



INVITATION TO SUBMIT PROPOSALS FOR CO-HOSTING A PROVINCIAL FILM FESTIVAL 2019/20

1. BACKGROUND

The Eastern Cape Arts and Culture Council (ECPACC) is a public entity of the Department of Sport, Recreation, Arts and Culture, with a vision to create an enabling environment for the development of arts and culture in the province and enable artists to realise their potential. As part of its mandate, ECPACC was charged with the responsibility to establish a Film Office under its auspices, to kick start the implementation of film development programmes, that will build a momentum towards the establishment of a film commission and ultimately the rise of a thriving film industry. Many film developmental activities were done to date, with minimal impact due to financial constraints. It was only in 2018, that ECPACC embarked on a vigorous fundraising drive, which led to a breakthrough in 2019, that has seen ECPACC receiving funding from the Provincial Economic Stimulus Fund. The overall objective of the Stimulus Fund is to support sectors and projects that demonstrate a potential to create jobs in the province.

As part of this fund, ECPACC has set aside some funds to invest towards rigorous marketing and promotion of the Eastern Cape as a film destination. This will be done through collaborating with industry player/s to co-host a Provincial Film Festival, that will be elevated to meet national standards, thereby attracting investors and film scouts to identify talent in in the province. In pursuing this cause, ECPACC has collaborated with the National Film and Video Foundation (NFVF) which has agreed to fund the Opening day of the festival and avail itself for educational workshops as part of the festival. ECPACC further intends to support two screenings of films that will later grow into local film festivals that will feed into the provincial festival.

To safeguard its interest and ensure the credibility of the selection process, NFVF will also assist by ensuring due diligence during the application and the adjudication of proposals.

2. ABOUT CO-HOSTING A FILM FESTIVAL

For success in the film industry, it is important for filmmakers to penetrate new markets, build audiences and gain commercial success. It is believed that Festivals build a strong film-going culture, which increases the consumption of local content. The absence of a well-established and fully funded provincial Film Festival denies local film practitioners a platform to exhibit their works to their peers and broader national and international audiences.

ECPACC acknowledges various efforts done by various people to initiate and host festivals of different levels and qualities across the province. Thus, ECPACC intends to collaborate with industry player/s (a company or individual) with capacity to host a credible film festival, which shall be held as a provincial flagship project in March 2019, and local film festivals/screenings, in line with our strategic goals of profiling and promoting the province as a film destination thereby promoting tourism growth.

3. KEY DELIVERABLES

The interested party (ies) should deliver the following services:

3.1 Programming & Hosting

- A film festival comprising a minimum of 8 different films and at least 1 film for children.
- Priority should be given to Films from all district municipalities and the two metropolitan areas of the Eastern Cape.
- At least 1-2 Special Screening/s of films of national/international scale, with sentimental connections to the Eastern Cape Province.
- Creative ideas on hosting educational workshops and other activities.
- The Festival should comprise an Opening night, and proposals should provide details.
- The programme should be spread across different venues to create a 'sense of festival'.
- Managing the delivery of the festival, including liaison with all (cultural) venues, organising events, managing people, documentation, equipment, permits, sales agents, and securing rights and necessary licences.
- The Festival Director should have freedom to programme the best possible festival.

3.2 Resource Mobilisation and Financing

- ECPACC seeks to partner with a company or an individual who is willing to contribute at least 5 % of the total costs of hosting the provincial Festival (as per the proposed budget) – both in cash and in-kind. Cash contribution should not be less than 1% of the total budget.
- No cash contribution is expected in hosting local film screenings. However, 5% in-kind contribution applies.

- Assist in raising funds/ sponsorship for required services (accommodation, transport, meals and screening fees etc)
- Preference will be given to a company/ individual that has a demonstrable letter of intent or agreements with hosting city/ venues and/ or other logistics.
- The selected partner will be responsible for contracting all suppliers/vendors, managing and reporting on expenditure.

3.3 Promotion and Marketing

- Applicants must submit detailed promotion and marketing plans for the festival/s.
- Managing marketing of the festival, including publicity materials, media, web and social media.

