

## 2019 BRICO 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/bricoforwardfund2019>. This PDF is for reference and preparation of applications while offline. All applications *must* be completed using the online form.

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Thank you for your interest in the 2019 Brico 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 available at <http://mkefilm.org/brico/>. 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 Brico 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 2019 application window will close on Tuesday, September 3rd, 2019 at 11:59pm.** Brico Forward Fund awards will be announced during the 2019 Milwaukee Film Festival. All applicants can expect to hear a decision via email by October 28.

If you have any questions about the application process, we encourage you to look at [our FAQ here](#). If you have further questions, please email them to molly (at) 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 one of the following Southeastern Wisconsin counties: Milwaukee, Waukesha, Kenosha, Racine, Ozaukee, Walworth, or Washington. Applicant should be prepared to provide proof of residency.
- 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 Brico 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 Brico Forward Fund in previous years may re-apply. If a project has received a Brico 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.

## 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.

**First Name:** \_\_\_\_\_  
**Last Name:** \_\_\_\_\_  
**Email:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_  
**Street Address:** \_\_\_\_\_  
**City:** \_\_\_\_\_  
**e:** \_\_\_\_\_  
**Zip Code:** \_\_\_\_\_  
**Country:** \_\_\_\_\_

**Stat**

**Project Owner's Relation to Project** \_\_\_\_\_  
(Typically a film's Project Owner is its Director.)

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

Yes / No

If "yes" above:

**First Name:** \_\_\_\_\_  
**Last Name:** \_\_\_\_\_  
**Email:** \_\_\_\_\_  
**Phone:** \_\_\_\_\_  
**Street Address:** \_\_\_\_\_  
**City:** \_\_\_\_\_  
**State:** \_\_\_\_\_  
**Zip Code:** \_\_\_\_\_  
**Country:** \_\_\_\_\_

**Where did you hear about Milwaukee Film's 2019 Brico Forward Fund?**

(Select all that apply)

Milwaukee Film's Website  
Milwaukee Film's Newsletter  
MFA Newsletter  
Facebook  
Twitter  
From a Friend  
Story in the media (TV, Radio, Print, online)  
Other: \_\_\_\_\_

**Are you a Milwaukee Film Member?**

Yes / No

**Are you an MFA 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.

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. The application will provide space for additional team member bios based on the number you enter above.)

## Project Description

**Film Title**

(Can be working title.):

\_\_\_\_\_

**Film Type**

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

Fiction

Documentary

Experimental

Animated

Live-action

Archival

Scripted

Unscripted

Other: \_\_\_\_\_

**Film Duration Type**

(Select one option):

Feature-length (60+ minutes)

Broadcast-length (around 50 minutes)

Short (less than 50 minutes)

**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 Brico Forward Fund award?**

Yes / No

If "yes" above:

**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 Brico 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 of over \$20,000 in camera rentals from North American Camera, \$20,000 in post-production services from Independent, \$20,000 in lighting gear rentals from the Electric Sun Corporation, donated stage/studio rentals, and legal consultations.

Although the final 2019 award pool is still being negotiated, we expect to offer packages of similar (if not more) value. Past award packages are outlined below:

**In 2015, six projects were offered awards by the jury. The award packages looked as follows:**

- \$25,000 cash and \$10,000 from Independent
- \$10,000 cash, \$15,000 from North American Camera, \$15,000 from the Electric Sun Corporation and \$10,000 from RDI Stages
- \$10,000 cash, \$6,000 from RDI Stages, \$5,000 from the Electric Sun Corporation, \$5,000 from Independent
- \$5,000 from Independent
- \$5,000 from North American Camera
- \$5,000 cash for script development

**In 2016, eight projects were offered awards by the jury. The award packages looked as follows:**

- \$20,000 cash, \$10,000 from North American Camera, and Legal consultation with Dan Kattman (Reinhart Boerner Van Deuren s.c.).
- \$15,000 cash, \$10,000 from Independent, and Legal consultation with Dan Kattman (Reinhart Boerner Van Deuren s.c.).
- \$2,500 cash, \$10,000 from RDI Stages, \$5,000 from the Electric Sun Corporation, \$5,000 from North American Camera, and Legal consultation with Dan Kattman (Reinhart Boerner Van Deuren s.c.).
- \$2,500 cash, \$10,000 from the Electric Sun Corporation, and Legal consultation with Dan Kattman (Reinhart Boerner Van Deuren s.c.).
- \$2,500 cash, \$5,000 from North American Camera, \$5,000 from the Electric Sun Corporation, and Legal consultation with Dan Kattman (Reinhart Boerner Van Deuren s.c.).

- \$2,500 cash, \$6,000 from the RDI Stages, and Legal consultation with Dan Kattman (Reinhart Boerner Van Deuren s.c.).
- \$2,500 cash, \$5,000 from Independent, and Legal consultation with Dan Kattman (Reinhart Boerner Van Deuren s.c.).
- \$2,500 cash, \$5,000 from Independent, and Legal consultation with Dan Kattman (Reinhart Boerner Van Deuren s.c.).

