



21ST MIGHTY ASIAN MOVIE MAKING MARATHON

JULY 17 - 26, 2026

INFORMATION PACKAGE

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KEY DATES

REGISTRATION AND VIDEO/WRITTEN PITCH SUBMISSION DEADLINE

- 11:59 p.m. Pacific Time, Tuesday, June 2, 2026.

VIDEO OR WRITTEN PITCH ADJUDICATION RESULTS ANNOUNCED

- By 1:00 p.m. Pacific Time, Wednesday, June 10, 2026.

MAMMENTORSHIP PROGRAM FOR SELECTED TEAMS

- Saturday, June 20, 2026 - Sunday, June 28, 2026. (TBC)

SCRIPT SUBMISSION DEADLINE

- By 11:59 p.m. Pacific Time, Tuesday, July 14, 2026.

COMPETITION PERIOD: FILM PRODUCTION/ POST PRODUCTION

- 12:00 a.m. Pacific Time, Friday, July 17, 2026 - 11:59 p.m. Pacific Time, Sunday, July 26, 2026.

FINAL FILM SUBMISSION DEADLINE

- 11:59 p.m. Pacific Time, Sunday, July 26, 2026.

MAMM20 GALA SCREENING AND AWARDS PRESENTATION

- Saturday, August 29, 2026. Time TBA

2026 HIGHLIGHTS OF THE YEAR

Celebrating 21 Years

This year, MAMM is celebrating its 21st year with over \$10,000 cash awards and \$50,000 in-kind awards across all selected teams, plus many perks and new resources!

Cash Support for all Finalists

The selected 8 Teams of 10 Minute Shorts will receive \$1,000 per team, the selected 3 Teams of Vertical Series will receive \$500 per team, and the selected 8 Teams of 1 Minute Ultra Shorts will receive \$150 per team. Conditions apply.

NEW Award for Best Editing

Donated by Leon Ng

This year, MAMM is adding a new award recognizing the craft of editing in the 10 Minute Shorts and 1 Minute Ultra Shorts categories, thanks to VAFF's Lifetime Benefactor, Leon Ng. With his support, we are also able to guarantee cash prizes for the audience-voted People's Choice Awards.

IMAMMDb

To help teams crew up and find actors, on top of the MAMM Facebook Group, we are launching a new resource - the IMAMMDb, which is a public spreadsheet where cast and crew who want to join a team can share their information for teams to connect.

MAMM Casting Directors

A list of Casting Directors who will be able to help MAMM teams do casting on a first-come-first-served basis will be provided.

MAMM Vertical Series

After its inaugural launch last year, VAFF is excited to bring back this bold new competition category: MAMM Vertical Series! Three teams will be selected to create micro-episode series (minimum 3 episodes and up to 10 minutes total runtime) to be hosted online. The finished Vertical Series will be judged based on the quality of the series, with the winner being announced and promoted at our MAMM Gala.

Early Bird and Student Prices

- Early Bird Submission period is May 2 - May 11: US\$45 for 10 Minute Shorts; US\$32 for 1 Minute Ultra Shorts; Vertical Series US\$42
- Regular Submission period is May 12 - June 2: US\$58 for 10 Minute Shorts; US\$45 for 1 Minute Ultra Shorts, Vertical Series US\$55
- Student Price: US\$43 for 10 Minute Shorts; US\$30 for 1 Minute Ultra Shorts; Vertical Series US\$40

Pitching

All submissions must include a pitch submitted through FilmFreeway. For 10 Minute Shorts and Vertical Series, a 3-minute video pitch is required, while 1 Minute Ultra Shorts will require a written pitch.

Creative Element

In celebration of VAFF30's theme this year "VAFF at 30", all teams in all categories must incorporate the Creative Element "Reflections and Reinvention", the theme this year into your film and show how you will use it creatively, fearlessly and uniquely in your pitch.

MAMM20 is open NATIONWIDE!

Any Canadian or Canadian Permanent Resident across Canada can enter, and attend the MAMM 20 Gala Screening and Awards Presentation in Vancouver.

ELIGIBILITY (ALL CATEGORIES)

- Registrations are accepted from individuals in all provinces & territories in Canada.
- All key creative team members (e.g. Team Leader, Producer, Director, Writer, Cinematographer) and at least one (1) Lead Actor must be a Canadian or Permanent Resident at the time of application and competition. Special exemptions may be granted, so please talk to MAMM Producers.
- Of the key creative members, at least **one must self-identify as having Asian/part-Asian heritage. Any team that does not have at least one key creative member of Asian/mixed Asian heritage, is disqualified.**
- At least **one (1) lead actor** appearing in the final submitted film **must be of Asian/part Asian heritage. Any submitted film that does not have at least one lead actor of Asian heritage/part Asian heritage is disqualified.**
- Members of VAFF's leadership, including Board of Directors, Board of Advisors, Executives, and Committee Directors are not eligible to be a key creative member. MAMM producing, operational, and administrative teams are not eligible to participate, but VAFF Committee members and volunteers are eligible to participate fully.
- Past MAMM winners in Key Creative roles will not be eligible to participate again after their second win of an award.
- Anyone with accessibility needs should contact MAMM organizers to best accommodate and support their needs in compliance to VAFF's mission of inclusivity.
- The submission, script, and finished film cannot be part of an existing series (TV or online) or film project. Any film found **not to be created originally for MAMM will be disqualified and will not be screened.**
- Only narrative films will be accepted.
- By submitting, you are deemed to have considered and read, and are accordingly subject to, the below Rules & Regulations.
- Submitted films **must not contain subject matter that contravenes the Criminal Code of Canada**, such as explicit sexual or hate content.

