

FUNDRAISING for the documentary L'CHAIM! – TO LIFE! by Elkan Spiller

The film will have its world premiere and two additional screenings at the FILMFEST in Munich at the end of June 2014. The Filmfest is the second best and important film festival after Berlinale in Germany. There will be 1500 Journalist to report worldwide about the films. Therefore a very professional appearance is needed for this premiere in Munich but also for other film festivals and future screenings. The Filmfest is a great chance to bring this film to the world via media, distributors, TV sales persons and other film festival directors.

The money is needed for (prices are calculated at a minimum, the final costs may be even more):

- **500 € Posters** for festivals and cinema (graphic design and print)
- **400 € Flyers Presskit** (graphic design and print)
- **250 € Business cards** (graphic design and print)
- **2500 € Webpage** (graphic design, domain name, content management)
- **3600 € Trailer** (editor, travel cost for editor, sound mix, color correction, digital exports)
- **200 € Press fotos** from the film and director (photo shooting, graphic work: photoshop, resize)
- **150 € Press texts and professional translation in English** (Synopsis of the film, CV director)
- **2500 € Professional Press and PR agency** (create press kit, coordinate the media coverage and press meetings during the Filmfest and to organize a press screening for journalist.
- **1500 € DCP u. hard drives** (Film copies for the screening in the cinemas, DCP is a very expensive new format to screen films in cinemas compared to Digibetas the old format, but actually cheaper than 35 mm film, they have to be sent on hard drives)
- **4000 € Festival submission fees** (to apply for other film festivals ca. 80 € per festival x ca. 50 film festivals worldwide)
- **4000 € Travel costs** to festivals (if they pay it is only 2-3 nights for a Hotel, but usually the festival goes a week and meetings with press, distributors or TV channels, special screenings events (partly I have to pay the travel costs myself)
- **500 € Fedex and post costs** for sending the material incl. DCP (DVD; Blue Ray) and PR material to Munich, other festivals, press, distributors
- **2400 € Production assistant** (10 hours a week = 400 € p month, for the next 6 month work: submit to festivals, coordinate and create the material for the festivals, organize private screenings and distribution for schools, Universities, special events)
- **3500 € outstanding bills** for: (Soundmix, camerawork, technical assistant for online conversions and exports to digital files, dramaturgic consultant)

26.000 € TOTAL

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