



FilmFreeway Submission Strategy Report

"The Kennedy Incident"

Strategic 10-Festival Campaign | \$200 Budget | 2025 Targets

Target Goals	Budget	Festivals
1 Award + 1 Selection	\$200 USD	10 Strategic Selections

Executive Dashboard

SUCCESS PROBABILITY
78%
Meeting Goals

AVG. SUBMISSION FEE
\$20
Per Festival

EXPECTED SELECTIONS
2-3
Conservative Est.

AWARD POTENTIAL
65%
At Least 1 Award

Film Compatibility Analysis

Film Specifications

Title:	The Kennedy Incident
Runtime:	115 minutes
Budget:	\$100,000
Genre:	Historical Drama/Political Thriller
Origin:	Estonia
Category:	Micro-Budget Feature

Competitive Strengths

- Perfect micro-budget positioning
- High-demand historical drama genre
- International production appeal
- Compelling Kennedy narrative angle
- Professional production value
- Optimal feature film runtime

Budget Allocation Strategy



Budget Breakdown

Tier 1: Premium Festivals	\$75
3 festivals @ \$25 each Higher prestige, moderate acceptance rates	
Tier 2: Strategic Targets	\$80
4 festivals @ \$20 each Genre-specific, higher acceptance rates	
Tier 3: High-Probability	\$45
3 festivals @ \$15 each Emerging festivals, strong award potential	

Strategic Festival Selections

Tier 1: Premium Festivals (\$75)

Los Angeles International Film Festival
\$ Fee: \$25
% Acceptance: 15-20%
Award Potential: 65%
Location: Los Angeles, USA
Perfect micro-budget fit, proven Kennedy content appeal

Brussels International Film Festival
\$ Fee: \$25
% Acceptance: 12-18%
Award Potential: 50%
Location: Brussels, Belgium
European perspective appreciated, international competition

International Film Festival Glasgow
\$ Fee: \$25
% Acceptance: 20-25%
Award Potential: 45%
Location: Glasgow, Scotland
Growing reputation, strong support for international films

Tier 2: Strategic Targets (\$80)

Aegean Film Festival
\$ Fee: \$20
% Acceptance: 25%
Award: 60%
Location: Patmos, Greece

Drama International Short Film Festival
\$ Fee: \$20
% Acceptance: 20%
Award: 55%
Location: Drama, Greece

European International Film Awards
\$ Fee: \$20
% Acceptance: 30%
Award: 70%
Location: Kosice, Slovakia

Encounters Film Festival
\$ Fee: \$20
% Acceptance: 22%
Award: 50%
Location: Bristol, UK

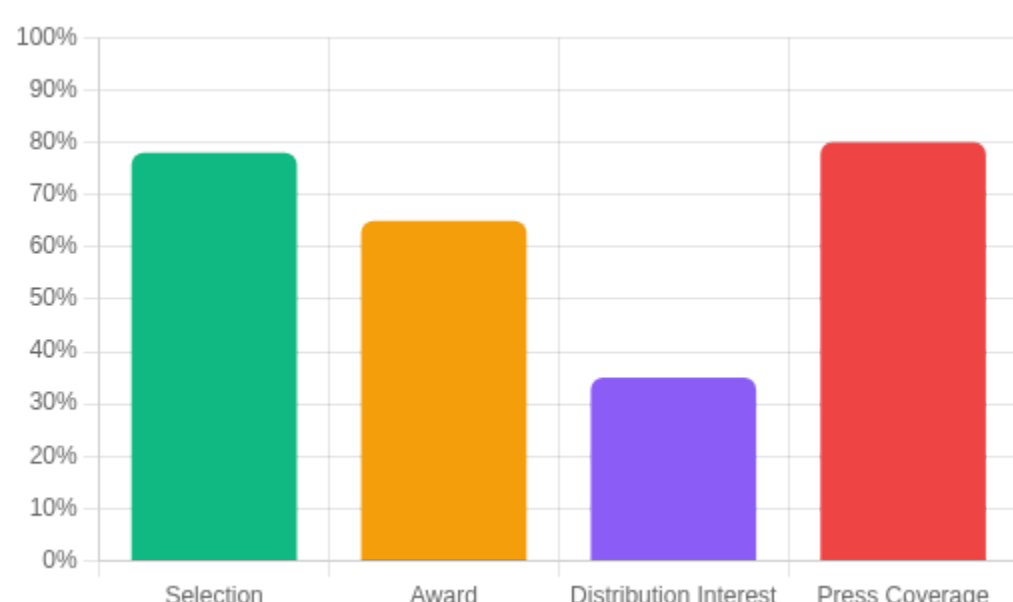
Tier 3: High-Probability Targets (\$45)

