

Welcome to Pitch Slap!




Thanks for your interest in Pitch Slap! We're going to have a lot of fun telling your best story and taking your idea to the next level. Whichever package you choose to go with – document, document + video, or document + video + website – we know that you'll have a great set of tools to help sell your idea to your investors, your partners, your audience!

We understand the importance of a fast turnaround for your pitch – momentum, excitement, buzz is critical at this stage – we will NOT hold you up! We WILL get this material out to you in a week (unless you choose a longer time frame), but you MUST be prepared and available to capitalise on this rapid project.

This document will prepare you for your next step. It's quick, easy and will help you focus. Once you're done gathering your resources, get them to us and we can organise your *complimentary 45-minute Zoom consultation*.

Packages

We offer THREE packages to help tell your story. Each one builds on the work required to complete the one before. Simply choose the one that suits you best.

Package 1 – P1 Pitch Document	Package 2 – P2 P1 + Pitch Video	Package 3 – P3 P2 + Pitch Website
<p>Up to 10 pages 7 day turn around</p> <p>Pitch consulting Content management Existing materials review Layout Design Copy writing Royalty free images Photoshopped images Fonts Press quality PDF Email compressed PDF All rights transferred For personal distribution</p>	<p>Up to 2:00 minutes 14 day turn around Everything from P1</p> <p>Pitch consulting Content management Existing materials review Layout Design Copy writing Royalty free images Royalty free video Photoshopped images Professional voiceover Fonts Moving elements HD YouTube unlisted upload HD mp4 Music sync rights All rights transferred For personal distribution</p>	<p>Up to 10 pages 21 day turn around Everything from P2</p> <p>Pitch consulting Content management Existing materials review Layout Design Copy writing Royalty free images Photoshopped images Squarespace website 12 months hosting Links to existing social media Fonts All rights transferred For personal distribution</p>
<p>EXAMPLE</p>  <p>From \$8,000</p>	<p>EXAMPLE</p>  <p>From \$15,000</p>	<p>EXAMPLE</p>  <p>From \$25,000</p>



These are indicative prices for your Perfect Pitch, if you would like to invest more in your idea, we are happy to discuss how we can deliver the best value for your dollar!

All packages make use of the same material that you provide... “*What material*”, you ask? We’re glad you did.

The remainder of this document explores some of the information we will be needing to build your Perfect Pitch.

1. Give it a read
2. Work out what you have, what you need and what you don’t
3. If you have more for your *specific* idea, send us that, too
4. Use our handy Check List on the last pages to help with your collation process
5. Arrange your *complimentary* **45-minute Zoom** meeting to go over your project details with us
6. We will quote you any additional services you would like to include
7. We will confirm your project budget with you
8. Commission **Pitch Slap** to create your *Perfect Pitch*!

Why am I doing this?

We need you to think about and provide answers for everything in this document so that we may hit the ground running! Remember: we are going to SLAP this out in ONE WEEK (and we won’t be sleeping much), so we need total commitment from you and all the resources we can lay our hands on. The more we understand up front, the better your PITCH document will be!

One week? I don’t need it THAT fast!

That’s fine! We’re happy to work to your schedule... just let us know what suits you. And as an added bonus, our terms and payment schedules can be relaxed for a longer time frame. Simply talk to us about what meets your needs.

Terms

If you *don’t* need the pitch in a week, have a chat with us about a payment and delivery plan that supports your requirements!

- 50% up front – *non-refundable*
 - All proofs watermarked “© Pitch Slap, for approval”
 - With space for Sign-Off and Date by your representative
 - Low res PDFs only (not suitable for printing) until project finalised
 - Document rights remain with us (under NDA) until final payment
 - SD videos uploaded to YouTube as “unlisted” for approval with Pitch Slap watermark
 - Website with Pitch Slap copyright “for approval” behind password
- All information in this document considered by you and responded to
- All supporting media to tell your story and convey your idea provided to us
- Your representative’s approvals authority clear
- Your representative’s availability guaranteed
- Additional work (if requested by you in writing) quoted and 50% paid for up front

- Balance paid for at week's end (remaining 50%)
 - Full, high res PDFs, PowerPoints made available with watermarks removed
 - Full transfer of all copyright and IP of all documents conferred to you
 - Full HD video uploaded with watermarks removed
 - Full website with complete public access, all copyright transferred and Pitch Slap branding removed

Definitions

- ❖ Idea – what we are all working on here... film, event, product, service
- ❖ Target – who this document is for... investors, funding bodies, business partners
- ❖ Owner – the entity who owns this idea... business, joint venture, company
- ❖ Us (and other sensible pronouns) – Pitch Slap
- ❖ You (and other sensible pronouns) – the owner
- ❖ Context – where and how this document will be used... presentation, email, printed
- ❖ Result – what you are hoping to achieve with this document... finance, support, partners

Owner Details

Details that are relevant to this idea.

- Name
- Type of business entity
- ABN/CAN
- Copyrights
- Trademarks
- Address
- Phone
- Email
- People
 - Contact details
 - Bios
 - Awards
 - Photos/illustrations

The Idea

Give us your best shot of describing Your Idea. Focus on the key selling point(s). Keep in mind what is interesting to your target(s).

- A line
- A paragraph
- A page

And how it came about...

- Backstory
- Idea genesis

Branding

Let us know your branding – including how we should use it. It all helps us to tell your story. This style ensures that we build your pitch that is undeniably “you” and will inspire us to add your personality to your message.

