE TIPS



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## Order of preference

- Footage from proposed project
- Previous work directed by the submitter
- Previous work from member of the production

## If you have never directed before:

- Submit at least 1 clip from an “above the line” crew and something shot by your director of photography.



# ADDITIONAL SAMPLES



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- Full rough cuts or video samples longer than 6 minutes can be submitted as additional supporting material
- There is a space on the application for 2 online links (1 work sample, 1 additional supporting)

# KEY APPLICATION COMPONENTS: THE PROJECT DESCRIPTION



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- 1-2 pages
- “Pitch” the story
  - What is special, original or exciting about this project?
  - What is the most exciting way to tell the story? Hook the reader!
  - Thesis statement
- Describe why you are telling this story and the “tone” of the work artistically
- Describe the production plan
- Describe the fundraising plan
- Describe the distribution strategy

# PROJECT DESCRIPTION TIPS



- Be very clear
- Demonstrate the feasibility of your project, but balance that with a strong description of the story, the tone and artistic approach.
- Don't get bogged down in too much plot detail
- Don't discuss things that aren't reflected elsewhere
- Show that you have thought through your project from beginning to end
- Describe why the AFS grant is important to this project
- Have someone else read it!

# KEY APPLICATION COMPONENTS: THE BUDGET



- Download and fill out our budget summary and budget form
- Be sure to fill out budget summary with funding sources
- Include in-kind resources
- Present entire budget, regardless of what stage you're requesting
- Make sure the math works



\$39,500	Total Actual	\$42,350
\$19,350	"+" Total Anticipated	\$16,500
\$58,850	"=" Total Resources	\$58,850



# BUDGET TIPS



- The budget should prove feasibility of project
- Use realistic numbers. Do some research if necessary.
- Look at other budgets. Some examples on AFS grant page
- Include line-items for things reflected elsewhere
- Will the grant make a difference?

# PROJECT TIMELINE



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- 1 page
- Take project from beginning to end (development through distribution)
- Are you giving yourself enough time?

## PROJECT TIMELINE

<b>Development</b> March 2016 - August 2016	Script Re-write Fundraise Concept Art (character design, background design)
<b>Pre-Production</b> September 2016 – December 2016	Finish Script Finish Concept Art (character design, background design) Thumbnails Beat Boards Story Boards Rough Sound Design
<b>Production</b> January 2017 – August 2017	Animation Composition
<b>Post-Production</b> September 2017 – October 2017	Narration Sound Design Score Recording Editing Mastering/Exporting
<b>Distribution</b> October 2017 - October 2018	Film Festival run/submissions

# PROJECT PERSONNEL



- 1 page
- Bio for yourself and other attached personnel
- Opportunity to show that you are using the experience of others

**LORENA PADILLA – WRITER & DIRECTOR** has a BA in Audiovisual Arts from the University of Guadalajara and an MFA in Dramatic Writing from Tisch School of the Arts/NYU, where she attended as a Fulbright scholar. In the last fifteen years, she has lived in Mexico, England, United States, Spain, Ecuador and Peru where she has worked as a producer, screenwriter and director. Her feature film script "MARTINEZ" participated at the Script Station/Berlinale Talents, Script & Pitch/Torino Film Lab and Cine Qua Non Lab. This script has been supported by Tribeca Film Institute and by the Mexican Film Institute (IMCINE) earning the Scriptwriters and Development Grants and FOPROCINE. As an Executive Producer she won the TFI Latin America Arts Funds from Tribeca Film Fund with the documentary "The Naptime." With Rodrigo Reyes, Guggenheim Fellow and Sundance Fellow, she wrote his new documentary project "499." She currently lives in Dallas, where she teaches Film Directing and Screenwriting at Southern Methodist University.