10 MINUTE SHORTS CATEGORY

REGISTRATION

FEE

- **Early Bird Submission (May 2 - 11, 2026)**
Non-refundable registration fee of **US\$45 per team**.
- **Regular Submission (May 13 - June 2, 2026)**
Non-refundable registration fee of **US\$58 per team**.
- **Student Rate of US\$43 per team**
- Fees must be paid through FilmFreeway in order to complete registration.
- **Only online payments will be accepted.**

TEAM LEADER/CONTACT

- Please send all correspondence to mamm@vaff.org.
- Each team must designate a leader or leaders (usually the primary contest registrant, maximum 3 leaders per team) who will be the main representative for communications between the team and the MAMM/VAFF organisers, and to accept awards on behalf of the team.

REGISTRATION/CONTEST LIMIT

- Please submit your pitches through FilmFreeway: <https://filmfreeway.com/MAMM>
- Please ensure the following setting is enabled in your FilmFreeway pitch video download permissions: "Festivals that I submit to may download my video."
- All video pitches for 10 Minute Shorts must be submitted by 11:59 p.m. Pacific Time, Tuesday, June 2, 2026, or the team is disqualified.
- There is no limit to the overall number of video pitches that meet submission and eligibility requirements to be accepted.
- A maximum of **eight (8) teams** that score the highest on their pitches will be selected for competition, asked to submit a script, and to make their film.

RULES & REGULATIONS*

- One entry per primary registrant, per category.
- Each designated key creative team member may hold more than one key creative position.
- The listed key creative members of a team may participate in **only one 10 Minute Short film** and be a **member of only one 10 Minute Shorts team in another category**. Additional submissions by other team leads who have been listed in other 10-min submissions in a similar or adjacent team lead role will cause all submissions in question to be **disqualified**. No refunds will be given.
- Teams are permitted to enter more than one category (10 min or 1 min or Vertical

Series), but will only be selected for one category.

- Teams must submit a video pitch by the deadline, or they will be disqualified.
- Teams must submit a script by the deadline, or they will be disqualified.
- **Submitted films must closely adhere to the original core concept, storyline, and creative intent outlined in the submitted video pitch and script. Any changes must not materially alter the core concept and creative intent of the original pitch, or the final film will be disqualified.**
- **Submitted films should conform to the genre/genre combination specified at time of registration or they will forfeit a percentage of the final score.** (See Genre & Creative Element section)
- **Submitted pitches and films must use the “creative element” provided below, or they will be disqualified.** (See Genre & Creative Element section)
- **Pre-production is expected, but primary production (90% of creative activity) for all films must take place within the competition period to create and submit a completed film** that meets all requirements, between Friday, July 17 to Sunday, July 26, 2026.
- A completed film is defined as a film with a locked cut, finished sound, music, VFX, computer graphics, and credits, including mandatory logos.
- All teams must adhere to VAFF's [Code of Conduct](#). Any team member who fails to do so will result in the team being disqualified.
- All teams are responsible for securing their own cast, crew, budgets, locations, permits, equipment, transportation, production facilities, copyright clearances, insurance, health and safety, completion, and for submitting any auxiliary required materials by the provided deadlines.
- Logos, wordmarks, trademarks, and trademarked names cannot be clearly visible/legible in the films without express proof of written permission by the registered owner of the logo, wordmark, trademark, or trademarked name.
- Music and Lyrics Clearance Requirement:
 - All music, sound recordings, and lyrics incorporated into a submitted film must be either: (a) wholly original and created by the entrant; (b) used under a valid and verifiable license (including applicable Creative Commons licenses, in full compliance with their terms); or (c) used with explicit written permission from the copyright holder(s). Entrants are solely responsible for securing all necessary rights, licenses, and permissions prior to submission.
 - Proof of such rights—including licenses, permission agreements, or documentation of public domain status—must be provided upon request
 - Any submission containing unauthorized or infringing material may be disqualified at the sole discretion of the competition organizers.
 - No appeals once the final decision has been made.
- Stock footage and stills are permitted but cannot account for more than half of the footage used. Participants must have all rights to the stock footage/stills.
- Submitted films **must not be longer than 10 minutes (including titles and credits).**
- Films must comply with specifications detailed in **TECH SPECS**.
- Teams may use any camera(s) to shoot their film but must **deliver finished films in**

the format and specifications as detailed in the **TECH SPECS** section. MAMM reserves the right to convert the submissions to conform to screening format requirements.

- **All credits, with complete cast and crew, and logos provided by VAFF must appear in the submitted film credits.**
- **Film files must be completely uploaded to Google Drive Team Folders and MAMM Admin must be notified at mamm@vaff.org by 11:59 p.m. Pacific Time, Sunday, July 26, 2026, or the film will be disqualified. Google Drive timestamps would act as proof. Include:**
 - In the email subject line: “[Your Team Name] MAMM21 submission”
 - In the body of your email:
 - The category (10 Minute Shorts)
 - The title of the film
 - The team name
 - The chosen genre
- **Electronic copies of completed final paperwork which require significant time to complete (i.e. the Final Film Submission & Declaration Form, releases/permissions/expense reports/receipts - form templates will be provided) , must be completely uploaded to Google Drive Team Folders and MAMM Admin notified at mamm@vaff.org by 11:59 p.m. Pacific Time, Sunday, July 26, 2026, or the film will be disqualified. Google Drive timestamps would act as proof.**
- Final films submitted will be used towards judging. Teams are permitted, but NOT expected, to tweak their films for the Gala Screening, limited to:
 - Touch-ups on sound and music
 - Touch-ups on colour correction
 - Touch-ups on VFX and computer graphics
 - Extending the end credit sequence without any editing of the film (locked cut) itself, with the final runtime at no more than 11 minutes in length.
- A second delivery of the Gala Screening Copy will be required to meet screening requirements, detailed in the **TECH SPECS** section.
- All films that meet the qualifying criteria in these guidelines will be screened at the MAMM premiere and awards presentation. Disqualified films will not be eligible to compete for awards, but may be screened at the Gala Screening.
- The Registrant/Team give MAMM and the Vancouver Asian Film Festival the right to use all submitted films and any behind-the-scenes footage in their entirety for promotional and fundraising purposes, including the use of clips and images on the website, at events, in advertising, fundraising and sponsorship materials and activities, and any media outlets.
- Subject to the above, rights to the submitted films and scripts remain the property of the Registrant/Team.

