

Invitational Request for Proposals for Script Writers and Film Concept Creators to Participate in the “Writers Room” One Day Session

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

Yukon Film & Sound Commission is seeking the services of four writers and/or film concept creators with extensive Yukon knowledge and experience to participate in a “Writers Room” to develop a concept for a webisode commercials series to market Yukon as a film location.

Webisode Project Objectives

The Yukon film industry webisode commercials project is producing up to 13 one minute webisodes that will promote the Yukon as a film location. The project timeframe will be approx Feb 1, 2010 to March 31, 2011. The “Writers Room” is planned for Feb 9, 2010.

We are seeking four writers or concept creators with relevant experience in film, television, commercial work and/or other creative writing projects to participate in a full day “Writers Room” concept development session. The successful proponents for the “Writers Room” will work for one full day with Yukon Film & Sound Commission and Nudge Consulting – the Marketing Agency. The objective is to brainstorm concept ideas prior to script development. Government of Yukon will be the sole owner of any Intellectual Property produced during the “Writers Room” session. Each writer will be paid \$300 for the day and be invited to apply for future involvement in the webisode project. Travel assistance will be available from Yukon communities.

The overall project includes 13 webisode commercials showcasing specific facets of Yukon film locations and filmmaking. The commercials will have a common story thread and theme in order to promote ongoing interest, particularly from the perspective of new media and viral marketing.

Client Service Requirements

Proposals will include the following:

- Cover letter and resume
- Letters of reference – at least two (2)
- Samples of previous work – scripts, commercials, concepts or creative writing

Proposals will be ranked on:

Experience (30 points)

Proponents must demonstrate considerable experience as a film, television, commercial or creative writer and/or a film concept creator. (20 points) Education and other writing experience will also be taken into consideration. (10 points)

Examples of previous similar projects (70 points)

Proposals must clearly outline similar previous projects and include samples of previous writing or film concepts. (40 points) Consideration will be given to tone and style of writing and/or concepts as they pertain to marketing Yukon to professional filmmakers. (30 points)

Letters of reference (20 points)

Total points – 120. Proposals receiving less than 80 points will not be considered.

Proposals must be received by 4:00 p.m. Jan 29, 2010. Target date for the “Writers’ Room” is Feb 9, 2010. Date is subject to change.

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.

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

Proposals may be emailed or mailed to the following address:

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