

## Durban FilmMart sponsor on board

Durban-based film production and distribution company Videovision Entertainment has continued its association with the [Durban FilmMart](#). They are the sponsors of the Best South African Film Project Award which was introduced at the FilmMart in 2011. The objective of the award is to nurture and develop emerging South African filmmakers.



The prize, valued at R75, 000, will go towards print, advertising and marketing costs related to the release of the film. In addition, Videovision guarantees distribution of the film in South Africa and will provide strategic advice to the filmmakers on the marketing and distribution of their film, and also evaluate the potential of the film for international distribution after viewing the final cut of the successful project.

The Durban FilmMart (DFM) which is considered Africa's premier film finance and co-production forum, is a joint project of the Durban Film Office and the Durban International Film Festival in South Africa. The DFM comprises a finance forum, master-classes and Africa in Focus workshops. 19 feature and documentary projects have been selected for the Finance Forum and filmmakers will pitch their projects to a panel of producers and financiers. One of the South African projects will be in line to receive the Videovision Entertainment prize.

"We have a firm commitment to the South African Film Industry," says Sanjeev Singh, Videovision's Director of Acquisition and Distribution, "As a successful industry player it is incumbent on us to nurture and develop emerging filmmakers. As part of the prize which will be effective on completion of the film, we will also guarantee to acquire the local distribution rights, and provide funding for P&A for the release of the film in South Africa."

"We are really pleased to have forged this partnership with Videovision," says Toni Monty of the Durban Film Office. "One of DFM's objectives is to contribute significantly to the development of the African film industry to boost opportunities for film-makers. Videovision's positioning as a global player in the industry offers emerging filmmakers a unique opportunity to set their goals on the completion of their projects. Additionally, as they are a Durban-based company, this partnership further cements the commitment we have to the development of the film industry in the City."

The 4th edition of Durban FilmMart takes place from Friday, 19 July until Monday, 22 July 2013 during the Durban

International Film Festival.

For more, go to [www.durbanfilmmart.com](http://www.durbanfilmmart.com).

For more, visit: <https://www.bizcommunity.com>