

### ABOUT THE FESTIVAL

Heartland Film Festival recognizes and honors filmmakers whose work promotes positive change in people's lives through the transformative power of film. The 21<sup>st</sup> annual Heartland Film Festival will be held in Indianapolis, Indiana USA, October 18-27, 2012. Filmmakers participating in the Festival attend numerous screenings of their films and other special events designed to allow interaction between filmmakers and audiences.

### CATEGORIES

Heartland Film Festival selects and honors films in three categories:

- Narrative Feature
  - o Dramatic or comedic narratives; animated or live-action.
  - o Anything but a documentary qualifies for this category.
  - o 50 minutes or longer.
- Documentary Feature
  - o Nonfiction films; animated or live-action.
  - o 50 minutes or longer.
- Short Film
  - o Anything 49 minutes or less.
  - o Could be documentary, narrative, animation, live-action, etc.

### SELECTION

Films submitted to the Heartland Film Festival are judged on their overall artistic and technical quality. Additionally, each film is judged on how closely it aligns with Heartland's mission to promote positive change in people's lives through the transformative power of film. Each submitted film goes through an involved judging process, and is screened in its entirety at least three times by the selection committees.

#### How does a film align with Heartland's mission?

A film that aligns with Heartland's mission will create some kind of positive change in the viewer, and can change the way they see the world. It could be the kind of change that inspires a viewer, or perhaps educates them. It could change their perspective or make them think about certain topics in new ways. The transformative power of a film is evidenced in the way its combination of image, sound and music engages, enthralls and entertains audiences. Transformative power is inherent in the film, and lies in elements such as the acting, directing and cinematography. A film with transformative power is creative, beautiful, original, artistic and truthful. A film with these technical and artistic elements, combined with an ability to make a positive impact on a viewer's life, is one that aligns with Heartland's mission.

Certain films will be chosen as Heartland Film Festival Award winners, as described below. Films that do not win an award may be invited to screen as "Official Selections" and are eligible for the Audience Choice Awards. Other films may be invited to screen at the Festival as a "Special Presentation" or in a "To Be Announced" time slot; these may be eligible for the Audience Choice Award depending on when the films are scheduled.

Filmmakers (producer or director) for films selected to receive an award will be notified by phone on or about August 10, 2012. All other filmmakers will be notified by email after that date or before September 15, 2012. Film selections will be publicly announced on September 19, 2012.

### AWARDS

Heartland Film Festival presents seventeen awards to selected filmmakers. Selected filmmakers must be in attendance at the Awards Ceremony on October 20, 2012 in order to receive their prize. The awards are adjudicated by committees

comprised of film industry members, distinguished individuals from the scholarly film community and previous Heartland Film Festival filmmakers. The awards are given as follows:

- Narrative Feature
  - o Five films are selected as Heartland Film Festival Award winners, announced prior to the Festival
    - Each Festival Award winner receives an expenses-paid trip to Indianapolis for the Festival and a Crystal Heart Award statuette
    - One of the five Festival Award winners receives the \$100,000 Grand Prize for Narrative Feature, and is announced at the Awards Ceremony during the Festival
- Documentary Feature
  - o Five films are selected as Heartland Film Festival Award winners, announced prior to the Festival
    - Each Festival Award winner receives an expenses-paid trip to Indianapolis for the Festival and a Crystal Heart Award statuette
    - One of the five Festival Award winners receives the \$25,000 Grand Prize for Documentary Feature, and is announced at the Awards Ceremony during the Festival
- Short Film
  - o Seven films are selected as Heartland Film Festival Award winners, announced prior to the Festival
    - Each Festival Award winner receives an expenses-paid trip to Indianapolis for the Festival and a Crystal Heart Award statuette
    - One of the seven Festival Award winners receives the \$10,000 Vision Award for Best Short, and is announced at the Awards Ceremony during the Festival
- Two of the seventeen Festival Award-winning films will be student films selected as Jimmy Stewart Memorial Crystal Heart Award winners and will receive a cash prize of \$2,000.

One filmmaker (producer or director) from each selected film will receive a Crystal Heart Award statuette and cash prize\*. The seventeen award-winning films will be revealed prior to the Festival at the Heartland Film Festival Announcement Celebration on September 19, 2012. The Grand Prize award winners will be revealed during the Festival's Awards Ceremony on Saturday, October 20, 2012.

There will also be three Audience Choice Awards (one each for the Narrative Feature, Documentary Feature and Short Film categories) announced at the Festival's Closing Night Event.