**In 2017, nine projects were offered awards by the jury. The award packages looked as follows:**

- \$20,000 cash and legal consultation from Dan Kattman of Reinhart Boerner van Deuren, s.c.
- \$10,000 cash and legal consultation from Dan Kattman of Reinhart Boerner van Deuren, s.c.
- \$7,500 cash, \$10,000 from North American Camera, \$2,500 from Independent, and legal consultation from Dan Kattman of Reinhart Boerner van Deuren, s.c.
- \$5,000 cash, \$5,000 from Independent, and legal consultation from Dan Kattman of Reinhart Boerner van Deuren, s.c.
- \$2,500 cash, \$5,000 from North American Camera, \$2,500 from Independent, \$5,000 from Electric Sun, and legal consultation from Dan Kattmann of Reinhart Boerner van Deuren, s.c.
- \$2,500 cash, \$5,000 from North American Camera, \$2,500 from Independent, \$5,000 from Electric Sun, and legal consultation from Dan Kattmann of Reinhart Boerner van Deuren, s.c.
- \$10,000 from Electric Sun, four studio days at Steinhafels Studios, and legal consultation from Dan Kattmann of Reinhart Boerner van Deuren, s.c.
- \$2,500 cash, \$7,500 from Independent, and legal consultation from Dan Kattmann of Reinhart Boerner van Deuren, s.c.
- Two studio days at Steinhafels Studios and legal consultation from Dan Kattmann of Reinhart Boerner van Deuren, s.c.

**In 2018, twelve projects were offered awards by the jury. The award packages looked as follows:**

- \$10,000 cash, \$4,000 from North American Camera, \$5,000 Electric Sun Corporation, 7 studio days at Big Chair Studio, and legal consultation from Dan Kattman of Reinhart Boerner van Deuren, s.c.
- \$10,000 cash, \$5,000 Independent, \$5,000 Electric Sun Corporation, and legal consultation from Dan Kattman of Reinhart Boerner van Deuren, s.c.
- \$5,000 cash, \$5,000 North American Camera, \$5,000 Electric Sun Corporation, and legal consultation from Dan Kattmann of Reinhart Boerner van Deuren, s.c.
- \$5,000 cash, \$5,000 North American Camera, \$5,000 Electric Sun Corporation, and legal consultation from Dan Kattmann of Reinhart Boerner van Deuren, s.c.
- \$7,500 cash, legal consultation from Dan Kattmann of Reinhart Boerner van Deuren, s.c.
- \$6,000 North American Camera, and legal consultation from Dan Kattmann of Reinhart Boerner van Deuren, s.c.
- \$5,000 cash, legal consultation from Dan Kattmann of Reinhart Boerner van Deuren, s.c.
- \$5,000 cash, legal consultation from Dan Kattmann of Reinhart Boerner van Deuren, s.c.
- \$5,000 Independent, and legal consultation from Dan Kattmann of Reinhart Boerner van Deuren, s.c.
- \$5,000 Independent, and legal consultation from Dan Kattmann of Reinhart Boerner van Deuren, s.c.
- \$5,000 Independent, and legal consultation from Dan Kattmann of Reinhart Boerner van Deuren, s.c.
- \$2,500 cash, legal consultation from Dan Kattmann of Reinhart Boerner van Deuren, s.c.

**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 Brico Forward Fund allow you to do that otherwise would not be possible?**

(Be as specific as possible. 500 words maximum)

**How would a second award allow you to do in addition to what has been done already? In other words, justify to the jury why this project deserves a second award.**

(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. A sample budget is available [here](#).

*UPLOAD PDF 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 November 7, 2019. 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

**Application Project Work Sample Link**

**Application Project Work Sample Password (if applicable)**

**Contextualize the work sample submitted above.**

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

200 words maximum

**Previous Project Work Sample Link**

**Previous Project Work Sample Password (if applicable)**

**Contextualize the work sample submitted above.**

For example, what part(s) of the previous project is this, and how does it exemplify your current project? 200 words maximum

**Script Upload**

*UPLOAD PDF 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 Brico Forward Fund to strengthen that commitment. For the 2019 application, the following demographic questions are optional.

### Age

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

### Gender Identity:

### Sexual Orientation: (Check all that apply)

- Asexual
- Bisexual
- Gay
- Lesbian
- Pansexual
- Queer
- Questioning/Uncertain
- Straight/Heterosexual
- Other: \_\_\_\_\_

### Racial or Ethnic Identity: (Check all that apply)

- American Indian or Alaska Native
- Asian
- Black or African-American
- Hispanic or Latinx
- Middle Eastern or Northern African
- Native Hawaiian or Other Pacific Islander
- White
- Other: \_\_\_\_\_

### 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

Zip Code:

## 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 Brico 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 Brico 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.

**SUBMIT FORM**