VIDEO PITCH GUIDELINES

- This video pitch is a short verbal and/or visual presentation of each team's idea for their proposed film.
- Each team can submit only one video pitch.
- **The video pitch must not be longer than 3 minutes. Judges will not watch any material beyond the 3-minute mark.**
- In the pitch, start with a slate that introduces yourself and anyone else you are pitching with:
 - Your team name (as provided in your registration) and proposed film title
 - Your/your co-pitch members' name(s) and your role(s) (e.g. writer/director/producer)
 - Any other confirmed people you feel will add credibility to your pitch (e.g. actors)
- **Each team must be represented by at least one key creative team member, e.g. Team Leader, Director, Cinematographer, Writer, Producer.**
- **The pitch must describe the premise (“hook”), essential beats/plot points of the story, and should include the ending of your story.**
- Mention any potentially ambitious elements in your story (e.g. an out-of-country location, scenes involving stunts, or a large number of cast/extras) and address how you will accomplish the element in the pitch.
- Explain how you plan to integrate the creative element in the final film.
- If your script concept is not the original idea of your Writer, Director, or Producer, mention it in your pitch and be ready to provide written permission or documentation giving you the right to use the idea or material in your film.
- **The pitch presentation counts toward a significant percentage of the final score,** reflecting its importance in the film industry as a primary method for filmmakers to attract or secure development financing for a screenplay to be written or for a film to be produced.

\$1,000 PRODUCTION SUBSIDY

- Only the **Top 8 selected** 10 Minute Shorts teams receive a one-time cash subsidy from VAFF of CA\$1000 per team to be used towards pre-production, production, or post-production of the selected/pitched film only. Any misuse of funding will result in reimbursement to VAFF.
- The funds will be distributed to Team Leaders before the start of competition.
- Each team **must complete their film, submit receipts, and an Expense Report** to account for the legitimate use of the full CA\$1000 by the Final Film Submission Deadline. Failure to do so will result in **reimbursement** of the full amount or any portion unaccounted for to VAFF.

TECHNICAL SPECIFICATIONS

For Competition Submission:

- **File Name:** '[Film Name]_[Team Name]'
- **Resolution:** 1080p (1920x1080). Aspect ratios other than 1.78:1 should be letterboxed or pillarboxed within a 1920x1080 container.
- **Codecs:** H.264 (.mp4 or .mov) rendered at minimum 6 Mbps
- **Frame Rate:** 23.98 fps
- **Audio:** Preferred at 48KHz 5.1 or Stereo, Export at 240 kb/s in AAC codec or uncompressed PCM.
- The digital file size of submitted films should not be more than **2GB**.

For Gala Screening:

This is solely for technical **fixes** to sound, music, colour, and credits. No picture recutting is allowed at this time. Please make sure your entire post-production team is aware of the potential extended work window.

- **File Name:** '[Film Name]_[Team Name]'
- **Resolution:** 1080p (1920x1080). Aspect ratios other than 1.78:1 should be letterboxed or pillarboxed within a 1920x1080 container.
- **Codecs:** QuickTime (.mov) in Apple ProRes 422 LT or ProRes 422. We do NOT accept ProRes 422HQ or 4444 files. Please provide an additional H264 file.
- **Colour Space:** ITU-R BT.709 (rec 709)
- **Gamma:** 2.4 (recommended) or 2.2
- **Frame Rate:** Progressive only; 24 FPS.
- **Audio Codec:** Linear PCM preferred. 48 KHz sample rate, 16 or 24 bit encoding. Ensure that multi-channel audio is interleaved into a single QuickTime audio track.
- **Audio Channel Layout:** 2 Channel Stereo: L, R. *There may be options for a pre-approval of 6 channel 5.1 with SMPTE standard: L, R, C, LFE, Ls, Rs. You will know ahead of time before the Gala Screening.
- **Subtitles:** If the film includes English subtitles, they must be "burned in" and positioned in the active picture area. Subtitles should never be found in the letterbox region.
- **Files Size:** Please flag if the file size is over 200 GB.

Essentially, MAMM will be screening a ProRes file of your film for better viewing at the Gala, but will need a smaller H264 file for regular use and viewing. Films are allowed but not expected to be tweaked, so if you have no need to make changes to your final film for competition, only a ProRes export of the same film is required.

MAMMENTORSHIP

- Group workshops will be available to all teams at no extra cost. They may be held in-person or virtually via webinars on the weekend of **Saturday, June 20, 2026, and Sunday, June 28, 2026**. The agenda will be shared with all teams ahead of the workshop.
- One-on-one mentorship and consultancy will be made available to each selected 10 Minute Shorts team by MAMM chosen mentors.

1 MINUTE ULTRA SHORTS CATEGORY

REGISTRATION

FEE

- **Early Bird Submission (May 2 - 11, 2026)**
Non-refundable registration fee of **US\$34 per team**.
- **Regular Submission (May 12 - June 2, 2026)**
Non-refundable registration fee of **US\$45 per team**.
- **Student Rate of US\$32 per team**
- Fees must be paid through FilmFreeway in order to complete registration.
- **Only online payments will be accepted.**

TEAM LEADER/CONTACT

- Please send all correspondence to mamm@vaff.org.
- Each team must designate a leader or leaders (usually the primary contest registrant, maximum 3 leaders per team) who will be the main representative for communications between the team and the MAMM/VAFF organizers, and to accept awards on behalf of the team.

