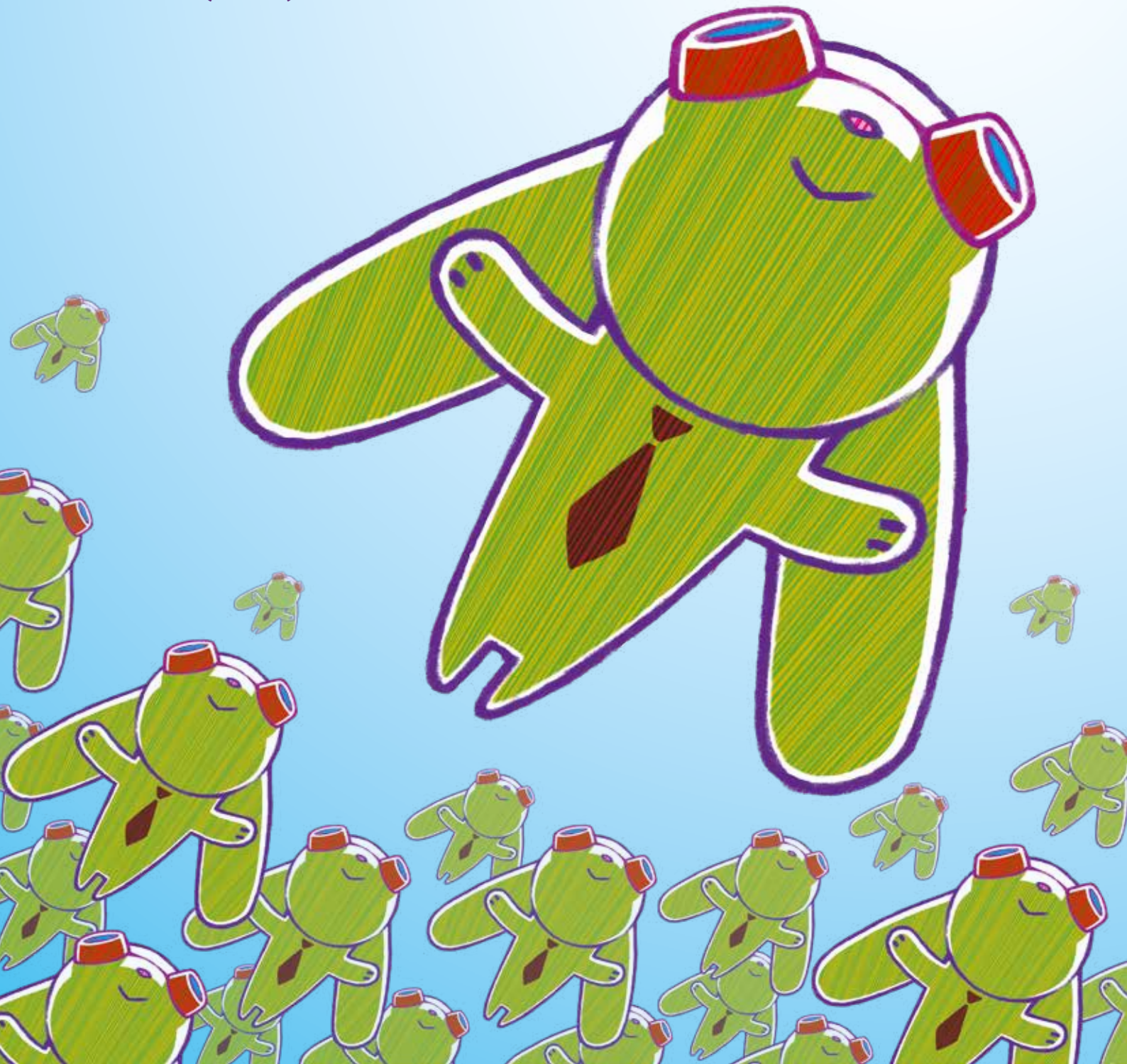


TOOLBOX

# CARTOON SPRINGBOARD

27-29 OCTOBER 2020  
VALENCIA (SPAIN)



