

Invitational Request for Proposals—Producer

Yukon Film & Sound Commission
Box 2703 F-3
Whitehorse, Yukon
Y1A 2C6

The Yukon Film & Sound Commission is seeking the services of a producer for an upcoming webisode series commercials project advertising Yukon as a film location.

Webisode Project Objectives:

The Yukon film industry webisode project will produce up to 13 one minute webisodes that will promote Yukon as a film location. The project timeframe will be approx Feb 1, 2010 to March 31, 2011.

The 13 commercials will each stand alone and showcase a specific facet of Yukon film locations and filmmaking. They will have a common thread and theme in order to promote ongoing interest, particularly from the perspective of new media and viral marketing. All episodes will be distributed through the Web. Other placements are possible and will be discussed once filming commences.

Concept and scripts are currently under development. The successful producer will be involved in script development with Yukon Film & Sound Commission, Nudge Consulting – the Marketing Agency, and other Yukon creative personnel.

Government of Yukon will be the sole owner of any Intellectual Property produced during this project, and the producer must ensure releases are obtained into perpetuity for all media.

Budget for pre-production, production and post-production will be approx \$280,000 - \$330,000 for the entire series and will include producers fees and expenses, including travel (estimate 4 – 5 trips to Yukon if a non-Yukon producer). Producers fees are not expected to exceed \$40,000.

Yukon Film & Sound Commission will cover development costs.

Client Service Requirements:

The Yukon Film & Sound Commission is seeking the services of a producer with relevant previous experience, capability and capacity to produce the 13 one minute webisodes and provide mentorship to Yukoners participating in the film project. The producer will also assist in choosing a director and a Yukon service production company.

The Producer must be registered or become registered to do business in Yukon.

Proposals will include the following:

- Cover letter and resume, clearly outlining relevant experience
- Letters of reference – at least two (2)
- Reels of previous work (if applicable)
- Methodology and approach to the project
- Preliminary timeline – outline only
- Proposed preliminary budget for the overall project
- SEALED price envelope outlining producer fees and producer travel expenses (no pricing may appear on the proposal)

Proposals will be ranked on:

Experience (maximum 50 points)

Proponents must demonstrate considerable experience as a film producer, ideally with projects at a similar budget level. Yukon experience would be an asset (30 points)

Education and other film-related experience will also be taken into consideration. (20 points)

Examples of previous similar projects (maximum 70 points)

Proposals must clearly outline similar previous projects, including size and scope (20 points) the proponent's role in the project (20 points) the project methodology (20 points) and the outcomes of the finished project (10 points)

Proposed methodology (maximum 40 points)

Proposals must outline a proposed methodology for pre-production, production, and post-production (20 points) including maximizing opportunities for members of the Yukon film industry. (20 points)

Budget (maximum 30 points)

Proposals must outline a preliminary budget for the entire project that demonstrates an understanding of the roles, responsibilities and costs associated with this project. (30 points)

Letters of Reference (maximum 30 points)

Total maximum technical points – 220. Proposals will be evaluated and scored on non-price factors before taking price into account. Proposals scoring less than 180 points will not be given further consideration, and the price envelope will be returned unopened.

Proposals MUST contain a separate, sealed price envelope, inside the larger sealed envelope containing the proposal. Two (2) envelopes in total. All price information must be in the smaller envelope. No pricing information may appear on the proposal.

Price points - the lowest price proposal will receive 50 points. Other proposals will receive (lowest price)/(proposal price) x 40 points.

Proposals must be received by 4:00 p.m. Feb 19, 2010.

The Yukon Government need not accept the lowest, the highest ranked, or any proposal, and reserves the right to reject or accept any proposal without further explanation.

This procurement is subject to the Government of Yukon Contract Regulations and Contracting Directive.

In accordance with Yukon government contracting conditions, the contractor will be required to provide and maintain appropriate insurance coverage, including Commercial General Liability Insurance with a minimum liability limit of \$2,000,000 per occurrence and a "Letter of Compliance" from the Yukon Workers' Compensation Health and Safety Board.

For more information, please contact Yukon Film & Sound Commission at 867-667-5400 or email barbara.dunlop@gov.yk.ca

Proposals must be sealed and clearly marked "Request for Proposals—Producer" on the outside of the envelope. Proposals must be mailed to the following address:

Yukon Film & Sound Commission
Request for Proposals - Producer
Box 2703 F-3
Whitehorse, Yukon
Y1A 2C6

Or can be hand-delivered to:

Yukon Film & Sound Commission
Request for Proposals - Producer
101 Elliott Street
Whitehorse, Yukon