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PRESS KIT TEMPLATE & SPECIFICATIONS

PakFunkar Film Festival — Press & Publicity Guide

A press kit is your film's marketing package for journalists, programmers, distributors, and audiences. Prepare all elements listed below. Selected films will have their press kit used across PakFunkar's website, social media, and festival programme.

SECTION 1 — FILM INFORMATION

Film Title (official):

As it should appear in all press and promotional materials

Tagline (optional):

One punchy sentence that captures the feeling of the film

Director:

Producer:

Production Company:

Runtime:

Genre:

Language:

Subtitles:

e.g. English subtitles available

Country:

Year:

Press Contact Name:

Press Contact Email:

Press Contact Phone:

SECTION 2 — WRITTEN MATERIALS REQUIRED

Logline



1 sentence, max 25 words. Present tense, third person.

- Logline — prepared and ready for submission

Short Synopsis

Max 100 words. No spoilers. Used in programme listings.

- Short Synopsis — prepared and ready for submission

Full Synopsis

Max 500 words. Spoilers acceptable. For jury and press use.

- Full Synopsis — prepared and ready for submission

Director's Statement

250–400 words. See Director's Statement Template.

- Director's Statement — prepared and ready for submission

Director Biography

Max 150 words. Third person. Include previous work and awards.

- Director Biography — prepared and ready for submission

Producer Biography

Max 150 words. Third person.

- Producer Biography — prepared and ready for submission

Lead Cast Biographies

Max 100 words each for principal cast.

- Lead Cast Biographies — prepared and ready for submission

Production Notes

Optional. Background on the making of the film, interesting production stories.

- Production Notes — prepared and ready for submission

SECTION 3 — VISUAL MATERIALS REQUIRED

Film Poster / Key Art

Portrait orientation. Minimum 300dpi. A3 size or larger. Include film title, director name, and festival submission year. Format: JPG or TIFF.

- Film Poster / Key Art — prepared

Production Stills

Minimum 5 high-resolution stills from the film. Min 300dpi, min 2MB per file. No screenshots from video — must be proper production photographs. Format: JPG or TIFF.

- Production Stills — prepared

Behind-the-Scenes Photos

Optional but recommended. Min 3 images.

- Behind-the-Scenes Photos — prepared

Director Headshot

Professional or high-quality. Min 300dpi. Format: JPG.



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- Director Headshot — prepared

Lead Cast Headshots

Min 300dpi per actor. Format: JPG.

- Lead Cast Headshots — prepared

Production Company Logo

High resolution, transparent background preferred. Format: PNG.

- Production Company Logo — prepared
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SECTION 4 — DELIVERY FORMAT

Submit all press kit materials in a clearly labelled folder named: **FILMTITLE_PressKit_2025**

- Written materials: single PDF document OR individual Word/PDF files
- Images: separate high-resolution files (not embedded in Word or PDF)
- Upload via the submission portal at pakfunkar.com OR email to info@pakfunkar.com

Press kit queries: info@pakfunkar.com | pakfunkar.com