**PITCHING EVENT FOR YOUNG TALENTS**  
developing new animation projects

# Cartoon Springboard

The essential step before Cartoon Forum and Cartoon Movie

**A pitching event  
totally dedicated to young talents in animation**

- ▶ **Dare to create! Propose your new animation project and enter the specialised market better prepared. Be part of the new generation!**
- ▶ **Test and pitch your animation project in front of a panel of experts.**
- ▶ **Get instant practical advice and guidance.**
- ▶ **Learn about detailed budget costs and business plans, best practices, audience engagement, new partnerships...**
- ▶ **Connect with today's main buyers and producers.**

## HOW DOES IT WORK?

The 2 1/2 days will focus on:

- Didactic presentations by key animation players (broadcasters, distributors, producers, sales agents, digital players).
- Pitches made by animation young talents coming from all over Europe.

The pitches will be appraised by a team of animation and cross-media experts who will advise on content, financing and distribution.

## WHO CAN PRESENT A PROJECT?

- **European young talents** who want to develop and test their new animation project or property for the international market and/or to be distributed on several screens (360 approach).
- Young talents who have graduated from animation schools for a maximum of 5 years.

## WHAT KIND OF PROJECT?

- a TV Special (minimum 26 minutes)
- a TV series
- a feature film (minimum 60 minutes)
- an animated project dedicated to cross-media
- short films are NOT accepted







## Who's coming?

Cartoon Springboard targets:

- animation young talents,
- graduated since 5 years maximum,
- those who want to get inspiration and knowledge on new opportunities from a creative and business point of view.

The event is also open to **young talents without a project** but who have a project in mind for the future and are willing to learn how to pitch and how to better prepare new projects.

The setting and social programme will give all participants the opportunity to **exchange and network** with a view to entering into new partnerships.

In front of the young talents, a panel of renowned experts will help them grow their projects and increase the quality of their concepts: broadcasters, distributors, experienced producers, young producers, digital players.

## Why should you pitch your project?

It will be a unique opportunity for young talents of animation! In 2 days, you will measure the real maturity of your project, you will know if it is adapted to the needs of broadcasters or to the request of distributors.

The experts will point out the strengths and weaknesses of your project, what you need to improve, change or highlight to make your project more consistent and in line with market requirements. To give your project a better chance of existing one day.

14 Springboard projects have subsequently been pitched at Cartoon Forum (TV series) and Cartoon Movie (feature films).

**A jump from school to working life!  
A springboard to market reality.**

# How Cartoon Springboard works

## 1. Pitching sessions

### DURATION

Young talents pitching a project will be allocated a **30-minute session**:

- **15 minutes** to present the project. The pitch will focus on how the project will be/is developed: the target group, the concept, the scripts, a draft of the business plan, etc.
- **15 minutes** for a panel of experts to give their first impression on the pitch and offer guidance and helpful advice on the project.

Other participants will be present at the pitching sessions.

### MODERATORS

An experienced and neutral animation professional chairperson will help young talents prepare their presentations beforehand. The chairperson will also help them with their pitch and ask questions to the experts.

### PANEL OF EXPERTS

CARTOON will appoint about 15 experts from TV, distribution, production companies, digital platforms, financing, gaming, who are willing to share their knowledge.



## 2. Keynotes

The pitching sessions will be complemented by presentations on key elements of the animation market, such as detailed budget costs, business plans, target group, audience engagement, new partnerships, best practices, distribution, etc.



# Schedule and deadlines

In order to ensure that the event runs smoothly and that your project is successfully pitched, we kindly request that you observe these deadlines. We remain at your disposal should you require any further information.