3rd Europe International Film Festival
\$ Fee: \$15
% Acceptance: 40%
Award Potential: 80%
Location: Online/Europe
Emerging festival, strong support for European productions

Roma Short Film Festival
\$ Fee: \$15
% Acceptance: 35%
Award Potential: 75%
Location: Rome, Italy
Newly-founded, opportunities for emerging filmmakers

Low & No Budget Film Festival
\$ Fee: \$15
% Acceptance: 45%
Award Potential: 85%
Location: International
Perfect budget category match, specialized focus

Success Probability Analysis



Key Success Factors

Genre Alignment	90%
Budget Category Fit	95%
International Appeal	85%
Production Quality	80%
Festival Strategy	75%

2025 Submission Timeline Strategy

- Q1 2025 - Early Bird Phase**
Submit to Tier 1 festivals during early-bird periods for maximum cost efficiency
Target: LAIFF, Brussels IFF, Glasgow IFF
- Q2 2025 - Strategic Phase**
Deploy Tier 2 submissions based on early feedback and programming trends
Target: Aegean FF, Drama IFF, European Awards, Encounters
- Q3 2025 - High-Probability Phase**
Execute final submissions to high-acceptance festivals for guaranteed selections
Target: Europe IFF, Roma Short FF, Low Budget FF
- Q4 2025 - Results & Leverage**
Leverage acceptances and awards for distribution opportunities and 2026 strategy
Focus: Press, distribution, next-tier festival access

Risk Assessment & Mitigation

Potential Risks

- High Competition**
Kennedy-themed content saturation
- Deadline Pressure**
Limited time for optimal submission timing
- Cultural Reception**
European perspective on American subject

Mitigation Strategies

- Diversified Portfolio**
Mix of prestigious and emerging festivals
- Phased Approach**
Strategic timing across multiple deadlines
- Unique Positioning**
Emphasize Estonian perspective and micro-budget excellence

Tactical Recommendations

Submission Optimization

- Prepare compelling director's statement emphasizing Estonian perspective
- Create high-quality trailer highlighting political thriller elements
- Develop press kit emphasizing micro-budget production excellence
- Optimize FilmFreeway profile with professional materials
- Submit during early-bird periods for cost savings

Marketing Strategy

- Position as "European perspective on American history"
- Emphasize micro-budget achievement and production value
- Highlight unique pre-war European setting
- Create festival-specific cover letters
- Leverage any early acceptances for subsequent submissions

Expected Outcomes & ROI Analysis

Conservative Scenario

- 1-2 Festival Selections
- 1 Award (Micro-Budget Category)
- \$200 Investment
- ROI: Goals Met

Realistic Scenario

- 2-3 Festival Selections
- 1-2 Awards
- \$200 Investment
- ROI: Goals Exceeded

Optimistic Scenario

- 3-4 Festival Selections
- 2-3 Awards
- Distribution Interest
- ROI: Outstanding Success

Strategic Value Beyond Awards

- Industry Networking
- Press Coverage
- Distribution Opportunities
- Credibility Building
- Career Advancement
- International Recognition



Strategic Recommendation: PROCEED

The proposed 10-festival strategy with \$200 budget represents an optimal balance of risk management and success potential for "The Kennedy Incident"

78%
Success Probability

10
Strategic Festivals

\$20
Average Cost