**GEORGINA GONZALEZ - PRODUCER** is VP of production at Off-Hollywood Films as well as Head of Development at Cinépolis the second largest theater chain worldwide. She is a CUCEC-UNAM filmmaking BA & USC's Peter Stark MFA producing program graduate, sponsored by Fulbright. Through her company, Off-Hollywood Films she's produced "Kiliwas at Dusk" (IMCINE) "Kings of Nowhere" (SXSW, Zurich film fest winner), "Reports on Sarah and Saleem" (IFFR 2018, Hubert Bals and & World Cinema Fund, Hivos Tiger audience and jury prize winner at Rotterdam Film Festival, Best feature at Durban Film Festival and audience award at Seattle Film Festival), "Finding the Werewolf" (Ibermedia and IMCINE development funds, PGA Diversity Workshop, IFP Week, NALIP Latino Media Market, Guadalajara Film Festival co-production forum, Cabos goes to Cannes), "Passion Drives Us" for NALIP's Beyond Graduation Incubator, sponsored by Corporation for Public Broadcasting to air on World Channel.

**DIANA GARAY – CINEMATOGRAPHER** she specialized in cinematography at the Centro de Capacitación Cinematográfica, where she directed and shot the short film Pata de perro (Itchy Feet) and the feature documentary Mi amiga Bety (My Friend Bety) which received the José Rovirosa Award for Best Mexican Student Documentary in 2012 and Best Feature Documentary in DocsDF. Distancias Cortas (Walking Distance) was her debut as a cinematographer for a fiction feature film and after that she has been the cinematographer of numerous narrative and documentary films, like "Leona".

**MAITE PEREZ – NIEVAS – PRODUCTION DESIGNER** is a Spanish born, Brooklyn based Production Designer. She is, foremost, a storyteller and has been telling and reimagining stories for the last 10 years. She holds an MFA in Design for Stage and Film from NYU, A BA in Art Direction from Madrid Film School. She has designed for directors like Julia Solomonoff and Jim McKay, companies like Amazon and Samsung and has worked on the art department for TV shows like The Knick and The Leftovers. She is a member of United Scenic Artists Union-Local 829, since 2013.

**CARMEN JIMENEZ – ASSISTANT DIRECTOR** is a Spanish filmmaker who lives and works between Spain, Mexico and New York. She holds an MFA in Directing from Columbia University. Her thesis film "Oasis" was awarded the Jury Honors distinction at the Columbia Film Festival. Her work has received the support of festivals and institutions around the world such as Cinefondation at Cannes Film festival, Berlinale Talent Campus, CineQuaNonLab and the Academy of TV Arts and Sciences.

# TREATMENT AND SCRIPT



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## Treatment- up to 3 pages (Required)

- Treatment describes the story of your movie
- Narrative projects you will write out who the film is about and what happens in each act of your film
- Documentary treatments might include longer descriptions of storylines of each character, place or thing you are exploring, and the story or themes you are looking for.

## Script (Optional)

- It's OK if your script isn't perfect! It's not a screenplay competition. Feel free to let us know in your project description if you plan to go through other drafts before production.

# ADDITIONAL SUPPORT MATERIAL



- Letters of support are highly encouraged for first time filmmakers but NOT REQUIRED – up to 2
- Should be from someone familiar with the filmmaker's work and the proposed project, often someone who has acted as a mentor or accomplished colleague
- Can be from someone involved in the project
- Should demonstrate support of both the artist and the project

# ADDITIONAL SUPPORT MATERIAL



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- Storyboards, articles, production design images, location photos
- Press articles or reviews of past work acceptable
- Materials should make the project more attractive, intriguing
- Script counts as 1 additional material

## **Do not send:**

- Actor headshots
- Additional images of production design or locations if they are in your video sample.
- More than 3 pages of support materials



# HELP!!



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- Questions during this process?
  - [filmmakersupport@austinfilm.org](mailto:filmmakersupport@austinfilm.org)
- After AFS grant award recipients are announced, you may request feedback on the application.
- Announcement should be expected by mid-December

GOOD LUCK!

DEADLINE IS MONDAY, SEPTEMBER 11th  
@ 6PM CST



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