

# Request for Proposals

## John Carroll University Nonprofit Administration Program

### Spring/Summer 2014

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The Greater Cleveland Urban Film Festival (GCUFF) is submitting a Request for Proposal from the John Carroll University Nonprofit Administration program for assistance with developing a strategic marketing plan. GCUFF is entering our third year and need a strategic marketing plan that will outline steps and recommendations ensure viability for the future.

We would like to utilize Capstone Program to develop a high impact marketing strategy that can be executed with the goal of increasing visibility, awareness and funding opportunities for GCUFF.

Our objectives would be as follows:

1. **Research and design an effective campaign to engage new donors**
2. **Identify and recommend strategies to Increase publicity for film festival**
3. **Research and recommend methods to optimize website: [www.gcuff.org](http://www.gcuff.org)**

#### **GCUFF Organization**

The Greater Cleveland Urban Film Festival (GCUFF) was established with the artistic vision to provide a platform for Black filmmakers, screenwriters, and actors to present their art. As a film festival, GCUFF identifies emerging talents and established artists who are contributing to the cinematic legacy of African Americans. GCUFF also provides educational opportunities aimed to inspire and encourage individuals that are considering a career in the film industry. This four-day event will feature the work of local and nationally known filmmakers, an opening reception, awards ceremony, special events, educational panel discussions, and feature film screenings for middle and high school students.

#### **Mission Statement**

The mission of the Greater Cleveland Urban Film Festival is to celebrate African American cinema and the African cultural Diaspora and to showcase a diverse collection of films – from emerging and established filmmakers. This is accomplished by providing film artists a forum for their work to be viewed, while simultaneously serving as a vehicle to initiate dialogue on the important issues of our times.

#### **GCUFF Program Objectives**

The focus is on showing positive and innovating films or a different view point of the African American or African experience. The festival is held annually and features full-length narratives, short films, and documentaries, all by and/or featuring Black writers, directors, actors, and actresses. The program objectives are in the following areas.

- **EDUCATION** -Workshops, panels and seminars - convey information and knowledge to empower the GCUFF audience including high school and middle school students
- **ARTISTIC EXPRESSION** - A diverse cross-section of films with the purpose to champion creative expression.
- **COLLABORATION** -The festival seeks to become a venue where both the aspiring and accomplished share information for a common goal: building and improving Black cinema.
- **ACCESS** -Networking events and exhibitions provide attendee's access to "industry insiders" creating distribution and employment opportunities.
- **RECOGNITION** -Through film competitions and showcases, the festival recognizes and rewards artistic achievement by independent filmmakers.

GCUFF nurtures its attendees in a variety of disciplines, offering panel discussions, workshops and symposiums. Upscale entertainment and exclusive social events complete the festival experience

**Festival Overview at – A – Glance**

<p><b>Thursday</b></p> <ul style="list-style-type: none"> <li>• <i>Opening Reception 6:30pm</i></li> <li>• <i>Opening Film 8:00pm (TBD)</i></li> </ul>	<p><b>Saturday</b></p> <ul style="list-style-type: none"> <li>• <i>Children’s Film: 11:00 am</i></li> <li>• <i>Panel Discussions 12-4pm</i></li> <li>• <i>Afternoon Film : 1:00 pm</i></li> <li>• <i>Early Bird Film 3:00pm</i></li> <li>• <i>Red Carpet Reception 6:30-8pm</i></li> <li>• <i>Prime Film 8:00pm</i></li> <li>• <i>Party 10pm-1:30am</i></li> </ul>
<p><b>Friday</b></p> <ul style="list-style-type: none"> <li>• <i>Student Theatre : 11:00 am</i></li> <li>• <i>Afternoon Film : 1:00 pm</i></li> <li>• <i>Early Bird Film 3:00pm</i></li> <li>• <i>Red Carpet Reception 6:30-8pm</i></li> <li>• <i>Prime Film 8:00pm</i></li> <li>• <i>Late Night film 10pm-1:30am</i></li> </ul>	<p><b>SUNDAY</b></p> <ul style="list-style-type: none"> <li>• <i>Filmmakers Breakfast 8:00am</i></li> <li>• <i>Afternoon Films 1:00pm</i></li> <li>• <i>Closing Film 4:00pm</i></li> <li>• <i>Reception 6:00pm</i></li> </ul>