



# SHOWRUNNER

YOUR FILM PLUG

## FILM PRESS KIT TEMPLATE

YOUR COMPLETE GUIDE TO BUILDING A PRESS KIT THAT GETS COVERAGE

A press kit is your film's official introduction to the world. Journalists, programmers, bloggers, and distributors will judge your film's professionalism before they watch a single frame — based on this document. Make it beautiful. Make it complete. Make it impossible to ignore.



### 01 FILM INFORMATION BLOCK

FILM TITLE:	_____
TAGLINE:	_____
DIRECTOR:	_____
PRODUCER(S):	_____
CAST:	_____
GENRE:	_____
RUNTIME:	_____
COUNTRY OF PRODUCTION:	_____
LANGUAGE:	_____
YEAR:	_____
PRODUCTION COMPANY:	_____
WORLD PREMIERE:	_____
WEBSITE:	_____
CONTACT:	_____

### 02 SYNOPSES — THREE LENGTHS

**SHORT SYNOPSIS (50–75 words)**

Write your short synopsis here. This is the version used in festival programs, press releases, and social media bios. It should be sharp, compelling, and spoiler-free.

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**MEDIUM SYNOPSIS (150–200 words)**

Write your medium synopsis here. Used by journalists and programmers who want more detail. Cover setup, central conflict, and key characters — but still hold back the ending.

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**LONG SYNOPSIS (400–500 words)**

Write your full synopsis here. Used for grant applications, distribution negotiations, and editorial coverage. You may reveal more of the story arc here, including key turning points.

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## 03 DIRECTOR'S STATEMENT & BIO

**DIRECTOR'S STATEMENT**

Your personal statement on the film — the WHY. Reference the template in our Grant Starter Checklist. This is the same statement, reformatted for press.

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# 06

## FESTIVAL SELECTIONS, AWARDS & PRESS

### LIST ALL FESTIVAL SELECTIONS, AWARDS & PRESS COVERAGE

Use this section to log and display your film's accolades. Update this section each time you receive new recognition.

FESTIVAL / PUBLICATION

AWARD / SELECTION

YEAR

NOTES

# 07

## TECHNICAL SPECS & STILLS / MEDIA CHECKLIST

ASPECT RATIO: \_\_\_\_\_

FRAME RATE: \_\_\_\_\_

RESOLUTION: \_\_\_\_\_

COLOR SPACE: \_\_\_\_\_

CAMERA: \_\_\_\_\_

LENSES: \_\_\_\_\_

SOUND FORMAT: \_\_\_\_\_

SUBTITLE LANGUAGES: \_\_\_\_\_

DELIVERY FORMAT: \_\_\_\_\_

DCP AVAILABLE: \_\_\_\_\_ YES / NO

### REQUIRED STILLS & MEDIA ASSETS

- Horizontal key art / poster (300 DPI minimum, print-ready)
- Digital poster (1080x1920 and 1080x1080 versions)
- 10–15 high-resolution production stills (minimum 300 DPI)
- Minimum 3 stills showing director on set
- Cast headshots (separate from production stills)
- BTS (behind the scenes) photo set
- Press-friendly trailer link (Vimeo recommended, password if needed)
- Screener link with password

## Lights. Camera. Press Coverage.

Your press kit is the red carpet before the red carpet. Make it unforgettable.

[www.ShowRunHer.com](http://www.ShowRunHer.com)