REGISTRATION/CONTEST LIMIT

- Please submit your pitches through FilmFreeway: <https://filmfreeway.com/MAMM>
- Please ensure the following setting is enabled in your FilmFreeway project download permissions: "Festivals that I submit to may download my files."
- All written pitches for 1 Minute Ultra Shorts must be submitted by 11:59 p.m. Pacific Time, Tuesday, June 2, 2026, or the team is disqualified.
- There is no limit to the overall number of written submissions that meet submission and eligibility requirements to be accepted.
- A maximum of **eight (8) teams** that score the highest on their pitches will be selected for competition and asked to submit a script and to make their film.

RULES & REGULATIONS*

- One entry per primary registrant, per category.
- Each designated key creative team member may hold more than one key creative position.
- The listed key creative members of a team may participate in **only one 1 Minute Ultra Shorts film** and be a **member of only one 1 Minute Ultra Shorts team in another category**. Additional submissions by other team leads who have been listed in other 1-min submissions in a similar or adjacent team lead role will result in all submissions in question being **disqualified**. No refunds will be given.
- Teams are permitted to enter more than one category, but will only be selected for one category.

- Teams must submit a written pitch by the deadline, or they will be disqualified.
- **Submitted films must closely adhere to the core concept, storyline, and creative intent outlined in the submitted written pitch and script. Any changes must not materially alter the core concept and creative intent of the original pitch, or the final film will be disqualified.**
- **Submitted completed films should conform to the genre/genre combination specified at time of registration or they will forfeit a percentage of the final score.** (See Genre & Creative Element section)
- **Submitted pitches and films must use the “creative element” provided below or they will be disqualified.** (See Genre & Creative Element section)
- **Pre-production is expected, but primary production (90% of creative activity) for all films must take place within the competition period to create and submit a completed film** that meets all requirements, between Friday, July 17 to Sunday, July 26, 2026.
- A completed film is defined as a film with a locked cut, finished sound, music, VFX, computer graphics, and credits, including mandatory logos.
- All teams are responsible for securing their own cast, crew, budgets, locations, permits, equipment, transportation, production facilities, copyright clearances, insurance, health and safety, completion, and for submitting any auxiliary required materials by the provided deadlines.
- All teams must adhere to VAFF's [Code of Conduct](#). Any team member who fails to do so will result in the team being disqualified.
- Logos, wordmarks, trademarks, and trademarked names cannot be clearly visible/legible in the films without express proof of written permission by the registered owner of the logo, wordmark, trademark, or trademarked name.
- Music and Lyrics Clearance Requirement:
 - All music, sound recordings, and lyrics incorporated into a submitted film must be either: (a) wholly original and created by the entrant; (b) used under a valid and verifiable license (including applicable Creative Commons licenses, in full compliance with their terms); or (c) used with explicit written permission from the copyright holder(s). Entrants are solely responsible for securing all necessary rights, licenses, and permissions prior to submission.
 - Proof of such rights—including licenses, permission agreements, or documentation of public domain status—must be provided upon request
 - Any submission containing unauthorized or infringing material may be disqualified at the sole discretion of the competition organizers.
 - No appeals once the final decision has been made. All music and lyrics used in a film must be either original, used with permission, under a Creative Commons license, and/or copyrights cleared, with proof.
- Stock footage and stills are permitted but cannot account for more than half of the footage used. Participants must have all rights to the stock footage/stills.
- Submitted films **must not be longer than 1 minute. Credits can not be longer than 10 seconds. Total runtime must be within 1 minute 10 seconds.**
- **All credits, with complete cast and crew, and logos provided by VAFF must**

appear in the submitted film credits.

- Films must comply with specifications detailed in **TECH SPECS**.
- Teams may use any camera(s) to shoot their film but must **deliver finished films in the format and specifications** as detailed in the **TECH SPECS** section. MAMM reserves the right to convert the submissions to conform to screening format requirements.
- **Film files must be completely uploaded to Google Drive Team Folders and MAMM Admin must be notified at mamm@vaff.org by 11:59 p.m. Pacific Time, Sunday, July 26, 2026, or the film will be disqualified. Google Drive timestamps would act as proof. Include:**
 - In the email subject line: “[Your Team Name] MAMM21 submission”
 - In the body of your email:
 - The category (1 Minute Ultra Shorts)
 - The title of the film
 - The team name
 - The chosen genre
- **Electronic copies of completed final paperwork which require significant time to complete (the Final Film Submission & Declaration Form, releases/permissions/expense reports/receipts - forms provided), must be completely uploaded to Google Drive Team Folders and MAMM Admin notified at mamm@vaff.org by 11:59 p.m. Pacific Time, Sunday, July 26, 2026, or the film will be disqualified. Google Drive timestamps would act as proof.**
- Final films submitted will be used towards judging. Teams are permitted, but NOT expected, to tweak their films for the Gala Screening, limited to:
 - Touch-ups on sound and music
 - Touch-ups on colour correction
 - Touch-ups on VFX and computer graphics
 - No editing of the film itself (locked cut), with the final runtime of the story portion at no more than 1 minute and credits portion at 10 seconds in length (total of 1 min. 10 sec. max.).
- A second delivery of the Gala Screening Copy will be required to meet screening requirements, detailed in the **TECH SPECS** section.
- All films that meet the qualifying criteria in these guidelines will be screened at the MAMM premiere and awards presentation. Disqualified films will not be eligible to compete for awards, but may be screened at the Gala Screening.
- The Registrant/Team give MAMM and the Vancouver Asian Film Festival the right to use all submitted films and any behind-the-scenes footage in their entirety for promotional and fundraising purposes, including the use of clips and images on the website, at events, in advertising, fundraising and sponsorship materials and activities, and any media outlets.
- Subject to the above, rights to the submitted films and scripts remain the property of the Registrant/Team.