\*Per U.S. tax code and tax treaties, Heartland Film Festival will withhold U.S. taxes from monetary prizes when applicable, totaling as much as 30 percent of the cash award, regardless of recipients' citizenship. Taxes withheld will be deposited with the U.S. Internal Revenue Service. The visionary filmmaker will be solely responsible for filing with the U.S. Internal Revenue Service if they are eligible to retrieve those funds.

## **ELIGIBILITY**

To be eligible for the Heartland Film Festival, films must comply with the following:

- The film must have been completed after June 1, 2011.
- The film must be available for screening during the Heartland Film Festival, October 18-27, 2012.
- There must not be a screening fee attached to the film. Heartland does not offer screening fees to any film, and there are no exceptions.
- Films that have had a theatrical release, a television broadcast within the United States or a release through an on-demand outlet such as Netflix, Amazon On-Demand or any other outlets that are available in Indiana prior to the Festival dates are not eligible for Festival awards, but may be considered for "Special Presentation" screenings.

Films with a theatrical release, television broadcast or are available on-demand outside of the USA are eligible to screen as “Official Selections” and are eligible for Festival awards.

- The film cannot have been publicly screened within 100 miles (160 km) of Indianapolis, IN prior to the Festival. All exceptions must be cleared with the Artistic Director.
- Narrative Features and Documentary Features must be available in 35mm film (composite condition with an optical soundtrack), HDCAM or DCP. Heartland reserves the right to transfer the films to an alternate playback source as needed.
- Short Films must be available in one of the following formats: HDCAM, Blu-Ray or Quicktime HD 8 bit uncompressed on a flash drive, hard drive or other digital media.
- The film cannot require dual projection (interlock) or separate soundtracks.
- Non-English films must be subtitled or dubbed.

## **RULES FOR SUBMISSION**

In addition to the eligibility requirements listed above, filmmakers must comply with the following submission rules to be considered for a Festival award:

- The submitting filmmaker must be either the producer or director of the film.
- Entries are accepted exclusively through [www.withoutabox.com](http://www.withoutabox.com).
- A completed official entry on Withoutabox.com must be digitally signed by the filmmaker.
- Payment of the non-refundable entry fee must accompany the submission.
  - Payment can be made by credit card, check or money order payable in US dollars to Heartland Truly Moving Pictures. The filmmaker will be responsible for bank fees associated with any check returned to Heartland by the bank as unpaid.
- All items on the materials checklist (below) must be provided by the entry deadline.
- Feature films must be submitted via an NTSC formatted DVD (Region 0 or 1). (Note: Heartland does not accept prints or arrange screenings as a form of submission.)
- Short films must be submitted via an NTSC formatted DVD (Region 0 or 1) or a link to a functional streaming video file on VIMEO. All streaming submissions must be HD (720p or 1080p). If the quality of your link is not high enough, you will be required to send us a DVD of your film.
- Multiple submissions must be provided as individual submissions. A compilation DVD is not acceptable.
- All DVD entries must be shipped to:

Heartland Film Festival  
1043 Virginia Ave. Ste. 2  
Indianapolis, IN 46203 U S A

Heartland recommends shipping DVDs in either a box or bubble-packed envelope to ensure safe delivery. Please check all DVDs before shipping to ensure that they will work on the average player. No PAL submissions will be accepted.

## **MATERIALS CHECKLIST**

All entries must submit the following information for consideration into the Festival:

- Film on DVD (Region 0 or 1) labeled with title, filmmaker name, filmmaker email address, contact number, run time and submission number from Withoutabox.
- Narrative and Documentary Features must submit three (3) copies of their film; short films only need to submit one (1) copy.

**Heartland Film Festival**  
1043 Virginia Ave. Ste. 2  
Indianapolis, IN 46203 USA

**P: 317.464.9405 | F: 317.464.9409**  
[submissions@HeartlandFilmFestival.org](mailto:submissions@HeartlandFilmFestival.org)  
[HeartlandFilmFestival.org](http://HeartlandFilmFestival.org)

- Link (for shorts only) – if applicable, to a functional streaming video file (YouTube, Vimeo, etc.) in high definition 720p or 1080p.
- Completed and digitally signed submission on Withoutabox.com.
- One line film synopsis (up to 25 words).
- Full synopsis (up to 110 words for a Narrative or Documentary Feature, up to 50 words for a Short).
- Entry fee.
- Principal cast list and list of credits.
- Biography for director (up to 70 words for a Narrative or Documentary Feature, up to 40 words for a Short).
- Electronic version of one sheet for web promotion – approximately 72dpi, jpeg is adequate
- Three (3) color still photographs from the film - 300 dpi and 4 in (h) x 6 in (w) or 1200 pixels (h) x 1800 pixels (w).
- One (1) headshot of director - 300 dpi and 4 in (h) x 6 in (w) or 1200 pixels (h) x 1800 pixels (w).
- Include these items if desired:
  - Self-addressed stamped postcard for Heartland to verify receipt of entry.
  - Self-addressed stamped envelope for return of DVD(s). (Note: DVD(s) will be returned only if this is included.)
  - Filmmaker statement - a personal statement about why the film was made and why it fits Heartland's mission.

