



SALES AGENT SUPPORT GUIDELINES - 2018

Considering the high costs that sales agents have to invest in order to promote, efficiently and with good quality, the films included in the official selection of the international film festivals, **Cinema do Brasil** hereby provides public notification of the call to participate in the Sales Agent Support.

The aim of the programme is to offer support to those sales agents working with Brazilian films produced by companies that are associated members of **Cinema do Brasil** exclusively placed among the official selections of the following film festivals: Berlin, Cannes, Locarno, Venice, San Sebastian and, most recently Sundance.

The official or parallels sections considered by this support are detailed in the **Attachment A**, in the end of this text. The sales agents can apply to receive support for the costs involved in promoting the film, such as film copies, advertisement production, official poster, promotional flyers, talents trip, etc.



How it works

Registrations are to be made within 10 (ten) days of the publication of the official list of films selected by the festival organization committee.

The proposals will be analyzed according to the order of registration and will be carried out by a selection commission.

The commission will analyze the requests in order of arrival and will give a support grant to sales agents who are able to deliver all the documents required in this regulation and who present the best proposals.

How to register

The sales agent must send the following digital documents to Cinema do Brasil via [Google Form](#) which can be accessed during the application period. In the form, applicants will be asked to inform the following details:

- Company portfolio;
- The contract established between the sales agent and the company that owns the rights to the film and that is an associated member of Programa Cinema do Brasil;
- An e-mail or official document from the festival proving the Brazilian film selected by the event;
- Detailed film promotional plan during the festival;
- Detailed budget plan including the grant for the promotional expenses.



Contract and Payment

Once the application approved, Cinema do Brasil will transfer 50% of the support within 30 days of receiving all the document's submission, the first invoice and original contract signed.

The printed document must be sent by post, to Cinema do Brasil's address:

Avenida Paulista, 1313 – conjunto 901 – São Paulo/SP – Brasil – CEP 01311-923

The remaining 50% within 30 days of receiving and approving the rendering of accounts and the second invoice.

Rendering of Accounts

After the film promotion at the festival, the sales agent must send to Cinema do Brasil the following documents, in digital format, according to the model provided previously :

1. Invoices confirming P&A expenses, proving at least twice the amount that Cinema do Brasil granted
2. Digital copies of magazine's advertisements, official posters, promotional flyers, digital campaign and other promotional materials produced.



ATTACHMENT A

This Sales Agent Support will consider the Brazilian films selected for following official or parallels film sections:

Cannes Film Festival

- Competition
- Un Certain Regard
- Out of Competition
- Quinzaine des Réalisateurs
- Semaine de la Critique

Berlinale

- Competition
- Generation
- Panorama
- Forum

Locarno Film Festival

- Piazza Grande
- Concorso Internazionale



- Cineasti del Presente
- Fuori Concorso
- Open Doors
- Semaine de la Critique

Venice Film Festival

- Official Selection
- Out of Competition
- Orizzonti
- Venice Classics
- Settimana Internazionale della Critica / International Critics' Week
- Giornate degli Autori / Venice Days

San Sebastian Film Festival

- Sección oficial
- Nuevos Directores
- Horizontes Latinos
- Perlas
- Zabaltegui
- Cine en Construcción



Sundance Film Festival

- U.S. Dramatic Competition
- U.S. Documentary Competition
- World Cinema Dramatic Competition
- World Cinema Documentary Competition
- Next
- Premieres
- Documentary Premieres
- Midnight
- Spotlight