

100 Lafayette Street Baton Rouge, LA 70801 225-389-7182  
[www.redstickfestival.org](http://www.redstickfestival.org)

The Red Stick Pitch Contest is modeled after Europe's very successful Cartoon Forum.

Those participating register for the event via indication through email, and the purchase of a Gold Pass. Creative materials are sent in advance (see below for requirements). Pitchers attend several lectures and workshops on intellectual property protection, television market trends, and case studies. They then have the opportunity to pitch their own creative ideas. Participants have the benefit of 1 to 2 (depending on how many pitchers register) appointments with an experienced television professional, who will act as their coach, and who will give participants feedback on how to improve their presentation.

#### PITCH CONTEST Info:

Pitch contestants are expected to participate in a series of lectures and workshops designed specifically for people who wish to pitch on Friday.

Once we have everyone's interest, contact information we will let everyone know their appointment time with their coach, and whether or not we have received your creative collateral.

#### **The Pitch Bible includes the following:**

Spiral bound or vellum bound book 12-20 pages

Page 1- Should be the NAME of your show, and your CONTACT information- Name, phone, email, address

Page 2- Table of contents

**Section 1: Story Synopsis** on what the show is about- for example my example show is called "Dr Good"

My story synopsis:

Dr Good is a show geared toward 8-11 year olds. The show features Dr. Good, a

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well-educated beagle who can't get anyone to take him seriously, despite the fact that Dr. Good was educated at Harvard in a medical experiment that made him super intelligent. Dr. Good has a PhD in theoretical astrophysics, but spends his time fighting against the evils of complacency and apathy. His arch nemesis Lab Monkey, is also the recipient of super powers through a medical experiment, but Lab Monkey wants to transform all humans into the sloth, video-game playing, tv watching crowd that sits idly by while giant corporations make the money. Lab Monkey's goal is to become the head of those corporations and ultimately also the US Federal Reserve, so he can control world markets. He wants to crush humanity and turn them into television-addicted, drooling sloths who spend on credit, but pay no attention to his dastardly deeds. Meanwhile Dr. Good is trying to find a way to make more people demonstrate their "goodness." His slogan is that "Goodness always prevails" while Lab Monkey wants only to "Crush the Good!"

## **Section 2: Character Descriptions**

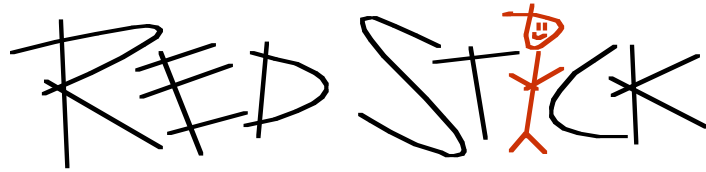
These should be sketches of characters, and character descriptions of each of the primary characters, including good guys and bad guys. This is probably the part of the bible that takes up the most space. Sketches and descriptions should be entertaining and funny! Be careful not to create flat, or one-dimensional characters. Everyone has flaws, and good qualities- that is what makes characters interesting.

### **Character Description: Dr. Good**

This is my drawing- please do something more professional!



Dr. Good is a pure bread beagle who was subjected to a series of experiments to see if his brain power could be enhanced to match the abilities of the super-sensitive beagle nose. The experiment was completely successful, stimulating the development of new neural pathways through the schnoz of the good doctor. Dr. Good attended harvard, speaker sixteen languages, including English, French, Schnauzer, Poodle (a french dialect), spanish, russion, and wolfhound. He can smell almost anything, including fear, lying, nuclear waste, tv dinners, illegal fruits and vegetables, and can differentiate between a



california orange, and a florida orange. He is an excellent wine connoisseur because of his ability to detect microscopic influences in minute proportions. He believes in good action, not just "in the good of people" but actually goes out to DO GOOD in the world. He is frequently fighting vice and sloth through the efforts of Lab Monkey.

### **Section 3: Design and background (not required but very helpful)**

In animation- design is half of the appeal. You should show some backgrounds if possible- however if you are not an artist, or do not have an artist- do not attempt this, just skip it.

### **Section 4- Episode Guide**

In this section- you want to demonstrate to the acquisitions people that you are prepared to plot out an entire season of shows.

Typically in animation you will find that there are 2 episodes in a single show. A television season is usually 13 episodes- so in animation that would be 26 individual episodes.

An episode guide simply numbers out the number of episodes, and is about 2-3 sentences about the action and plot in that episode. So it would be:

Episode 1/Pilot: We are introduced for the first time to Dr. Good. Dr. Good is taking a stroll around Harvard square talking to the other students. His best friend, Amber, studies with him, and notices an escaped Monkey hanging from the trees surveilling Harvard square- with binoculars. Havoc ensues when Lab Monkey, starts spraying a tryptophan-based perfume onto students studying under trees. All the students want to do is nap, and eat turkey sandwiches. Dr. Good must find a chemical alternative to the Tryptophan perfume, his experiment with chocolate covered espresso beans goes terribly awry, and he and Amber must restore the balance between tryptophan and caffeine.

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