WRITTEN PITCH GUIDELINES

- This written pitch is a written and/or visual presentation of each team's idea for their proposed film in a **3 Page Pitch Deck**. Suggestions as follows:
 - 1st Page - To introduce an overview and story
 - Your team name (as provided in your registration) and proposed film title
 - Your/your co-pitch members' name(s) and your role(s) (e.g. writer/director/producer)
 - Genre
 - What is the story (i.e. short synopsis)
 - How do you intend to complete your film?
 - How does your project stand out from other films?
 - 2nd Page - To show visuals and/or inspiration
 - Storyboards, lookbook, visual look
 - 3rd Page - To introduce the team
 - Any other confirmed people you feel will add credibility to your pitch (e.g. actors)
- Each team can submit only one written pitch.
- **Each team must be represented by at least one key creative team member (e.g. Team Leader, Director, Cinematographer, Writer, Producer.)**
- **The pitch must describe the premise (“hook”), essential beats/plot points of the story, and should include the ending of your story.**
- Mention any potentially ambitious elements in your story (e.g. an out-of-country location, scenes involving stunts, or a large number of cast/extras) and address how you will accomplish the element in the pitch.
- Explain how you plan to integrate the creative element in the final film in the submission form.
- If your script concept is not the original idea of your Writer, Director, or Producer, mention it in your pitch and be ready to provide written permission or documentation giving you the right to use the idea or material in your film.
- **The pitch presentation counts toward a significant percentage of the final score**, reflecting its importance in the film industry as a primary method for filmmakers to attract or secure development financing for a screenplay to be written or for a film to be produced.

\$150 PRODUCTION SUBSIDY

- Only the Top 8 selected 1 Minute Shorts teams receive a one-time cash subsidy from VAFF of CA\$150 per team to be used towards pre-production, production, or post-production of the selected/pitched film only. Any misuse of funding will result in reimbursement to VAFF.
- The funds will be distributed to Team Leaders before the start of competition.

- Each team **must complete their film, submit receipts, and an Expense Report** to account for the legitimate use of the full CA\$150 by the final film Submission Deadline. Failure to do so will result in **reimbursement** of the full amount or any portion unaccounted for to VAFF.

TECHNICAL SPECIFICATIONS

For Competition Submission:

- **File Name:** '[Film Name]_[Team Name]'
- **Resolution:** 1080p (1920x1080). Aspect ratios other than 1.78:1 should be letterboxed or pillarboxed within a 1920x1080 container.
- **Codecs:** H.264 (.mp4 or .mov) rendered at minimum 6 Mbps
- **Frame Rate:** 23.98 fps
- **Audio:** Preferred at 48KHz 5.1 or Stereo, Export at 240 kb/s in AAC codec or uncompressed PCM.
- The digital file size of submitted films should not be more than **2GB**.

For Gala Screening:

This is solely for technical **fixes** to sound, music, colour, and credits. No picture recutting is allowed at this time. Please make sure your entire post production team is aware of the potential extended work window.

- **File Name:** '[Film Name]_[Team Name]'
- **Resolution:** 1080p (1920x1080). Aspect ratios other than 1.78:1 should be letterboxed or pillarboxed within a 1920x1080 container.
- **Codecs:** QuickTime (.mov) in Apple ProRes 422 LT or ProRes 422. We do NOT accept ProRes 422HQ or 4444 files. Please provide an additional H264 file.
- **Colour Space:** ITU-R BT.709 (rec 709)
- **Gamma:** 2.4 (recommended) or 2.2
- **Frame Rate:** Progressive only; 24 FPS.
- **Audio Codec:** Linear PCM preferred. 48 KHz sample rate, 16 or 24 bit encoding. Ensure that multi-channel audio is interleaved into a single QuickTime audio track.
- **Audio Channel Layout:** 2 Channel Stereo: L, R. *There may be options for a pre-approval of 6 channel 5.1 with SMPTE standard: L, R, C, LFE, Ls, Rs. You will know ahead of time before the Gala Screening.
- **Subtitles:** If the film includes English subtitles, they must be "burned in" and positioned in the active picture area. Subtitles should never be found in the letterbox region.
- **Files Size:** Please flag if the file size is over 200 GB.

Essentially, MAMM will be screening a ProRes file of your film for better viewing at the Gala, but will need a smaller H264 file for regular use and viewing. Films are allowed but not expected to be tweaked, so if you have no need to make changes to your final film for competition, only a ProRes export of the same film is required.

MAMMENTORSHIP

- Group workshops will be available to all teams at no extra cost. They may be held in-person or virtually via webinars on the weekend of **Saturday, June 20, 2026, and Sunday, June 28, 2026**. The agenda will be shared with all teams ahead of the workshop.
- 1 Minute Ultra Shorts teams are now eligible for one-on-one mentorship.

VERTICAL SERIES CATEGORY

REGISTRATION

FEE

- **Early Bird Submission (May 2 - 11, 2026)**
Non-refundable registration fee of **US\$42 per team.**
- **Regular Submission (May 12 - June 2, 2026)**
Non-refundable registration fee of **US\$55 per team.**
- **Student Rate of US\$40 per team.**
- Fees must be paid through FilmFreeway to complete registration.
- **Only online payments will be accepted.**

TEAM LEADER/CONTACT

- Please send all correspondence to mamm@vaff.org.
- Each team must designate a leader or leaders (usually the primary contest registrant; maximum 3 leaders per team) who will be the main representative for communications between the team and the MAMM/VAFF organisers, and who will accept awards on behalf of the team.

