

2023 FORWARD FUND APPLICATION QUESTIONS

Below is the text of the application form (instructions and questions) as it appears in the online form at <https://milwaukeefilm.formstack.com/forms/forwardfund2023>. This PDF is for reference and preparation of applications while offline.

All applications *must* be completed using the online form.



2023 Forward Fund Application

Thank you for your interest in the 2023 Forward Fund. Complete this form in its entirety to submit your application.

On subsequent pages you will be asked about the film project for which you are applying for support, your team, your budget, etc. You may move through the pages of this application *without* completing the fields (and we recommend that you do so to familiarize yourself with the parts of the application!) but you will not be able to submit the application until all required fields are complete.

We have created a [PDF of the application questions, which you can find here](#). We recommend that you work on your answers offline (in a word processing document) and then transfer them to this online form in order to reduce errors.

Projects and applications will be evaluated by an independent, external jury of nationally-recognized film industry members (and not Milwaukee Film Staff or Board members) on the basis of:

- The artistic merit, impact, strength, originality, and vision of the described film project
- The professional capabilities of the applicant and collaborators
- The feasibility of the film's completion within a reasonable time-frame for the project
- The potential impact of an award from the Forward Fund toward the completion of a particular film

Upon submission of a completed application, you will receive a confirmation email containing all of your submitted application information. That email will serve as your "receipt" for your submitted application.

The 2023 application window will close on Friday, October 13 at 11:59 p.m. All applicants can expect to hear a decision via email by end-of-day Friday, December 8.

If you have any questions about the application process, we encourage you to first look at [our FAQ here](#). If you have further questions, please email them to brighid@mkefilm.org.

Award Eligibility Verification

Prior to beginning an application, please review the following rules and regulations governing award eligibility and certify your acknowledgement of them below:

- Applicant must be the creative author and owner of the final work at the time of its completion. This is typically defined as the director. (If there is more than one director attached to your project you may apply as a team.) Producers, editors, crew, and writers who are not in creative control of the final project are not eligible to apply. You may provide an additional application contact person, but the creative owner of the work must be tied to (and aware of) the application on behalf of her/his project.
- The film's director must reside in or work in one of the following Southeastern Wisconsin counties: Milwaukee, Waukesha, Kenosha, Racine, Ozaukee, Walworth, or Washington. Applicant should be prepared to provide proof of residency and/or employment.
- Applicants must be 18 years of age or older.
- Student films are not eligible for this program, however the significant expansion or re-development of a project previously submitted for a school project (thesis film, etc) is eligible. Currently enrolled full- and part-time students in Film Production-related programs are ineligible to apply.
- Applicants may complete only one (1) application during this funding cycle. If we receive multiple applications from the same creative owner (typically the director) we will ask the jury to only consider the first application submitted. Team members who are *not* the creative owner of the work may be included on multiple applications and applicants may be listed as collaborators on the applications of others with no limit.
- Completed films are ineligible for this award; the Forward Fund is not intended to exclusively support festival submissions, outreach initiatives, or distribution strategies for a film. While such elements should certainly be included in your application responses and budget, they should not be the only elements remaining to be funded for this film project.
- Projects which have applied for the Forward Fund in previous years may re-apply. If a project has received a Forward Fund award, they may also apply in subsequent years for a second award. Projects may receive up to two (2) awards total. However, projects that have received awards previously will be examined based on the use of the previous award and scrutinized carefully for the utility of a second award.
- Current year-round Milwaukee Film employees, Board members, and major funders or the immediate families of such individuals are ineligible to apply for this award.
- Prior to applying, all applicants should read the Award Agreement ([available here](#)) to understand the terms placed on award recipients. In the final section of this application you will be asked to agree that you are prepared to abide by those terms should your project be selected as a winner.

I certify, to the best of my knowledge, that the above eligibility requirements are met by this project and award application.*

Yes

Contact Information

In this section, please provide contact information for the Project Owner or the individual with creative control over the work. This is typically a film's director.

Name*

<input type="text"/>	First Name*
<input type="text"/>	Last Name*

Email*

Phone*

Address (please note, this is a two-line field; some data must be entered in the top line to be accepted)*

<input type="text"/>	Address Line 1
<input type="text"/>	Address Line 2
<input type="text"/>	City
<input type="text"/>	State
<input type="text"/>	ZIP Code
<input type="text" value="United States"/>	Country

Project Owner's Relation to Project*

Typically a film's Project Owner is its Director or Producer.

