FILM FESTIVAL PITCH KIT

7 Email Templates That Got Our Films Into 50+ Festivals

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📝 How To Use This Kit

1. Personalize all [bracketed] sections
2. Follow up using our timeline
3. Track responses with our free spreadsheet

✉️ TEMPLATE 1: PROGRAMMER'S PET

(For top-tier competitive fests)

Subject: "[Film Title] - A [Genre] That Aligns With [Festival's Mission]"

Body:

Hi [First Name],

I admired your 2023 program's focus on [specific theme]. Our [runtime]-minute film delivers this through:

✔ [Unique technical/artistic approach]

✔ [Relevant achievement or stat]

✔ [Name-drop if applicable]

[🔗 Private Screener] | [🎥 Teaser]

Best,

[Your Name]

[Phone]

🏆 TEMPLATE 2: AWARD WINNER

(For films with prior recognition)
Subject: "[Award-Winning] [Genre] Film Available for [Festival]"
Body:

Dear [Festival] Team,

Following our [award/nomination] at [Previous Fest], I'm submitting:

🏆 [Specific achievement]

🎬 [Unique production detail]

💡 [Theme relevance to this fest]

[🔗 Full Film] | [📰 Press Kit]

Thank you for your time!

[Your Name]

🏡 TEMPLATE 3: LOCAL ANGLE

(For regional/community fests)
Subject: "A [Hometown] Story for [Festival Name]"
Body:

Hi [Name],

As a [City]-based filmmaker, this project features:

📍 [Local shooting location]

🎓 [Local crew/talent]

🌟 [Community connection]

[🔗 Screener] | [📸 Local BTS Photos]

Would love to screen for our community!

Best,

[Your Name]

🎥 TEMPLATE 4: DOCUMENTARY

(For nonfiction programmers)
Subject: "[Doc Title]: The Untold Story of [Subject]"
Body:

Hi [Name],

Our doc reveals:

🔍 [Exclusive access/Footage]

💡 [New discovery]

📅 [Timeliness/Relevance]

[🔗 Screen Link] | [📊 Impact Report]

Available for [premiere/community screening].

[Your Name]

🆕 TEMPLATE 5: DEBUT FILM

(For first-time filmmakers)
Subject: "Debut [Genre] Film for [Festival]'s New Voices"
Body:

Hello [Name],

As an emerging filmmaker inspired by [your past selections], my debut:

✨ [Unique perspective]

🎨 [Artistic risk]

🤝 [Connection to fest's values]

[🔗 Private Link] | [▶️ Trailer]

With gratitude,

[Your Name]

📅 TEMPLATE 6: FOLLOW-UP

Subject: "Following Up: [Film Title] for [Festival]"
Body:

Hi [Name],

Just circling back - I know you're swamped!

Quick reminder:

✔ [Previous achievement]

✔ [New update, if any]

✔ [Festival-specific reason]

[🔗 Updated Link]

No rush - just didn't want this lost in the pile!

🚀 TEMPLATE 7: NO-BS PITCH

(For busy programmers)
Subject: "[Film Title] - [Runtime]min [Genre] [Hook]"
Body:

Hi [Name],

In 3 bullets:

• **What:** [Logline under 10 words]

• **How:** Shot on [gear] in [days] days

• **Why:** Perfect for your [specific program]

[🔗 Link] | Password: [Word]

Cheers,

[Your Name]