



REQUEST FOR PROPOSALS: SLED ISLAND 2015 VIDEO TRAILER

Issue Date: December 11, 2014

Submission Deadline: January 9, 2015 at 4:30pm

ABOUT SLED ISLAND

Sled Island is an annual five-day independent music and arts festival in Calgary, Alberta, Canada that brings together over 300 bands, artists and filmmakers in more than 30 venues throughout the city. Since 2007, Sled Island's innovative, eclectic programming and independent spirit have combined with Calgary's youthful energy to produce a festival that attracts a global audience, draws the attention of local, national and international media, and was included in TIME Magazine's Top 14 festivals to check out in 2014.

OVERVIEW OF SERVICES

Sled Island seeks an individual, collective or firm to create a **video trailer** (live action or animation) for the 2015 festival. The final trailer must be delivered by **February 20, 2014**.

We are looking for proposals that will **creatively** convey the spirit, scope and atmosphere of Sled Island, in addition to revealing details related to the 2015 festival (dates, headliners, etc.). The trailer will be distributed online via SledIsland.com, partner websites and social media, and may air on television and/or before film screenings.

The completed trailer must be between 30 seconds and two minutes in length, and must be in Digital High Definition, 1920x1080, 23.98fps.

TONE

Sled Island 2015 will be artistic, provocative, cathartic, visceral, thoughtful, inclusive, bold and all-around life-changing.

AUDIENCES

Primary audiences include:

- Music and arts-lovers from Calgary and beyond
- Artists
- Sponsors and other festival partners
- Media

BUDGET

Sled Island is able to offer a **\$2500 honorarium** (production costs and artist fees included) in exchange for the aforementioned service. The chosen applicant will be recognized as an **official partner** of the festival, with **partner benefits to be discussed upon appointment**.

REQUEST FOR PROPOSALS

Sled Island invites interested and qualified applicants to submit proposals for the item described in the Overview of Services.

Sled Island invites proposals from applicants with:

- Extensive proven experience in video production, especially for arts or non-profit organizations
- Sufficient resources to provide the services to a high standard of quality and within the stated timeframes
- Strong familiarity with Sled Island and its audiences

Proposals must include:

- An overview of the applicant individual, collective or firm
- A statement of interest in working with Sled Island
- A concise overview of your proposed concept(s) for Sled Island 2015 (to a maximum of three concepts)
- A portfolio of past work
- A list of past clientele

SUBMISSION DETAILS

Interested parties are invited to respond to this Request for Proposals by **January 9, 2015 at 4:30pm**. Selection and appointment will be complete by **January 16, 2015**.

Applications can be emailed or sent to:

Lindsay Bowman

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