Would you like to provide an additional contact for this application?*

Yes No

Where did you hear about Milwaukee Film's Forward Fund?*

Milwaukee Film's Website Milwaukee Film's Newsletter Facebook Twitter From a friend

Story in the media (TV, radio, print, online)

Other:

Are you a Milwaukee Film Member?*

Yes No

Team Bios

Include short (50 words max for each) bios for each of the key creative collaborators on this film (e.g. Director, Producer, Writer). You may list up to ten (10) individuals here.

Name*

First Name*

Last Name*

Role*

Bio*

▲▼

◀▶

50 words maximum

If you would like to include additional Team Member Bios, please enter the number of additional bios you wish to add here:

You must provide one bio (above) and can enter up to nine additional for a total of ten bios for the project team.

For each member of your team:

Name

First Name

Last Name

Role

Bio

▲▼

◀▶

50 words maximum

Project Description

Film Title*

Film Type*

Fiction Documentary Experimental Animated Live-action Archival Scripted Unscripted

Other: Select all that apply to this project. You will be able to explain your selections later.

Film Duration Type*

Anticipated Runtime in Minutes*

Brief description/logline*

2 sentences maximum

Longer Project Description*

500 words maximum

Fill in the Blanks: This film is like _____ meets _____ but _____.*

Example: This film is like WHEN HARRY MET SALLY meets MAD MAX, but in WWII-ERA RUSSIA.

Project Pitch -- Why make this film? Why now? Why this team?*

200 words maximum

How would you define "success" for this film? What are your goals for its impact, audience, or reach long term?*

500 words maximum

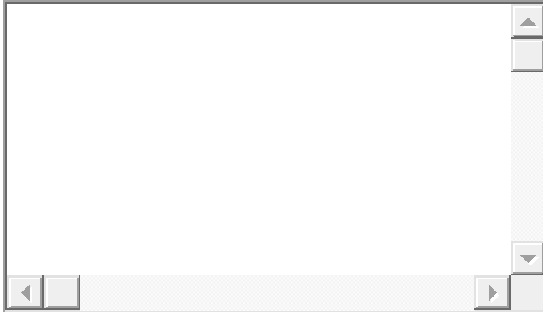
Project Status

Has this project previously received a Forward Fund award?*

Yes No

If yes:

What was the project awarded (cash and production services) and when? How has the award moved your project forward?*



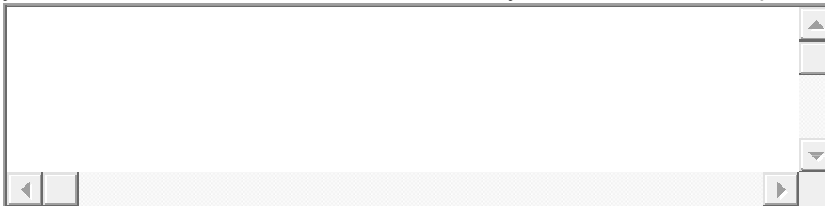
500 words maximum

Describe the current state of the project—what has been done, what has yet to be done?*



500 words maximum

What are the key milestones (including month and year) on a (realistic) timeline for completing the film? If you do not receive this award, what would your timeline for completing this film look like?*



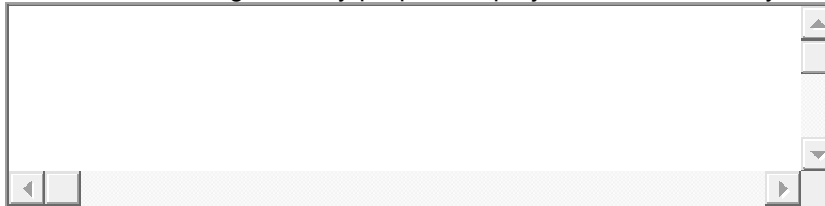
500 words maximum

Award Impact and Budget Information

One of the unique aspects of the Forward Fund is that the external jury will be given the discretion to build award packages that fit the films they wish to award. Since 2015, the award pools have included at least \$50,000 cash as well as production services including camera rentals, post-production services, lighting gear rentals, legal services (included in all award packages starting in 2016), and stage rentals.

Although the final 2023 award pool is still being negotiated, we expect to offer packages of similar value. Past award packages have included cash-only awards ranging from \$2,500-\$30,000; packages combining cash awards ranging from \$2,500-\$30,000 plus production services, typically a \$2,500-\$15,000 value; and production services-only awards, typically a \$5,000-\$10,000 value.

