

*Farewell Old Stringy: Post Production Costs*  
A Short Film by Alex Rafala

**Goal:** To continue funding for my ongoing film project, *Farewell Old Stringy*. The first Arts Scholars Award I applied for and received was dedicated to the Pre-Production and Production phases. This grant will supplement the Post-Production costs, which will include Film Festival Submissions Fees and Manufacturing and Distributing Kickstarter Rewards. Post-Production is extremely important in the film making process because it determines whether or not the film is seen, exhibition being the ultimate goal and desire of a filmmaker.

**Progress So Far:** *Farewell Old Stringy* is an exploration of and emotional response to the suicide of a co-worker of mine this past summer. The subsequent thoughts and questions I had after that event influenced and informed the script, making it a plea for attentiveness, a promotion of mental health awareness, and a commentary on the closeness of our relationships in a world that is growing increasingly more isolated. Ultimately, it functions as a confession of my ignorance (more in depth information and a detailed Director's Statement can be found on the Arts Scholars Website, our Kickstarter campaign page, and our Facebook Page).

<http://artsandsciences.virginia.edu/artsscholars/currentawards.html>

<https://www.kickstarter.com/projects/1756759642/farewell-old-stringy>

<https://www.facebook.com/farewelloldstringy>

The final product will be an approximately 20-30 minute short film.

Since June of 2013, I have been working diligently on this project.

Shooting has been scheduled for the week of May 20th-27th 2014. I have already assembled a group of 26 intelligent, talented, and reliable cast and crew members comprised of UVA students, alumni and professors, as well as local community members and VCU students. We plan to shoot on location in Charlottesville, on both private and public property, and we are currently coordinating with necessary points of contacts to do so.

We are hiring the talent and renting the equipment of a small Richmond based Production Company called "House Cat Productions." They provide a great deal of professional lighting and sound equipment at a very reasonable price (this cost is included in the Pre-Production budget, and in no way affects the Post-Production costs this grant is requesting). Especially important is the Black Magic 2.5 K camera with Canon 2.8 70-200mm zoom lens and Canon 2.8 16-35mm lens.

As far as Pre-Production and Production funding goes, we have already raised \$7365: \$2500 from the Third Year Arts Scholars Award (\$2000 awarded to me, and a \$500 research stipend to my Faculty Mentor, Richard Warner, who has graciously volunteered to spend said stipend on production costs), \$1000 from a grant through the UVA Vice Provost for the Arts Office, and \$3865 from our Kickstarter Campaign. We recently applied for the University Award for Projects in the Arts (\$3000), and expect to receive word by the end of the month.

Production and design meetings are underway as well. Topics of discussion include: Costumes, Make-up and Hair, Cinematography, Editing and Sound Editing, Original Music Composition, Fight Choreography, Props, Production Design, etc.

## **This Grant: Post Production Objectives**

**Film Festival Submissions:** As stated earlier, the ultimate goal of a filmmaker is to get their film seen. Film Festival Submission costs, when added together, can be an intimidating sum of money, and a large portion of the Post-Production Budget.

It is difficult to propose a finalized list of Film Festivals because my team would, of course, like to submit to as many festivals as possible. However, I can present a preliminary list of festivals we are considering. Aside from a select few that we are considerably excited about, this list is subject to change based on any subsequent research and the availability of funds.

Film Festivals: *Sundance Film Festival, The Virginia Film Festival, South by Southwest Film Festival, Salt Lake City Film Festival, Clermont-Ferrand Short Film Festival, Telluride Film Festival, Berlin Film Festival, Austin Film Festival, Whistler Film Festival, Slamdance Film Festival, Chicago International Film Festival, Raindance Film Festival, and the Aspen Shorts Fest*

There are other significant film festivals that we will consider down the line as well. They are not included on the previous list because their 2014 deadlines have passed. They will open again in about a year.

Potential Future Festivals: *Toronto Film Festival, Cannes Film Festival, Sonoma Film Festival, Los Angeles Film Festival, Tribeca Film Festival, Hamptons Film Festival, New York Film Festival, Athens International Film and Video Festival, Woodstock Film Festival, Venice Film Festival*

Finally, here is a list of Film Festivals compiled by the Academy of Motion Picture Arts and Sciences. It is technically a qualifying list of festivals for eligibility to submit for consideration for an Academy Award. As of now that is not a goal of ours, and this list will mainly be used as a trusted source.

[http://www.oscars.org/awards/academyawards/rules/87/pdf/87aa\\_shorts\\_festival\\_list.pdf](http://www.oscars.org/awards/academyawards/rules/87/pdf/87aa_shorts_festival_list.pdf)

## **Kickstarter Rewards**

Kickstarter is a popular crowd-funding website that my production team used to generate Pre-Production and Post-Production funds for *Farewell Old Stringy*. Our campaign ran a month and ended on April 2, 2014, exceeding our set goal of \$3750 with \$3865.

