



**CITY OF CAPE TOWN (the City)  
 FILM Policy (the Policy)**

**PROJECT PLAN  
 FILM AND MEDIA PROJECTS**

Financial Year (the City’s financial year): 1 July to 30 June

No.:	DETAILS AND REQUIREMENTS
1.	<b>ORGANISATION:</b> .....
2.	<b>AIMS AND OBJECTIVES OF ORGANISATION:</b> ..... ..... ..... .....
3.	<b>PROJECT DETAILS:</b>
3.1	<b>Project description</b> – What is the proposed project’s focus, purpose or level of intervention? ..... ..... ..... .....
3.2	<b>Project type:</b> What kind of project is this? (Short film production, feature film production, post-production, digital game production, etc.) ..... ..... ..... .....
3.3	<b>Project genre:</b> What is the project genre? (Live action drama, animation, documentary, etc.) ..... ..... ..... .....

3.4	<p><b>Location/area</b> - Where will this project be carried out? I.e. What is the target area?</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
3.5	<p><b>Beneficiaries</b> - Which community (the target community or group) will benefit from this project?</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
3.6	<p><b>SWOT Analysis:</b> What are the strengths and weaknesses of this project?</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
3.7	<p><b>Opportunities:</b> Does this project have opportunity for growth or to drive innovation?</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
3.8	<p><b>Threats:</b> Are there any risks associated to this project or concerns to be considered?</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
3.9	<p><b>Economic Impact:</b> How will this project impact the local economy in Cape Town? Does this project have the ability to drive direct investment into the City of Cape Town?</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
3.10	<p><b>Number of jobs:</b> How many jobs will this project create in Cape Town?</p> <p>.....</p> <p>.....</p> <p>.....</p>

3.11	<p><b>On the Job Training:</b> Does this project include training or upskilling opportunities for crews/learners/interns based in Cape Town?</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
3.12	<p><b>Diversity and Inclusion:</b> Does this project drive diversity and inclusion? (Provide a breakdown - race, gender, disability, key black management positions)</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
3.13	<p><b>Green Impact:</b> Will this project include green sustainability practices?</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
3.14	<p><b>Territories:</b> Will this project be distributed into other territories? List which territories and what the viewership opportunities are?</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
3.15	<p><b>Marketing and Media:</b> How will this project be marketed? Is there any media involved?</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
3.16	<p><b>Destination Marketing:</b> Will this project have the ability to promote the City of Cape Town, domestically, to the continent and international markets?</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
3.17	<p><b>Tourism Impact:</b> Does the project have the ability to promote tourism products, the rich history and culture of Cape Town. Will the project impact the tourism sector?</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

3.18	<b>Project Partnerships:</b> List additional project funders/sponsors and their contributions. ..... ..... ..... .....
3.19	<b>Return on Investment:</b> Demonstrate the project's return on investment. ..... ..... ..... .....

**Where applicable Film Cape Town follows the same tier system as the National Film and Video Foundation. Please tick the applicable tier:**

<b>Tier 1</b>	Experienced filmmakers who have a proven track record for developing and, or producing at least three successful and commercially viable feature films, series, TV films or documentaries.	
<b>Tier 2</b>	Filmmakers with limited experience. They must have developed and produced one or two feature films, TV films, TV series, documentaries, or a minimum of two short films and/or commercials.	
<b>Tier 3</b>	New entrants into the industry, particularly recent film school graduates from disadvantaged backgrounds. They must have produced or directed at least one short film.	