REGISTRATION/CONTEST LIMIT

- Please submit your pitches through FilmFreeway: <https://filmfreeway.com/MAMM>
- Please ensure the following setting is enabled in your FilmFreeway project download permissions: "Festivals that I submit to may download my video."
- All video pitches for the Vertical Series must be submitted by 11:59 p.m. Pacific Time, Monday, June 2, 2025, or the team is disqualified.
- There is no limit on the total number of video pitches that meet submission and eligibility requirements and are accepted.
- **Three (3) teams** receiving the highest scores from the judges for their pitch submissions will be selected to advance in the competition, and selected teams will be required to submit a completed script and produce their film in accordance with the competition guidelines and deadlines.
 - Criteria for judging
 - Story Strength & Originality
 - Feasibility of Production
 - Clarity and Quality of the Pitch
 - Creative Vision & Execution Plan

RULES & REGULATIONS*

- One entry per primary registrant, per category.
- Each designated key creative team member may hold more than one key creative position.
- The listed key creative members of a team may participate in **only one Vertical Series** and be a **member of only one Vertical Series team in another category**. Additional submissions by other team leads who have been listed in other vertical submissions in a similar or adjacent team lead role will result in all submissions in question being **disqualified**. No refunds will be given.
- Teams are permitted to enter more than one category, but will be selected for only one category.
- Teams must submit a video pitch by the deadline or be disqualified.
- Teams must submit a script by the deadline or be disqualified.
- **Submitted films must closely adhere to the core concept, storyline, and creative intent outlined in the submitted video pitch and script. Any changes must not materially alter the core concept and creative intent of the original pitch, or the final film will be disqualified.**
- **Submitted films should conform to the genre/genre combination specified at the time of registration, or they will forfeit a percentage of the final score.** (See Genre & Creative Element section)
- **Submitted pitches and films must use the “creative element” provided below, or they will be disqualified.** (See Genre & Creative Element section)
- Pre-production is expected, but **primary production (90% of creative activity) for all films must take place within the competition period, between Friday, July 17 and Sunday, July 26, 2026**, to create and submit a completed film that meets all requirements.
- A completed series is defined as a film with a locked cut, finished sound, music, VFX, computer graphics and credits, including mandatory logos.
- All teams must adhere to VAFF's [Code of Conduct](#). Any team member who fails to do so will result in the team being disqualified.
- All teams are responsible for securing their own cast, crew, budgets, locations, permits, equipment, transportation, production facilities, copyright clearances, insurance, health and safety, completion, and for submitting any auxiliary required material by the provided deadlines.
- Logos, wordmarks, trademarks, and trademarked names cannot be clearly visible/legible in the films without express proof of written permission by the registered owner of the logo, wordmark, trademark, or trademarked name.
- Music and Lyrics Clearance Requirement
 - All music, sound recordings, and lyrics incorporated into a submitted film must be either: (a) wholly original and created by the entrant; (b) used under a valid and verifiable license (including applicable Creative Commons licenses, in full compliance with their terms); or (c) used with explicit written permission from the copyright holder(s). Entrants are solely responsible for securing all necessary rights, licenses, and permissions prior to submission.

- o Proof of such rights—including licenses, permission agreements, or documentation of public domain status—must be provided upon request
 - o Any submission containing unauthorised or infringing material may be disqualified at the sole discretion of the competition organisers.
 - o No appeals once the final decision has been made.
- Stock footage and stills are permitted, but they cannot account for more than half of the footage used. Participants must have all rights to the stock footage/stills.
- Submitted films **must have at least 3 consecutive episodes, and the maximum total runtime of the full series must not be longer than 10 minutes (including titles and credits)**. The duration of each episode is flexible and entirely left to the team to decide.
- Films must comply with specifications detailed in **TECH SPECS**.
- Teams may use any camera(s) to shoot their film, but must **deliver finished films in the format and specifications** as detailed in the **TECH SPECS** section. MAMM reserves the right to convert the submissions to conform to screening format requirements.
- **All sponsor logos provided by VAFF must appear at the end of the final episode of the series and be clearly visible for a minimum of two (2) seconds.** No end credits are to be included within the film itself. You must include the complete cast and crew, and sponsor details provided by VAFF in the caption of each episode.
- **Film files must be completely uploaded to Google Drive Team Folders, and MAMM Admin must be notified at mamm@vaff.org by 11:59 p.m. Pacific Time, Sunday, July 26, 2026, or the film will be disqualified. Google Drive timestamps would act as proof. Include:**
 - In the email subject line: "[Your Team Name] MAMM21 submission"
 - In the body of your email:
 - The category (Verticals)
 - The title of the film
 - The team name
 - The chosen genre
- **Electronic copies of completed final paperwork, which require significant time to complete (the Final Film Submission & Declaration Form, releases/permissions/expense reports/receipts - forms provided) must be completely uploaded to Google Drive Team Folders and MAMM Admin notified at mamm@vaff.org by 11:59 p.m. Pacific Time, Sunday, July 26, 2026, or the film will be disqualified. Google Drive timestamps would act as proof.**
- Final films submitted will be used towards judging. Teams are permitted, but NOT expected to tweak their films for the final online delivery, limited to:
 - Touch-ups on sound and music
 - Touch-ups on colour correction
 - Touch-ups on VFX and computer graphics
 - Extending the end credit sequence without any editing of the film (locked cut) itself, with the final runtime at no more than 11 minutes in length.
- A second delivery of the Online Screening Copy will be required to meet online screening requirements, detailed in the **TECH SPECS** section.

- **You will be required to host your series on Instagram.** MAMM will ask you to collaborate on your pilot episode to help promote the series. Completed MAMM 21 Vertical Series will also be uploaded to the VAFF Instagram page for public online screening. **MAMM 21 vertical series will not be viewed at the Gala,** in accordance with industry standards.
- **The Best MAMM Vertical Series award will be presented at the Gala. Only one (1) winning film for the Best MAMM Vertical Series award will be awarded a development call with a well-known vertical platform.** Disqualified films will not be eligible to compete for awards, but may be eligible for online screening.
- The Registrant/Team give MAMM and the Vancouver Asian Film Festival the right to use all submitted films and any behind-the-scenes footage in their entirety for promotional and fundraising purposes, including the use of clips and images on the website, at events, in advertising, fundraising and sponsorship materials and activities, and any media outlets.
- Subject to the above, rights to the submitted films and scripts remain the property of the Registrant/Team.

