



Tacoma Film Festival 2017 Media Request for Proposal

Project Description

Conceptualize and deliver media elements (including commercial and interstitials) that align with TFF branding in a timely manner to support the effective marketing and outreach for the Tacoma Film Festival 2017.

Design Requirements

Ensure a consistent brand identity in the media of all of the Tacoma Film Festival's visual media and use client direction to refine drafts as needed before final deadlines.

Project Scope and Timeline

All first drafts due a week before final draft due date.

- a. 60-second commercial | Final Draft Due August 14, 2017
 - i. 30-second cut of the same commercial for television
- b. 5-10 second TFF interstitial to be placed before film programs and trailers
- c. "How to Festival" video tutorial (1-2 minutes) | Final Draft Due September 4, 2017
- d. 2017 Sizzle Reel (1-2 minutes) | First Draft Due October 16, 2017 | Final Draft Due October 20, 2017

Campaign Summary

The media must be produced in a high quality format no smaller than 1080p. The successful candidate may be asked to make up to two edits or corrections per piece once the primary media is selected.

Submission Information

Background Information

1. **Updated resume**, description of experience, and at least three client references.
2. **Portfolio**: 3-5 samples indicating relevant media work (web links are sufficient).
3. **Cost Estimate**: All candidates must submit an estimate based on the work outlined in the RFP, **printing fees excluded**, and a per item rate for design services that may be over and above the scope of work indicated below.

Basis for Award of Contract

Method of Evaluation/Ranking System

1. **Portfolio Review** / 35%
2. **Interview** for discussion of workflow, timing of turnaround, design process / 20%
3. **Cost**. While the high-priority for any non-profit organization, the Tacoma Film Festival is not bound to go with the lowest bid, or any bid, during this process. The final decision will attempt to balance the estimated flat cost with the candidate's quality, creativity, and ability to handle the diverse needs of TFF. TFF expects to offer considerable sponsorship opportunities as part of the successful bid to help secure an affordable flat cost. / 45%

Submission Information

Submissions of interest, including cover letter, portfolio samples, and cost estimate, must be submitted to info@tacomafilmfestival.com by 5pm, Monday, March 6th, 2017.

Process

The selection process, including interviews, will occur during March 2017. Interviews and negotiations with the winning bidder are expected to result candidate selection by late March with the project to commence upon contract signing.

For Additional Information or Clarification

Please contact:

Laura Marshall, Director

Tacoma Film Festival

laura@tacomafilmfestival.com

Submit via mail or email to:

Laura Marshall, Director

Tacoma Film Festival

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