<b>4.</b>	<b>BUDGET</b>
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4.1	<p><b>Expenditure Budget</b> - What is the anticipated expenditure to be incurred on this specific project or programme and what will the money be spent on? <b>NOTE:</b> - Transfer funding RECEIVED FROM THE CITY CANNOT BE USED TO FUND salaries and wages, municipal service accounts, telephone accounts, general administration expenses, etc. Any transfer funding that your organisation may receive from the City must only be used to fund expenditure directly related to the approved film project ensuring that the target beneficiaries receive the full benefit of the transfer funding which will not happen if any funds are misused or are used to fund the types of expenditure mentioned. Your organisation must fund your own normal operating costs and any structures and other improvements made to your property and / or buildings. Your organisation must be properly registered, established and viable and provide the City with copies of your audited Annual Financial Statements where transfer funding received from the City is R50 000 or above or Income and Expenditure statement where transfer funding is less than R50 000.</p> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 10px;"> <thead> <tr> <th style="width: 5%;">No</th> <th style="width: 75%;">Details (What will be done or how will the income reflected be utilised?)</th> <th style="width: 20%;">Amount (R)</th> </tr> </thead> <tbody> <tr><td>(i)</td><td></td><td></td></tr> <tr><td>(ii)</td><td></td><td></td></tr> <tr><td>(iii)</td><td></td><td></td></tr> <tr><td>(iv)</td><td></td><td></td></tr> <tr><td>(v)</td><td></td><td></td></tr> <tr><td>(vi)</td><td></td><td></td></tr> <tr><td>(vii)</td><td></td><td></td></tr> <tr><td>(viii)</td><td></td><td></td></tr> <tr><td>(ix)</td><td></td><td></td></tr> <tr><td>(x)</td><td></td><td></td></tr> </tbody> </table> <p style="margin-top: 10px;"><b>TOTAL BUDGET - EXPENDITURE</b> <span style="float: right; border: 1px solid black; display: inline-block; width: 150px; height: 25px; vertical-align: middle;"></span></p>	No	Details (What will be done or how will the income reflected be utilised?)	Amount (R)	(i)			(ii)			(iii)			(iv)			(v)			(vi)			(vii)			(viii)			(ix)			(x)		
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**4.2 Income Budget:** - What are the anticipated income sources for the specific film project in order to fund the expenditure?

NO	SOURCES	AMOUNT (R)
4.2.1	TRANSFER FUNDING AND/OR OTHER CITY SUPPORT REQUESTED FOR THIS PROJECT / PROGRAMME	
4.2.2	OWN FUND RAISING BY YOUR ORGANISATION	
4.2.3	OTHER SOURCES (SPECIFY BELOW) Please provide details and identify the source of the funds e.g. National Government, the Provincial Government: Western Cape, Private Donors and donor organisations etc. and <b>including other sources of funding that your organisation may receive</b> from the City	
(i)		
(ii)		
(iii)		
(iv)		
(v)		
(vi)		

**TOTAL BUDGET - INCOME**

**Submit only the supporting documents which are applicable to the project type:**

**Short and Feature Film Production**  
**Applicable to Live Action and Animation**

Documentation required:

- A one page synopsis;
- Treatment (maximum 8 pages);
- Project chain of title documentation
- A letter of motivation (maximum 2 pages);
- An updated CV of the applicant and HODs;
- A document detailing a list of the proposed target audience;
- A detailed production budget and finance plan;
- A detailed production schedule;
- A post-production schedule;
- A comprehensive distribution or exhibition plan

**Post-production**  
**Applicable for Fiction/Non-fiction**

Documentation required:

- A one page synopsis;
- Treatment (maximum 8 pages);
- Project chain of title documentation
- A letter of motivation (maximum 2 pages);
- An updated CV of the applicants;
- Comprehensive distribution/exhibition plan;

- A document detailing a list of the proposed target audience;
- The most recent cut of the film (if available);
- Financial plan (including a post-production budget);
- A detailed list of projected post-production costs (supported by quotes) for which the funding is required (e.g., final cut, grading, sound editing, final mix, sub-titling, etc.).

**Special Project (Incl. heritage projects, music videos, commercials, Reality TV, etc.)**

- Letter of motivation;
- CVs of the applicant/creative team members;
- Detailed project plan;
- Shooting schedule (where applicable);
- A detailed budget

**Interactive Game Production**

- Creative deck;
- A detailed project plan;
- A detailed budget and finance plan;
- CVs of the applicant and creative team;
- A comprehensive distribution or exhibition plan;
- A document detailing a list of the proposed target audience

Duly authorised person of the organisation:

Full Name: .....

RSA ID Number: .....

Position: .....

Signature: .....

**For Official Use Only**

*(To be completed by Project manager when the Film Committee has approved the support and before the signing of the MOA – Attach this completed project plan to the signed MOA)*

Film Committee on ..... (ddmmyy) approved the sponsorship funding of R ..... Financial / City Services to the organisation or body identified in Project Plan...

Line Department: - .....

Project Manager: - .....

Date: - .....

Signature: - .....