EUROPEAN PRODUCERS ASSOCIATION

UNIVERSAL PITCHING RULES

FOR ADVERTISING CONTENT

1. A reasonable number of directors
•There will be no more than 3 directors participating within the bid.
•If this number is exceeded, then a pitch fee might be applicable please see #6

2. Names of directors known to competitors
• All participants should know the names of who they are competing against and if an in-house production is involved in the pitch.

3. Pitch only when the script is confirmed
• The script needs to be approved by the client on all decision-making levels

4. Budget confirmed
• The budget needs to be approved by the client as this is integral to the bid

5. Clear Schedule
• A clear set schedule, from writing the treatment, to the campaign delivery deadline – this is essential for executing a high-quality bid

6. Pitch Fees - by negotiation
• This will be determined by the country you are pitching in, these fees could be:
-A fee to all participants if the job is cancelled entirely
-A fee depending on the budget
-A fee depending on how many production companies are pitching

7. IP of treatment
• The IP of the director's treatment remains the property of the director and this may only be varied by a final definitive agreement signed by representatives of both parties.