- Logo (if you don’t have one, we can provide that service)
- Name
- Fonts
- Style guide (if we need to adhere to one)
- Official colours (RGB, CMYK)

Images

Images tell a story far better than words – if you have photos or drawings that can help tell your story (even if they’re not the best pictures) it all helps. Also give us your reasoning why you have included the image or a little story behind the photo/drawing. If things need to look better, we will address that when we start designing the document. If you have nothing for now, some descriptions of imagery that you think conveys your message or contains the essence of your idea (we can search image libraries for photos that can help sell the pitch).

- Product shots
- Location shots
- Business premises
- Mood photos
- Photos of similar ideas
- People involved with the idea – publicity shots

The Meat

Every pitch needs substance – this is it! Do you have a marketing plan, ROI projections, trench share offering details, social media strategies, attached talent, merchandise strategies...? This will help us to focus on the key parts of your message and will suggest a structure for the pitch. More is not necessarily better here – we need the elements that will help tell your story in an engaging way – without unnecessary clutter, confusion, or distracting details.

- Marketing (point of sale, trade shows)
- Merchandise
- Attachments
- Sponsors (people, companies, associations)
- Partners (people, companies, associations)
- Share offerings
- Social media
- Financial models
- Endorsements/support
- Treatments (synopsis, episodes, scripts)
- Timelines/milestones
- Returns (ROI, models, industry standards)
- Mascots
- Budgets

Target

Tell us who we are writing this for – who will be reading it. Names and positions are good. Types of people who will read it is also useful, especially if you will be casting it around to see who bites. As much detailed info as you have is crucial – if we write for execs but you give it to pre-schoolers, you will have a problem.

- Names
- Positions
- Types

Context

How will you be presenting this document to your target? Boardroom? Pub? Email? Conference? It all changes our approach to selling your idea and creating want in the minds of your targets.

- Short paragraph of how you will be getting your idea out there
- If this is not your strength, we have professionals who can come in and pitch for you

Result

What are you trying to achieve? This is how you want your deal to close. Do you want industry backing? Retailer support? Financing partners? Talent to attach to your project? What do you need?

- Short paragraph of what this document needs to do for you

Check List

This check list will help you to get started in preparing material for your Perfect Pitch. Not every item in the list will apply to your pitch – this is your decision, and we are very happy to work with what you have and are willing to provide.

- If you have an item, tick the **Yes** column.
- If you don't think an item applies to your pitch, tick the **No** column.
- If you would like us to help organise an item for you, please tick the **Quote** column and we'll organise to work to *your budget* and include the item in your quote.

Our convenient online form is available from <https://www.blackwax.tv/pitch-slap> in the **Next Steps** section, *step 5*.

Owner Details

Item	Yes	No	Quote
Name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Type of business entity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ABN/CAN	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Copyrights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trademarks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Address	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People (Contact details, Bios, Awards, Photos/illustrations)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The Idea

<i>Item</i>	Yes	No	Quote
A line	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A paragraph	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Backstory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Idea genesis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Branding

<i>Item</i>	Yes	No	Quote
Logo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fonts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Style guide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Official colours (RGB, CMYK)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Images

<i>Item</i>	Yes	No	Quote
Product shots	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location shots	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Business premises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mood photos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Photos of similar ideas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
People involved with the idea – publicity shots	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The Meat

<i>Item</i>	Yes	No	Quote
Marketing (point of sale, trade shows)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Merchandise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Attachments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sponsors (people, companies, associations)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Partners (people, companies, associations)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Share offerings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Financial models	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Endorsements/support	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Treatments (synopsis, episodes, scripts)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Timelines/milestones	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Returns (ROI, models, industry standards)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mascots	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Budgets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Target

<i>Item</i>	Yes	No	Quote
Names	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Positions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Types	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Context

<i>Item</i>	Yes	No	Quote
Short paragraph – how are you getting your idea out there?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Result

<i>Item</i>	Yes	No	Quote
Short paragraph – what this document needs to do for you	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

You may have more information that you would like to have us include: simply let us know and we will accommodate it in your Perfect Pitch!

Additional Services

If the opportunities present themselves, and you agree, we can also provide further services to create content that helps to visualise your idea. These services are premium additions and will only be engaged under your direction. Services will be fully quoted and will be subject to their own 50% up front fees. Engagement of these services may push our one week delivery out because our contractors are in high demand.

- Logo design
- Cartoon/mascot design
- 3D product/architectural visualisation
- Illustration/art creation
- Motion graphics
- Information graphics
- Professional, personal pitch delivery



Approval

Give us **ONE** (or two if you have to) people who will make decisions about this document. More than this will not be accepted – it slows the whole process down and leads to bad (or lowest common denominator) compromises. This person needs to have the authority to make decisions, time to review drafts, and be available at all times (as we will be) for email and phone discussions.

- Your Representative's name and contact details... all the details
- If there are several people involved with your idea, a letter from all parties that delegates responsibility to the Representative is necessary

I have read and agree to the terms and conditions in this document. I acknowledge that I have authority to make all decisions regarding this pitch process. I have completed the check list and supplied all relevant material.

I choose package: **P1** **P2** **P3**

I DON'T require the one week delivery, please contact me for a revised delivery/payment schedule

Name Position

Sign

Date / /

Pitch Slap Bank Details

To engage services agreed to in the covering email, please make your *first agreed commissioning payment* to:

Bank Name: Black Wax Entertainment
 BSB: 016 650
 Acc#: 419 689 724

Business Address 21 Simpson St
 West Perth WA 6005