# FMP Proposal Template

1. **Title Page** **–** A simple, clear summary of details like the title of your product, intended duration and your contact information
2. **Description of the Project** **–** A detailed overview of the product, including; subject, style, format, and intended outcome (what you want to achieve by producing the product i.e., what is the **purpose** of the film/video/documentary?).
3. **Statement Proving Need** **–** Here, you must prove why the world needs your product right **now**. How is your product different from others that tackle the same/similar topic?
4. **Description of Intended Audience** **–** Identify your intended audience and explain why you think that they would be interested in watching this product. How do you plan to engage your audience? Do you have a website and social network presence that can help you get the word out about your product? How can you extend your product so that it reaches and impacts many people?
5. **Treatment** **–** For many foundations, the treatment is the lynchpin of the proposal. Essentially, it is a prose version of what we’ll see onscreen when watching your film/music video/documentary (this should include elements such as specific interviewees, footage, graphics, text, music ideas, archive, stills, reconstructions etc.). The writing should be visual, with no intangible details like theme and intent.
6. **Legal & Ethical** – what legal and ethical issues may you be faced with whilst producing this product?
7. **Personnel** **–** Brief overview of any crew that you will need to produce your idea in full
8. **Distribution Plans –** Explain how you intend to reach your intended audience. Be as specific as possible I.e., where will the product be shown and why?