VIDEO PITCH GUIDELINES

- This video pitch is a short verbal and/or visual presentation of each team's idea for their proposed film and its concept. **This pitch must be in Vertical 9:16 format.**
- Each team can submit only one video pitch.
- **The video pitch must not exceed 3 minutes. Judges will not watch any material beyond the 3-minute mark.**
- In the pitch, start with a slate that introduces yourself and anyone else you are pitching with:
 - Your team name (as provided in your registration), proposed film title
 - Your/your co-pitch members' name(s) and your role(s) (e.g. writer/director/producer)
 - Any other confirmed people you feel will add credibility to your pitch (e.g. actors)
- **Each team must be represented by at least one key creative team member, e.g. Team Leader, Director, Cinematographer, Writer, Producer.**
- **The pitch must describe the premise (“hook”) and essential beats/plot points of the story, and should include the ending of your story.**
- Mention any potentially ambitious elements in your story (e.g. an out-of-country location, scenes involving stunts, or a large number of cast/extras) and address how you will accomplish the element in the pitch.
- Explain how you plan to integrate the creative element in the final film.
- If your script concept is not the original idea of your Writer, Director, or Producer, mention it in your pitch and be ready to provide written permission or documentation giving you the right to use the idea or material in your film.
- Tip: Vertical Series are evaluated on what makes viewers want to watch the whole series, so think about how to build in cliffhangers.

- **The pitch presentation counts toward a significant percentage of the final score,** reflecting its importance in the film industry as a primary method for filmmakers to attract or secure development financing and move towards production.

\$500 PRODUCTION SUBSIDY

- The **Top 3 selected** Vertical Series teams receive a one-time cash subsidy from VAFF of CA\$500 per team, to be used only for pre-production, production, or post-production of the selected/pitched film only. Any misuse of funding will result in reimbursement to VAFF.
- The funds will be distributed to Team Leaders before the competition begins.
- Each team **must complete their film, submit receipts, and an Expense Report** to account for the legitimate use of the full CA\$500 by the Final Film Submission Deadline. Failure to do so will result in **reimbursement** of the full amount, or any unaccounted-for portion, to VAFF.

TECHNICAL SPECIFICATIONS

For Competition Submission:

- **File Name:** '[Film Name]_[Team Name]'
- **Resolution:** 1080p (1080x1920, 9:16).
- **Codecs:** H.264 (.mp4 or .mov) rendered at minimum 6 Mbps
- **Frame Rate:** 23.98 fps, 24 fps or 30 fps are accepted.
- **Audio:** Preferred at 48KHz 5.1 or Stereo, Export at 240 kb/s in AAC codec or uncompressed PCM.
- The digital file size of all episodes submitted for films should not exceed **2GB**.

MAMMENTORSHIP

- Group workshops will be available to all teams at no extra cost. They may be held in-person or virtually via webinars on the weekend of **Saturday, June 20, 2026, and Sunday, June 28, 2026**. The agenda will be shared with all teams ahead of the workshop.
- One-on-one mentorship and consultancy will be made available to each selected Vertical Series team by MAMM chosen mentors.

JUDGING CRITERIA FOR VERTICALS

Judging for the best vertical film will be a combination of:

1. **(70%) Jury Evaluation: Execution of creative vision**
2. **(20%) Public voting: Official voting site**
3. **(10%) Performance Metrics: Viewer retention rate, comments**

GENRE & CREATIVE ELEMENT (ALL CATEGORIES)

- **Your chosen genre must be clearly defined in the registration form.** E.g. Comedy, Drama, Horror, Sci-fi, Fantasy, Action, or combo of genres, such as Horror Comedy.
- The **creative element must be incorporated** in the **final film** for all films or series in all categories, and must be discussed in the pitch.

CREATIVE ELEMENT - REFLECTIONS AND REINVENTION

- In celebration of VAFF30's theme this year "VAFF at 30", MAMM captures its spirit through the creative element, **Reflections and Reinvention**. With this theme, we aim to commemorate where we are headed by understanding where we came from. Not only have we been shaped by our individual past, but also from the steps taken by those before us who have paved the way for our present and futures.

Regardless of what came before, we can choose to not be defined by it. Every generation, filmmakers have continuously shaped and redefined their lived experiences, transforming what was given to them and integrating it into their own expression and environment. This year, we want to join VAFF30 in celebrating all that brought us to who we are today and where we're going tomorrow.

- The provided creative element **may be incorporated into the submitted film or series in any way**, e.g. as a location, a prop, a motif; in dialogue, as a theme or part of the story. It **may be interpreted in any way and what it means to you** (e.g. an alternate or challenging perspective.)
- The way that the creative element is used **must be explained in the video or written pitch, and will be part of the judging criteria for both the Pitch phase and final judging** based on:
 - How creatively the element is incorporated into the final film, and/or
 - How theme or plot-relevant the integration of the element is in the final film.

AI USAGE DISCLOSURE (ALL CATEGORIES)

- If the final film contains any AI-generated elements, you must disclose this clearly at the time of submission via email to mamm@vaff.org. Please include specific details on how and where AI was used in the production, including:
 - Was Artificial Intelligence (including generative AI) used in this project?
 - If yes, in what ways and in which parts of the production was it applied?
- AI-generated content must comply with all applicable laws and regulations, including those related to copyright, image rights, and intellectual property.
- You may not use the likeness of real individuals—especially public figures or actors—without their explicit written consent. You must include said written consent as part of the aforementioned disclosure about AI usage.
- **You may not use more than 10% of generative AI content in your final script or your final film/ series.**
- The use of copyrighted material or any third-party intellectual property requires proper written authorization from the rights holder, You must include said written authorization as part of aforementioned disclosure about AI usage.
- You are fully responsible for securing all rights necessary for the content you submit. MAMM does not and will not verify these rights and will not be held responsible for any violations.
- If any legal claims arise from your use of AI-generated content, you agree to assume full responsibility and indemnify MAMM, VAFF and their affiliates, volunteers, agents, employees and representatives against any losses, costs, liabilities and expenses arising out of such legal claims.

