**Summary of Audience Engagement / Discoverability Plan**

|  |  |
| --- | --- |
| Project’s title |  |
| Applicant Company |  |
| Distribution Company (if applicable) |  |

**The purpose of the Audience Engagement and Discoverability Plan involves engaging your audience and collaborating with communities to help spread the message of your project. The intent is to drive viewership and discussion above and beyond the traditional marketing and publicity distribution strategies.**

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| **Overseeing Entity** | **For Which Platform(s) / Window(s) / Territory(ies)** |
| Distributor |  |
| Producer |  |

|  |  |
| --- | --- |
| **Target Audience Research Market** |  |

|  |  |  |
| --- | --- | --- |
| **Release Strategy** | **Theatrical** | Wide  Limited  Other: [please specify] |
| **Other Platforms** (describe) |  |
| **Targeted Festivals** |  |
| **Reference Films**  *(similar genre and audience appeal)* |  | |

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| **Audience Development** | Define in detail how you plan to discover, develop and engage your audience to support your project |
| * **Target audience(s):**   *Identify the audience segment or segments the project is targeting.* |  |
| * **Objectives :**   *including reach and viewership, as well as other goals or opportunities specific to this film as applicable, and how progress towards these objectives will be measured* |  |
| * **Audience engagement Strategy:** *In addition to the theatrical release, which channels, platforms and tactics will you use to engage audiences* |  |
|  |  |
| **Proposed Promotional Activities** *(include any partnerships attached or anticipated)* |  |

**Note:** if a distributor is attached, this document must be completed in collaboration with the producer. If there is no distributor attached, the document should be completed by the producer.

Prepared by:

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|  |  |  |  |  |
| Name |  | Company |  | Date |