3.3. Reporting

- Reporting to and discussing with ECPACC and Festival steering committee on a regular basis during the period of the contract.
- Provide a Performance and Financial Report at the conclusion of the Festival reflecting achievements, weaknesses and key highlights.

4. ELIGIBILITY

In order for a filmmaker to be considered for this opportunity, the applicant must meet the following requirements:

- Applicants born in the Eastern Cape Province, residing anywhere in South Africa but preference will be given to those residing in the Eastern Cape Province.
- Preference will be given to individuals from historically disadvantaged backgrounds as defined in the constitution of South Africa.
- Be a film industry player, preference will be given to those with a minimum of two years hosting film screenings/ film festivals.
- Generic events management companies will be excluded as partners/ applicants but their services may be procured as and when needed.
- Be able to set aside requisite time over a period of at least 6 months to complete the entire festival programme (pre and after). There will be no stipend paid out to successful applicants.
- Demonstrate willingness and ability to work as a part of a team in the pursuit of the same objective.
- Understand the value of and is able to work under pressure and tight schedules.
- A portfolio of work to show the success of previous film festivals/screenings hosted that demonstrates their creative abilities and capabilities.

5. SELECTION CRITERIA

Interested parties shall have proven experience in at least one of the following fields of expertise.

5.1: Expertise in film curation (Director)

- Demonstrate wide knowledge of contemporary South African film, tv and cinema industries across a range of genres;
- Demonstrable and verifiable exposure and good relations with the Eastern Cape film makers, strong networks with other provinces and national film industry players, including producers, directors, distributors and sales agents and other film festivals.
- Understanding of a variety of approaches to presentation of film events;
- A minimum of two years' experience in curating a film festival;

5.2 Expertise in Film Festival organisation

- Experience of delivering successful film festivals in the Eastern Cape Province, and hosting national/ international films;
- Experience of handling events across multiple venues;
- Understanding of requirements of film licenses, screening equipment, and all other logistical needs of a film festival;

5.3 Understanding of film festival marketing

- Experience in local, national and international marketing networks (inclusive of writing and speaking English and IsiXhosa on strategic and management level) and hosting national communities.

6. COMPULSORY REQUIREMENTS:

All applicants are required to submit the following documents in order to be considered:

- Motivation letter (Who you are and why you are passionate and should be consider as a partner to co-host the film festival or local screenings, and how you will benefit from the programme)
- Detailed CV of the applicant.
- Certified copies of company documents and ID document (not older than 3 months)
- A comprehensive Proposals should contain:
 - ✓ Applicants details
 - ✓ Methodology to host the festival: providing a clear outline (3-4 pages) of the festival according with specific deliverables.
 - ✓ Proof of expertise and experience (in any format incl. a portfolio of previous works undertaken)

- ✓ Marketing Plan with specific deliverables and realistic timelines.
- ✓ Detailed Budget Breakdown (incl own cash and in-kind contribution)
- ✓ Sustainability Plan presenting ideas for future growth and how the festival can be sustained beyond government funding.

Applicants who do not submit the above-listed mandatory documents will be automatically disqualified.

NB: DISCLAIMERS:

- Depending on the competencies, experience and capacity available, the role of the Festival partner/s, (who will be the director and organiser) may be taken on by one party/contractor, or the responsibilities may be split between two parties/contractors.
- Therefore, willingness and ability to work as a part of a team in the pursuit of the same objective, is compulsory.
- ECPACC reserves the right to alter program guidelines with general public notice to all potential applicants.
- The number of awards and amounts is dependent on the confirmation and availability of the Stimulus Funds as approved for ECPACC

CLOSING DATE FOR APPLICATIONS: Friday; 22 November 2019.

Please note that no late applications will be accepted.

For any queries regarding applications please contact:

Kumaro Runeyi - Email: kruneyi@ecpacc.co.za - Telephone: 043- 743 5244

***NB: All submission to be hand-delivered to ECPACC, 16 COMMISSIONER STREET, 2ND FLOOR DSRAC (OLD ELCO) BUILDING, EAST LONDON.**