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SXSW FILM 2012 OPENS FOR BUSINESS ***Now Accepting Submissions & Registrations***

August 1, 2011 – Austin, TX – The SXSW Film Conference & Festival opens for business today, as we begin accepting submissions and registrations for the 2012 event. Filmmakers are invited to submit their new features, short films, music videos and title sequences to the annual event, a renowned destination for discovery. Last year the Festival featured over 300 features and shorts, with 66 world premiere features, including *Bridesmaids*, *Source Code*, *Attack the Block*, *Weekend*, *The Beaver*, *Dragonslayer*, *Turkey Bowl*, *Conan O'Brien Can't Stop* and *Natural Selection* among others. The 2012 SXSW Film Conference and Festival will take place March 9 – 17, 2012 in Austin, Texas.

“As we come off another exciting, electric year of great films and talent at SXSW 2011, our programming team is eagerly anticipating new submissions for SXSW 2012,” said Janet Pierson, SXSW Film Conference & Festival Producer. “We remain passionately dedicated to discovering and presenting fresh, dynamic films from new and veteran filmmakers alike, and can’t wait to see how our 2012 program shapes up.”

Submissions may only be entered via the official SXSW website, at <http://sxsw.com/film>. Complete rules and regulations, as well as additional information on the submission process can be found in the Submission FAQ, at http://sxsw.com/film/screenings/submission_faq.

Please note: SXSW Film Festival has changed our submission deadlines. Due to the increase in submissions and the extremely tight turnaround, we’ve moved up our Last Minute (and final) submission deadline to **Tuesday, November 15, 2011**. This will allow us to continue to give every submission the careful consideration it deserves. Don’t forget - filmmakers can submit their films earlier and save! Submission fees are at their lowest if you get your film in by the Early deadline of Tuesday, October 4, and are still discounted if you submit by the next deadline of Tuesday, November 1, 2011.

Also new for 2012: Please keep in mind; these deadlines are now on a **RECEIVED BY** basis, (NOT based on a postmark date). In other words, all 2012 film submissions must arrive at the SXSW offices in Austin no later than November 15, 2011.

SXSW Film accepts submissions in the following categories: **Narrative Feature, Documentary Feature, Narrative Short, Documentary Short, Animated Short, Texas High School Short, Music Video, and Opening Title Sequence.**

SXSW is proud to be an official qualifying festival for the Academy Awards Short Film competition. The **Best Narrative Short** and **Best Animated Short** winners become eligible for the Academy Awards.

Submission deadlines and fees are as follows:

Early Submission Period: Monday, August 1 – Tuesday, October 4, 2011

Features - \$40

Shorts - \$25

Music Videos - \$25

Title Sequence Design - \$10

Texas High School - \$10

Late Submission Period: Wednesday, October 5 – Tuesday, November 1, 2011

Features - \$60

Shorts - \$40

Music Videos - \$40

Title Sequence Design - \$10

Texas High School - \$10

Last Minute Deadline Period: Wednesday, November 2 – Tuesday, November 15, 2011

Features - \$100

Shorts - \$50

Music Videos - \$50

Title Sequence Design - \$15

Texas High School - \$10

Alongside our Film Festival, the SXSW Film Conference features over 100 informative and entertaining panels, workshops, mini-meetings and mentor sessions. The program presents topics that cover the film spectrum, with an emphasis on the intersection of the Film and Interactive worlds. 2011 participants included creative leaders and industry experts, as well as talent like Paul Reubens, Todd Phillips, Catherine Hardwicke, Duncan Jones, Jake Gyllenhaal, Rainn Wilson, James Wan and Bill Plympton.

Once again, the community can help shape the conference programming, by voting and commenting on panels they'd like to see via the PanelPicker™ interface. Voting begins Monday, August 15, and will run through Friday, September 2. To find out more about the SXSW PanelPicker™, visit <http://panelpicker.sxsw.com>.

Register for a Film, Gold or Platinum Badge today at www.sxsw.com/attend, and join us March 9-17, 2012 for exceptional films, energetic panels, exciting parties, the SXSW Trade Show and, of course, the inspirational experience that only SXSW can deliver.

SXSW Film Conference and Festival is sponsored by Chevrolet, IFC, Brisk, Pepsi Max and The Austin Chronicle.

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About SXSW Film

The SXSW® Film Conference and Festival is a uniquely creative environment featuring the dynamic convergence of talent, smart audiences and industry heavyweights. A hotbed of discovery and interactivity, the event offers invaluable networking opportunities and immersion into the art and business of the rapidly evolving world of independent film.

The Film Conference buzzes as world-class speakers, creative minds, and notable mentors tackle the latest filmmaking trends amidst the unmatched social atmosphere of the SXSW experience. Simultaneously, the internationally acclaimed, nine-day Festival celebrates raw innovation and emerging talent, featuring a truly diverse program that includes provocative documentaries, subversive comedies, DIY narratives, genre standouts and more. For more information, visit <http://www.sxsw.com/film>.

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Press Credentials: If you are a member of the press and interested in attending, the press accreditation process will open on Tuesday, September 6. For more details, please visit www.sxsw.com/press.

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