

MAKEful PRODUCER GUIDELINES

THIS GUIDE IS FOR INDEPENDENT PRODUCERS WISHING TO PITCH TV SERIES CONCEPTS FOR MAKEFUL. WE ARE LOOKING FOR LONG-RUNNING LIFESTYLE SERIES.

MAKEFUL celebrates the maker community and the creation of one-of-a-kind, handmade goods. We are looking for creative and inspiring characters and entertaining stories that will celebrate making and fuel ideas for future projects for our community. We are not looking for “how-to” shows. Rather, we are looking for a great character, setting or transformation that will draw female viewers into the worlds of design & decor, DIY, cooking, baking or fashion. We look to you to find the new twist that will bring viewers together in a shared love of making.

For example, *Post My Party* follows event expert and DIY maven **Lynzie Kent** as she helps each host bring the handmade party of their dreams to life through a series of DIY projects that create memorable experiences. From a Barcelona-inspired housewarming to a Hollywood-glam engagement party, Lynzie never disappoints as she takes her clients in search of a truly unique and personalized occasion. Each show has a powerful reveal where viewers are treated to the final party.

In *Taste of the Country* viewers are introduced to Danielle French, a former real-estate professional, who followed her dream of leaving the big city with her four daughters for a life in the country. Turning her passion for rural living into an event business operating right out of her farmhouse, Danielle shows viewers how she uses her home to host weddings, private parties, outdoor cookouts and unique workshops. The series also brings audiences farm-fresh food and rustically beautiful décor, custom-created for each event by Danielle and her passionate team.

Storytelling

Our viewers want to watch inspiring people doing creative and unique things, or who have unique access into special worlds and communities. Shooting and characters should be upbeat, vibrant, energetic and active. We don't want shows to be “lessons” but there should be some ‘take away information’.

Pitching Process

All submissions must be accompanied by a **BLUE ANT MEDIA** submission form.

We require a 1-2 page proposal that clearly outlines what the series is about. Please do not submit pages of research about a subject. The proposal should answer the following questions:

- What is the show about? What is the hook? What makes this unique?
- What will happen in each episode?
- Who are the main characters or hosts? And what makes them ideal to tell these stories?
- What makes this a series that has the potential to continue for many seasons?
- What is the shooting and editing style?
- Who is the production team?
- What is the budget range?

DEMOS ARE PREFERRED

A demo is THE best way to quickly show us your characters, their world and the vibe of your idea. It doesn't need to be long – a couple minutes tops. All proposals and demos will be reviewed by our programming team. If declined, you'll receive notification by e-mail.

Financing

Please include a finance plan with your submission. Blue Ant Media has a CMF envelope which may be applied to qualifying projects. We can only accept proposals for Blue Ant Media owned channels.

Contact

Please send proposals for Makeful shows to:

Sam Linton VP, Production

Sam.linton@blueantmedia.ca

Or by snail mail: Blue Ant Media, 130 Merton St. Suite 200, Toronto, ONT. M4S 1A4

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