



To: State Arts and Humanities Agencies, Cultural Organizations, Libraries, and Museums

SUMMARY

Sundance Institute and the Federal Cultural Agencies announce FILM FORWARD 2014, an international cultural exchange program between February 2014 and September 2014.

OBJECTIVE

We are seeking potential Program Collaborators around the United States to collaborate with FILM FORWARD to host, program, and deliver a successful FILM FORWARD program. Applying organizations may partner (i.e. film organizations, universities, community/cultural centers) to co-host the program. FILM FORWARD staff can also help identify potential partnering organizations.

PROGRAM

FILM FORWARD is an international touring program designed to enhance greater cultural understanding, collaboration and dialogue around the globe by engaging audiences through the exhibition of films, workshops and conversations with filmmakers. FILM FORWARD is an initiative of the Sundance Institute and the President's Committee on the Arts and Humanities in partnership with the National Endowment for the Arts, the National Endowment for the Humanities, and the Institute of Museum and Library Services.

FILM FORWARD promotes cultural dialogue through independent documentary and narrative film, using film's unique ability to tell stories that explore universal themes to ignite meaningful conversations. A total of eight films and filmmakers from the U.S. and abroad are selected by Sundance Institute and the Federal Partners to participate in this program, traveling to four domestic and four international destinations. All eight films screen with a moderated discussion following. Two filmmakers travel to each destination to participate in screenings, extended Q&A's, case studies, and master classes at high schools, universities, film and cultural centers, museums, libraries, and other community, educational, and cultural venues cultivating engaged dialogue, fostering appreciation of other viewpoints, identifying similarities and developing new audiences for independent film.

Program Collaborator/Venue Host:

A "Program Collaborator" is the host of the FILM FORWARD program and agrees to the below specifications and deliverables. Ideally, a host organization has experience in presenting film and in engaging diverse audiences through a local outreach network of partners and organizations. There may be more than one Program Collaborator hosting FILM FORWARD. A "Venue Host" is expected to host screenings, workshops and/or events, and have the capacity to help deliver diverse audiences for each of these activities.

Target Audiences:

- Underserved communities (defined as audiences who do not have ready access to cultural programming – independent film, international film, dialogue with filmmakers)
- Students (both high school and university)
- Artists/Film community



Sundance.org/FilmForward



FILM FORWARD Program Components:

- A slate of eight international and U.S. acclaimed films curated by Sundance Institute and the Federal Cultural Partners will screen with post-screening moderated discussion
- Two filmmakers will travel and participate in each selected FILM FORWARD destination (based on Program Collaborator interest and filmmaker availability)
- Duration of domestic trips: typically four to five program days, two travel days
- Two to three staff will travel to support the program
- In select destinations, FILM FORWARD also provides one Field Producer to attend to document and provide coverage of the program in real time through video, photography and social media

Program Collaborator Deliverables:

- Program:
 - Create programming schedule with FILM FORWARD staff.
 - Program all eight film with moderated discussion to follow.
 - Featured films (films accompanied by filmmakers) should screen at least once a day
 - Identify and conduct outreach to reach target audiences and special interest groups. Inform outreach groups of FILM FORWARD's programmatic goals.
 - Prior to program provide any cultural sensitivities to FILM FORWARD and on site provide orientation to the audiences FILM FORWARD will be reaching.
 - Secure venues and work with venues to ensure full understanding of goals of FILM FORWARD.
 - Find moderators for identified discussions.
 - Provide community members, leaders, local experts to participate in discussions when appropriate.
 - Provide volunteers as necessary.
 - Record event measurables as needed .
 - Secure any equipment needed for projection/screening.
 - Oversee technical requirements to ensure quality screenings.
 - Manage DVD traffic to ensure piracy does not happen.
 - Collaborate with FILM FORWARD on press strategy; outreach to local media – FILM FORWARD will generate a press release.
 - Participate in and promote social media.
 - Comply and ensure proper branding and marketing of program with additional collaborators and venue hosts per the style guide and marketing materials.
 - Participate in evaluation process and screening metrics/narrative in a timely manner post-program.

• Budget:

The Program Collaborator is responsible for covering the following expenses:

- Distribution of pre-designed marketing materials. FILM FORWARD has a style guide and pre-designed materials for the entire program that will be sent ahead of time.
- Use FILM FORWARD designed templates to design, print, and distribute marketing materials (flyers, postcards, eblasts, posters). These materials should be created following the provided style guide and with FILM FORWARD final approval.
- Venue rental fees (if applicable)
- Equipment rental (if applicable)





- One reception for the program
- Moderator Fees (if applicable)
- Translator fees (if applicable)

PROPOSAL

Create a proposal that demonstrates your organization's interest in becoming a program collaborator with FILM FORWARD. For example, how would your organization ensure it is successful? What makes your organization qualified to host FILM FORWARD? What elements can your organization contribute to the program?

Success for FILM FORWARD means: creating cultural dialogue, connecting with target audiences (including local community members and leaders in discussions), positive and well attended events, comprehensive outreach, connecting to local filmmakers and artists, good press coverage, robust social media plan, strong logistics organization, strong management of print traffic and technical requirements for non-traditional venues (i.e. church, library, classroom, cultural center and outdoor venue), and timely management of program reporting and evaluation.

How to Apply:

Please fill out the attached application and submit a program proposal following the criteria given on the application page. Submissions should be sent to: bethany_clarke@sundance.org by **August 16, 2013**.

ABOUT THE PARTNERS

Federal:

The President's Committee on the Arts and the Humanities (PCAH)

The President's Committee on the Arts and the Humanities (PCAH) bridges the interests of federal agencies and the private sector, supports special projects that increase participation and excellence in the arts and humanities, and helps incorporate these disciplines into White House objectives. First Lady Michelle Obama is the Honorary Chairman of the PCAH.

The National Endowment for the Arts

The National Endowment for the Arts was established by Congress in 1965 as an independent agency of the federal government. To date, the NEA has awarded more than \$4 billion to support artistic excellence, creativity, and innovation for the benefit of individuals and communities. The NEA extends its work through partnerships with state arts agencies, local leaders, other federal agencies, and the philanthropic sector. To join the discussion on how art works, visit the NEA at arts.gov.

The National Endowment for the Humanities

The National Endowment for the Humanities is one of the nation's leading supporters of high quality humanities projects in four funding areas: preserving and providing access to cultural resources, education, research and public programs. Additional information about the National Endowment for the Humanities and its grant programs is available at: www.neh.gov.



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The Institute of Museum and Library Services

is the primary source of federal support for the nation's 123,000 libraries and 17,500 museums. Our mission is to inspire libraries and museums to advance innovation, lifelong learning, and cultural and civic engagement. Our grant making, policy development, and research help libraries and museums deliver valuable services that make it possible for communities and individuals to thrive. To learn more, visit <http://www.ims.gov> and follow @US_IMLS on Twitter and on Facebook.

Private:

Sundance Institute

Founded by Robert Redford in 1981, Sundance Institute is a global, nonprofit cultural organization dedicated to nurturing artistic expression in film and theater, and to supporting intercultural dialogue between artists and audiences. The Institute promotes independent storytelling to unite, inform and inspire, regardless of geopolitical, social, religious or cultural differences. Internationally recognized for its annual Sundance Film Festival and its artistic development programs for directors, screenwriters, producers, film composers, playwrights and theatre artists, Sundance Institute has nurtured such projects as *Born into Brothels*, *Trouble the Water*, *Son of Babylon*, *Amreeka*, *An Inconvenient Truth*, *Spring Awakening*, *Light in the Piazza* and *Angels in America*. www.sundance.org



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