PRIZES, PERKS & PROMOTIONS (ALL CATEGORIES)

Prizes & Awards:

- Cash prizes and industry in-kind prizes will be awarded for the following adjudicated categories for both 10 Minute Shorts and 1 Minute Ultra Shorts categories.
 - Best Film Award
 - Best Director Award
 - Best Performance Award
 - Best Screenwriting Award
 - Best Cinematography Award
 - Best Editing Award
 - Best First Time Director Award
 - The People's Choice Award: Best Short
 - The People's Choice Award: Best Ultra Short
 - The People's Choice Award: Best Performance for Short

- The People's Choice Award: Best Performance for Ultra Short and
- Best Vertical Series Award
- All winners will be announced and awarded at the MAMM Gala Screening & Awards Presentation event on Saturday August 29th, 2026.
- All winning films will become an Official Selection and be showcased at the 30th Annual Vancouver Asian Film Festival, November 5 - 15, 2026.

Perks & Promotions:

- There is a CA\$1,000 Cash Production Subsidy for 10 Minute Shorts, CA\$150 for 1 Minute Ultra Shorts, and CA\$500 for Vertical Series. Conditions apply.
- In-kind sponsorship support is available for all teams towards production in British Columbia. The sponsor list will be announced during the MAMMentorship weekend. Sponsorship outside of BC will be a case-by-case situation.
- VAFF may assist in the distribution of the winning shorts through VAFF media partners upon agreement with filmmakers.
- VAFF may contact Team Leaders to arrange behind-the-scenes filming during their production period.
- VAFF will provide digital and print promotion for the competing teams.
- The Best Ultra Short Film in collaboration with E8 will be showcased on E8's social media platforms.

MARKETING (ALL CATEGORIES)

- VAFF will promote all films and teams in competition leading up to the MAMM Gala Screening and Awards Presentation via social media and mass media. Teams are encouraged to assist in the success of activities by providing the following:
 - Social Media handles and hashtags of key accounts & topics in the Submission Form, or emailed to mamm@vaff.org at any time.
 - Tag @vaffvancouver @MAMM_VAFF #VAFF #MAMM21 whenever you post.
 - Movie Poster design created in 300dpi for size 11 x 17" to be used as a key image representing your film in promotional materials.
 - EPK (electronic press kit) for distribution to media outlets.

COPYRIGHT (ALL CATEGORIES)

- Logos, wordmarks, trademarks, and trademark names are not permitted in the films (unless they are obscured or blurred out) without submitting written permission by the owners for their use by the paperwork submission deadline.
- Copyrighted music and songs must be accompanied by written permission by the songwriter, band, or rights owners and must be submitted by the paperwork submission deadline.
- The film should be the original idea of your Writer, Director, or Producer:
 - If your film is not based on an original idea, you must provide a chain of title documentation when you submit your script, proving that you have the right to use the idea.
 - If you are basing your film on a real person or event, or on a previously published/broadcast/staged work, you must provide proof of written permission when you submit your script, from the person who created the original work, from the organization holding the rights to that work, or the person/people the event or story is based on.
- Work in the public domain (including work created by people who have been dead more than 50 years) can be used without obtaining a chain of title documentation or written permission.
- Rights to the submitted films and scripts remain the property of the filmmaker(s) to distribute as they wish. The Mighty Asian Moviemaking Marathon and the Vancouver Asian Film Festival reserve the right to use all submitted films and any behind-the-scenes footage in part or in their entirety for promotional and fundraising purposes, including use of clips and images on the website, at events, in advertising, fundraising and sponsorship materials and activities, and media outlets in perpetuity.

LOGO PLACEMENT (ALL CATEGORIES)

- The **VAFF & MAMM logos as well as key sponsors' logos, must appear in the end credits** and will be provided.

UBCP/ ACTRA PERFORMER REQUIREMENTS (ALL CATEGORIES)

- **UBCP/ACTRA (Union of BC Performers) does not provide performer waivers** for films produced as part of MAMM.
- Teams wishing to use UBCP performers in their film must follow UBCP regulations for ultra-low budget short films.
- Teams must apply for the **40 Under Indie Program** at least 5 business days prior to

principal photography: <https://ubcpactra.ca/ulb/40underindie/>

- **IMPORTANT: If the film uses even ONE performer who is a UBCP member, the film must apply for an ultra-low budget agreement with UBCP/ACTRA.**

***DISCLAIMER**

- VAFF may, in its sole discretion, change, supplement, or amend these rules from time to time, for any reason, and without prior notice or liability to you or any other person. In the event of any discrepancy or inconsistency between these Rules and the conditions or explanations appearing on or accompanying an Entry or any advertisement with respect to the Competition, these Rules prevail.
- VAFF is not responsible or liable for: erroneous, late, incomplete or misdirected submissions, regardless of the cause; failure for any reason whatsoever of any competitor to receive any notifications; or any damage, loss, harm, injury, cost or expense arising from, connected with, or relating to the competition, regardless of the cause or any fault by VAFF or any person for whom they are responsible, and notwithstanding that any of those persons may have been advised of the possibility of the loss or damage being incurred.
- VAFF takes reasonable anti-piracy and security precautions. By submitting a film/video to VAFF, the applicant hereby releases VAFF from any and all liability in the event of theft, unauthorized access or copying, or any breach of copyright of the film while it is in VAFF's possession or on VAFF's online screening platform. VAFF reserves the right to rule, in its sole and absolute discretion, on cases and situations not foreseen and stated under this Information Package.