4 SEPTEMBER	<b>Closing date</b> for project submission.
11 SEPTEMBER	Young talents will be informed whether their <b>project</b> has been <b>selected</b> .
22 SEPTEMBER	Participants <b>registration deadline (with project)</b> .
28 SEPTEMBER	<ul style="list-style-type: none"><li>• <b>Schedule of the project pitches.</b> CARTOON will send you the day and time of your pitching session.</li></ul>
9 OCTOBER	Participants registration deadline (without project).
16 OCTOBER	<b>Closing date for</b> the submission of technical form.
19 OCTOBER	<b>Closing date for</b> the submission of the presentation files and videos.
27-29 OCTOBER	<b>Cartoon Springboard in Valencia, Spain.</b>





# How to submit a project

## Project submission

The **online form to submit a project** will be available in April.

1. Prepare all the required elements (project file, 2 stills, ...)
2. Go to [www.cartoon-media.eu](http://www.cartoon-media.eu) ► **My Cartoon** and login or create an account
3. Click on **My Projects** ► **Cartoon Springboard** ► **Submit a new project**



**Deadline: 4 September 2020**

## 1. Prepare all the required elements

Prepare a **PDF presentation of your project**:

- Written in English only
- From 10 to 20 pages in total, including:
  - **A cover page** with the project title, contact name and a nice still to illustrate the project (such as a poster of a feature film).
  - **The concept / note of intent**: it should explain what the project is about and why you believe in it (max. 2 pages).
  - **Give as much detail as you can on the content** that you will develop (description of the main characters, treatment/storyline: extensive description of the story). Please be aware that to obtain clear and helpful advice from our panel of experts, you will need to be as precise as possible.
  - **Nice stills of the project and graphic elements**: make it attractive!

Choose **2 nice stills** (1 horizontal & 1 square) for our digital publication, screen and website: high resolution (300 dpi) in .jpeg

## 2. Connect to your account

Go to **My Cartoon** (tab on top right of the page) and login or create an account.

## 3. Complete the online form

Click on **My Projects** ► **Cartoon Springboard** ► **Submit a new project**

- **Each step will be saved** when you click on **"Next"**, so no need to fill it all in at once
- You can **go back to your form anytime** to finalise it by clicking on **"My Cartoon"** (your name will be displayed if you are logged in)
- You will receive a **summary** by email once it is completed



# Practical information

## How to register as a participant?

The [online form](#) will be available at the beginning of June (My Cartoon ► My Registrations ► Cartoon Springboard )

Deadline for Young Talents pitching a project:  
[22 September](#)

Deadline for Young Talents without a project: [9 October](#)



## DATES

### • Tuesday 27 October:

Morning: arrival of participants in Valencia

Afternoon: keynotes/workshop by animation experts, and pitches content rehearsals with chairpersons.

Evening: networking at Welcome dinner.

### • Wednesday 28 October: pitching sessions.

### • Thursday 29 October: pitching sessions and Farewell dinner.

### • Friday 30 October: Departure of participants.

## VENUE

Valencia, Spain. The event will take place at Universidad Politècnica de València.

## COST

**250 EUR** for young talents pitching a selected project. This fee covers technical costs. **Meals (3 lunches and 2 dinners) and accommodation (3 nights) are offered.**



# Organised by CARTOON

**CARTOON SPRINGBOARD** was devised and created by CARTOON, an international non-profit association based in Brussels.

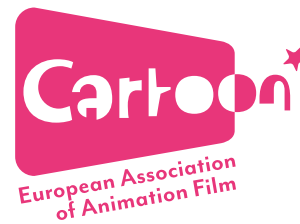
CARTOON's remit is to support the European animation industry and for more than 30 years, it has received financial support from the Creative Europe/MEDIA Programme of the European Union to run its activities, which concentrate on three areas;

**CARTOON FORUM:** a co-production forum for animated (mainly television) series. The Cartoon Forum (over 1000 participants) takes place annually in September in Toulouse;

**CARTOON MOVIE:** a co-production forum for feature-length animation, mainly for the cinema. Cartoon Movie (about 900 participants) takes place in March in Bordeaux;

**CARTOON MASTERS:** four training seminars each year for European professionals in the industry (about 150-200 participants per session), dealing with specialised subjects to strengthen the business, creative and digital activities of animation producers;

CARTOON SPRINGBOARD IS ORGANISED BY



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