

Inside Out



Request for Proposals – 2018 Festival Publicist Inside Out

**2018 Toronto LGBT Film Festival (May 24 to June 3, 2018)
Charitable #871515995RR0001**

Overview:

The purpose of this Request for Proposals (RFP) is to select a qualified and innovative PR agency that will work with the Inside Out team to develop, coordinate and execute a public relations strategy for the 2018 Toronto LGBT Film Festival. Emphasis will be placed on securing local, national and international press that further positions the Festival as the largest of its kind in Canada and one of the largest in the world.

About Inside Out:

Inside Out presents the annual Toronto LGBT Film Festival, with financial support from Presenting Sponsor, RBC Royal Bank and Premier Sponsor, CTV. It is the largest event of its kind in Canada, bringing the LGBTQ community together with unforgettable cinematic experiences. For 11 days, the Festival draws crowds of more than 32,500 to screenings, artist talks, panel discussions and parties that showcase more than 150 films from Canada and around the world.

In 2017, Inside Out launched its inaugural industry program, which included the world's first LGBTQ film financing forum and a series of professional development initiatives and awards that seek to support the work of LGBTQ filmmakers in Canada and around the world.

Inside Out celebrates more than a quarter century of showcasing the best in Canadian and international cinema with the 2018 Toronto LGBT Film Festival that runs from May 24 to June 3, 2018.

The Project:

Inside Out is seeking proposals for a PR agency for the 2018 Toronto LGBT Film Festival to generate press coverage for the Festival, which will include stories about the individual films within the program and the overall strategic initiatives as outlined by key organizational staff.

Within the context of Toronto, the organization recognizes the high saturation and the diversity of local film festivals. Inside Out is looking for an agency who is able to develop creative and innovative pitches that will not only allow the Festival to stand out, but also to secure coverage in local, national and international outlets.

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As the organization approaches its 30th Anniversary in 2020, Inside Out is keen to solidify its role as a preeminent voice in the LGBTQ film landscape, both in Canada and around the world. With this approach, the organization is specifically interested in building its relationship with the American entertainment trades, especially as it relates to the development of industry initiatives. As such, coverage from national and international outlets will be critical in developing brand recognition in the minds of audiences and artists alike.

Scope of Work

The Agency will work with the Inside Out team to develop a communications plan for the 2018 Toronto LGBT Film Festival that fits into the organization's overall strategic plan.



The scope of work, as it relates to the Festival, its programming and any relevant new initiatives, will include developing key messaging, generating media coverage from local, national and international press outlets and identifying additional opportunities for increased awareness among potential attendees and industry delegates.

Deliverables:

The successful agency will:

- Develop key messages for the Festival in consultation with Festival staff
- Establish strategic approaches for promotion of the festival, guests and initiatives, integrating with social media strategies to maximize reach and depth of coverage
- Identify opportunities within their own network to strengthen Festival programming and initiatives
- Identify potential local, national and international influencers with strong brand alignment who can participate in Festival promotions
- Pitch local, national, and international media outlets and secure coverage for:
 - Interviews with Festival staff, including the Executive Director and Director of Programming, to act as spokespeople for the Festival and its initiatives
 - Individual films, including profiles and advance reviews
 - Industry initiatives, including the world's first LGBTQ film financing forum
 - Interviews with filmmakers and talent
 - Overarching programming themes





- Create and issue press releases and media advisories as they relate to announcements around programming, guests in attendance and Festival initiatives
- Submit information related to the Toronto LGBT Film Festival to all relevant event listings
- Distribute screeners and, if needed, organize press screenings
- Coordinate Media accreditation and / or ticket requests with operations team
- Invite key arts and entertainment media to Festival events
- Track and communicate media schedules and press coverage secured by external publicists in advance for integration into social media and organizational messaging
- Secure onsite media coverage, coordinate red carpets / photo calls if necessary

Compensation:

Total contract amount is approximately \$20,000, based on qualifications and excluding in-kind benefits and recognition.

Timeline:

Early November 2017: Selection of Festival Publicist

November 2017: Briefing of Publicist and Development of 2018 Festival Strategy

December 2017/January 2018: Approval of PR Strategy

Late January 2018: Preliminary Strategy Begins

March/April 2018: Initial Programming Announcements

May 2018: Full Festival Program is Announced

May 24 to June 3, 2018: Toronto LGBT Film Festival

Proposal Submission Process:

Proposals will be accepted by email in a single PDF document. Inside Out is specifically interested in proposals that demonstrate high levels of strategic thinking as well as innovative approaches to generating press coverage, especially as it relates to niche film festivals looking to make a mark on the global stage.

Proposals must include the following:

- Cover letter
- Description of work methods, qualifications and fee/pricing structure
- Samples of previous publicity campaigns: i) past media release, ii) past media pitch and iii) 3 clippings resulting from publicity efforts

- If relevant, samples should include previous experiences with LGBTQ and/or non-profit organizations
- Statistics from previous campaigns, including types of outlets (film and/or LGBTQ-related), outlets reached (local, national and international) and impressions

The issuer of the RFP reserves the right to vary this process at any time, including the required submission materials and timeline, and to reject any or all proposals. Proposals will be evaluated based on a number of criteria, including innovation, qualifications, fee/pricing structure, samples and execution.

All proposals must be submitted to Clayton Lee, Marketing and Outreach Manager, at clayton@insideout.ca by Tuesday, October 10, 2017 at 12 pm EST.

Please direct any inquiries to Clayton Lee at clayton@insideout.ca or 416.977.6847x32.

Inside Out is committed to access and equity, which includes a commitment to achieve diversity among its staff, board, other volunteers and external contractors. We encourage applicants who reflect the broad diversity of the LGBT communities and communities that we work with, in particular those who are members of the Indigenous, ethnoracial and trans communities.