Kickstarter encourages a reward system, with high contributions garnering bigger and better prizes. The prizes are created by the project launcher, and are unique and original to each project. We had Eighty-Four backers, many of which will receive a material prize.

Prizes that require manufacturing include:

- Movie Poster (We would prefer to provide a one-sheet: standard size movie poster: 27” x 40,” but that may require a special order.)

- FedEx office charges about \$72 for a 24" x 36" poster with "Glossy Photo Paper"
- Staples charges about \$24 for a 24" x 36" poster
- We need 24 posters
  - If we use Staples, we will need \$576
  - If we use FedEx, we will need \$1728
  - (We will continue to look for different options and deals as we venture forth into the Post-Production Phase)
- DVD copies of the film
  - www.Mixon.com will create and send 10 blank DVD's with full color surfaces and 10 standard DVD cases with outside inserts in a five day production period for \$58.91.
  - (We will continue to look for different options and deals as we venture forth into the Post-Production Phase, but this gives a general idea of DVD production costs).

### **Timeline/ Important Dates and Deadlines:**

- Filming of *Farewell Old Stringy* will conclude not later than **May 27, 2014**. We will immediately begin editing the film and the Production Phase (publicity and film festival submission).
- Estimated Delivery of Kickstarter Rewards: **September 2014**

Sundance Film Festival: Early Submission Deadline: July 28, 2014 - \$40 entry fee  
 Official Submission Deadline: August 25, 2014 - \$60 ENTRY FEE  
 Late Submission Deadline: September 15, 2014 - \$80 ENTRY FEE

Virginia Film Festival: Regular Deadline (postmarked by July 25) FREE for VA Res. & Students  
 Extended Deadline (postmarked by August 22) FREE

South by Southwest Film Festival: The 2015 Deadlines have not been announced, but the 2014 deadlines were:  
 Early Deadline: Thursday, October 3, 2013  
 Official Deadline: Thursday, October 31, 2013  
 Late Deadline: Thursday, November 14, 2013

Salt Lake City Film Festival: 2014 Submission Deadlines have not been announced

Clermont-Ferrand Short Film Festival: 2015 Submission Deadlines have not been announced

Telluride Film Festival: 2014 Submission Deadline: July 1, 2014 (more info posted April 15)

Berlin Film Festival: Online Submissions for 2015 will be activated in September 2014

Austin Film Festival: Late Deadline: July 15 (\$75)

Whistler Film Festival: Regular Deadline: June 30, 2014 (\$25)  
 Late Deadline: July 31, 2014 (\$40)  
 Withoutabox Late Deadline: August 8, 2014 (\$55)

Slamdance Film Festival: Early Deadline: Received by Friday, July 25, 2014 (\$40 entry fee)  
Regular Deadline: Received by Friday, September 5, 2014 (\$50)  
Late Deadline: Received by Thursday, October 9, 2014 (\$60)  
Withoutabox Extended Deadline: Received October 16, 2014 (\$70)

Chicago International Film Festival: Regular Deadline: June 20, 2014 (\$50)  
Late Deadline: July 7, 2014 (\$70)

Raindance Film Festival: Extended Deadline: 20 June 2014 (£80 = \$132.62) (We may have to postpone this one until next year)

Aspen Shorts Fest: ASPEN SHORTSFEST 2015 will begin accepting entries in September 2014.  
More info in August.

### **Budget**

The total cost of the Film Festival Submission Fees listed above (estimations made in instances where price information was unavailable) is **\$727.62**. For contingency purposes, I would like to round up, leaving room for estimation error and the possibility of submitting by Late Submission Deadlines, which have a higher fee. **Therefore, I would like to request at least \$1000 for Film Festival Submission Fees.**

Assuming that we use the cheaper option and hire Staples' services, we need **\$576** for Movie Posters. For contingency purposes, I would like to round up, leaving room for error and unforeseen complications. **Therefore, I would like to request at least \$800 for Movie Poster manufacturing.**

Should we hire the services of [www.Mixon.com](http://www.Mixon.com), we need **\$58.91** for DVD's, DVD cases, and outside case inserts. For contingency purposes, I would like to round up, leaving room for the possibility of using a different company and unforeseen complications. **Therefore, I would like to request at least \$100 for the manufacture and order of DVD's and accessories.**

This bring my proposed budget total to: **\$1900**

However, if possible, I would also like to request an additional \$440 to cover the costs of the second list of Film Festivals and their Submission Fees. As stated, we have missed their deadlines, and will not be able to apply for another year. (The figure \$440 was achieved by assuming the early submission fee of each festival was \$40 and then multiplying by 11, the number of festivals in the second list).

**With that inclusion, my proposed budget total has been raised to: \$2340**

Thank you very much for your consideration.