### **WHAT IF MY FILM IS ACCEPTED TO SCREEN AT HEARTLAND?**

All selected films must provide all of the following items by Friday, August 10, 2012, for promotion of the film in Heartland's print materials, website and media kit:

- Two (2) head shots of each visionary filmmaker – 300 dpi and 4 in (h) x 6 in (w) or 1200 pixels (h) x 1800 pixels (w).
- Two (2) head shots of the principal cast member (for narrative/animated feature) or featured individual (for documentary feature) - 300 dpi and 4 in (h) x 6 in (w) or 1200 pixels (h) x 1800 pixels (w).
- Biography of 50 words or less for each visionary filmmaker attending, principal cast member or featured individual (if applicable).
- One (1) Quicktime, 8-bit uncompressed HD file of film clips (2 minutes in length) and/or trailer.
- Three (3) original DVD copies of the film for Heartland's library to be used for promotion of the Festival and historical archive purposes.
- Three (3) film posters – only standard theater poster size at 27 in (w) x 40 in (h) accepted.

Selected short films must provide all of the following items by September 7, 2012:

- Prepaid insurance on shipment of film media (if desired).
- HDCAM of the film or a Quicktime, 8-bit uncompressed HD file on hard drive, jump drive or other easily accessible digital media.

Selected feature films screening on HDCAM or 35mm must provide all of the following items by September 21, 2012:

- Prepaid insurance on shipment of film print (if desired).
- HDCAM of the film with aspect ratio information; OR
- 35mm print

The Heartland Film Festival reserves the right to screen your film in the significantly lower quality DVD format if your film is not delivered in a timely manner. Heartland will return film prints and media in the two weeks following the Festival.

## WHAT IF I WIN A FESTIVAL AWARD?

**IMPORTANT!** The filmmaker (producer or director) selected to receive an award must attend various events of the Heartland Film Festival at Heartland's expense. Heartland provides:

- Round-trip coach airfare for one filmmaker to attend the Festival.
- Transportation to and from the Indianapolis International Airport (transportation is not provided to the airport at your point of departure).
- Lodging at official host hotels (minus incidentals, for which the filmmaker must provide a credit card to the hotel).
- Transportation to and from Festival screenings and events.
- Filmmaker Badge.

Award-winning filmmakers are required to attend the following events:

- October 19 – Debut screenings of Award-winning Films
- October 20 – Heartland Film Festival Awards Ceremony (including rehearsal, pre-reception, dinner, awards ceremony and afterglow party)

Award-winning filmmakers are encouraged to attend the following events:

- October 17 – Filmmaker Reception
- October 18 – Opening Night Event
- October 21 – Reel Conversations

Award-winning filmmakers must be present at the debut of the award-winning films on Friday, October 19, 2012 and the Heartland Film Festival Awards Ceremony on Saturday, October 20, 2012 in Indianapolis, Indiana. Part of Heartland's unique tradition is the promise to Festival attendees that all Award-winning filmmakers will be present, and this is a standard we must continue to uphold when giving awards. Award-winning filmmakers are encouraged to attend the Festival between October 17-22, 2012 and longer if schedules permit.

In addition, one of the principle actors (for a narrative/animated feature) or a featured individual (for a documentary feature) may be asked to attend a portion of the Festival (at Heartland's expense, less incidentals). Additional individuals associated with the film are welcome to participate in the Festival at their own expense.

A completed tax form W-9 (W-8 BEN for non-US residents) for award-winning filmmakers is required from any filmmaker receiving a cash award.

Heartland's staff may select films in addition to award-winning films to be screened during the Festival as Official Selections, Special Presentations or To Be Announced Screenings. The filmmakers of these films do not receive a cash award, but are invited to attend the Festival at their own expense.

Submit to the 2012 Heartland Film Festival  
online at [Withoutabox.com](http://Withoutabox.com)

**Withoutabox.**

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