

# **TYPES OF DOCUMENTARY TRAILERS**

## **FUNDRAISING**

FOR potential contributors, foundations, grants, etc

FROM whatever you've to show

TO make the material look as exciting and appealing as possible

LENGTH 2 to 7 minutes

## **WORK IN PROGRESS**

FOR anyone who can help get your project done

FROM your current rough cut

TO prove you have a viable project and solicit funds to complete it

LENGTH 3 to 14 minutes

## **SHOWCASE**

FOR distributors, buyers, ITVS, APT, festival submission

FROM your latest version

TO publicize your project and get it sold

LENGTH 3 to 6 minutes

## **THEATRICAL**

FOR general audience, project websites, festival publicity, distributors

FROM your color-corrected, final mix version

TO make it a must-see movie for everybody

LENGTH 2 to 3 minutes

## **TEASER TRAILER OR SIZZLE REEL**

FOR website placement and general publicity

FROM highlights from past projects and previews of new ones

TO generate buzz for your brand and your project

LENGTH 1 to 2 minutes (for each promo)



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