Keeping the above in mind, hypothetically describe the ideal award package (cash and services) for this film. What would significantly propel this project forward and why?*



500 words maximum

What would an award from the Forward Fund allow you to do that otherwise would not be possible? (Be as specific as possible.)*



500 words maximum

Upload the project's budget as a PDF file using the upload function below. Your budget should be presented using the [template provided by Milwaukee Film here](#). Be sure to save the document as a PDF or you will not be able to upload it below.

Budget Upload* No File Chosen

PDF files only.

In the space below, please provide a Budget Narrative that explains the budget you uploaded above. Explain, for example, what has been donated or spent to date, what proportion of your project is being completed with donations versus investments, significant donations or funders to note as having already contributed to the project, any costs that are difficult to quantify, costs that might seem extravagant or under-estimated, etc.*



200 words maximum

Work Sample

All applications must include a work sample. Please include as many of the following as apply:

- Footage (even very rough) from the application project is preferred. Footage samples include a teaser/trailer, sizzle reel, scene selects or a rough assembly or rough cut. The footage should give a sense of the project overall as well as demonstrate the visual style and quality of your work.
- If footage from the application project is not possible, submit a completed previous project that exemplifies the technical dimensions of the current project (style, applicant or collaborator's skills, etc), explaining how the sample is exemplary of the current project in the space provided below.
- A script for your application project is particularly helpful for fiction projects and when application project footage is not available.

Because we need to distribute samples to our jurors, please provide online link(s) (password protected ok). Passwords and links must be stable through December 8, 2023. If your link becomes inaccessible, Milwaukee Film reserves the right to void your application without notice. Jurors will watch up to 10 minutes of material, starting at the beginning of the piece submitted. Committee members may stop watching after 3 minutes. Work samples should include no more than 10 minutes of material.

Which of the following are you submitting?*

Footage from application project Footage from previous project
OPTIONAL - Script Upload - 10 pages maximum No File Chosen
PDF files only

If you opted to submit a script sample above, please contextualize this portion of the script:



For example, what part(s) of the project is this and what is the status of this draft?

Personal Identity

Milwaukee Film is committed to supporting and elevating diverse voices in film. We are seeking additional demographic information in order to evaluate how we may use the Forward Fund to strengthen that commitment.

Please note that all the below demographic questions are entirely optional.

Age:

- Under 18 18-24 25-34 35-44 45-54 55-64 65 or older

Gender Identity:

Sexual Orientation

Racial and/or Ethnic Identity(ies)

Household Income:

- Less than \$25,000 \$25,000 to \$34,999 \$35,000 to \$49,999 \$50,000 to \$74,999 \$75,000 to \$99,999 \$100,000 to \$149,999 \$150,000 to \$199,999 \$200,000 or more

Submission Verification

I represent and warrant that:

- This application and all of the information submitted herein is accurate.
- I grant Milwaukee Film the right to use, duplicate, and disseminate the application and all other materials submitted herewith for the purposes of evaluation, review, research, and future education.
- I have the full right and authority to enter into the [Award Agreement](#) and make the agreements, representations and warranties contained therein, and no further consents are required.
- Neither the Film nor its material nor any part thereof will at any time infringe upon any patent, trademark, copyright or other intellectual rights of a third party; constitute a misuse or appropriation of a trade secret; defame, violate the right of privacy or publicity, or violate any other right of any third party or any applicable law; be subject of any litigation or of any claim that might give rise to litigation.
- Prior to the initial release of the Film, I will own and control all right, title, and interest including copyright to the film project described in this application without any limitation or restriction and without restrictions or encumbrances that could in any way interfere with future production or distribution of the film.
- I understand that neither Milwaukee Film nor the Forward Fund shall be under any obligation to me with respect to the material.
- I release Milwaukee Film, its Board of Directors, employees, contractors, affiliates, the Forward Fund, and other sponsors ("Released Parties") from any and all claims, demands, and liabilities of every kind whatsoever, known and unknown, that may arise in relation to this application, the film project, or by reason of any claim now or hereafter made by me that any or all of the Released Parties have used or appropriated the material, except for fraud or willful injury on the part of the Released Parties.

By selecting "Yes" below I verify that the above is, to the best of my knowledge, true and that I agree to the terms outlined above. *

Yes