

Frameline

Request for Proposals / Creative Brief Frameline45 Festival Visual Identity

Brand Statement

Frameline's mission is to change the world through the power of queer cinema. With its distinguished 44-year history as a media arts non-profit, Frameline remains at the forefront of presenting diverse LGBTQ+ films to a discerning and influential audience demographic through its seasonal and year-round film exhibition and distribution, and filmmaker support programs.

Frameline San Francisco International LGBTQ+ Film Festival, founded in 1977, is the largest, longest-running and most widely recognized LGBTQ+ film exhibition event in the world. It serves as a premier exhibition and distribution outlet for LGBTQ+ films worldwide. This is Frameline's 45th festival, and wishes to celebrate this milestone in 2021's creative.

Project Background

Frameline seeks a Creative Partner, to develop a visual identity and campaign for the world-renowned Frameline San Francisco International LGBTQ+ Film Festival, optimally for a 1-2 year commitment, commencing early 2021.

Frameline is seeking a top-shelf creative agency that will complete this project pro-bono, in exchange for a Premier Creative Partner sponsorship, including valuable, exclusive, and high-visibility Frameline45 marketing and hospitality benefits packages.

Organizational Background

Frameline's integrated programs provide critical support for emerging LGBTQ+ filmmakers, reach hundreds of thousands with a collection of more than 250 films distributed nationally, create safer schools for queer youth, and create an international stage for the world's best queer cinema through the annual San Francisco International LGBTQ+ Film Festival and additional year-round screenings presented with media partners including: Showtime, WarnerMedia, Hulu, HBO Max, Netflix, and more.

To read more about Frameline and our work in exhibition, distribution, and filmmaker support, please visit <http://frameline.org/about>.

Target Audience

Frameline is looking for a dynamic Festival identity that will grab the attention of existing audience members as well as its newer target demographic, including: young adult (18-33), POC, and gender expansive/inclusive audiences.

Advertising Objective

The Festival creative will serve as the reveal of Frameline45's festival theme and 2021 dates, generate excitement and buzz, and mostly importantly drive film ticket and membership sales throughout the 2021 festival season.

Consumer Message

The Frameline San Francisco International LGBTQ+ Film Festival offers the very best in cutting edge, progressive, must-see LGBTQ+ films long before they hit major distribution. Frameline’s curatorial and juried selection process sets the standards for the best in new queer media for the year ahead.

Competition

SFFilm, OutFest (LA), Out On Film (ATL), NewFest (NY), and major streaming platforms.

Tone

45 as Milestone: forward-facing, cutting-edge, confident, bold, fierce, colorful, inclusive, progressive, and industry-leading.

Platforms/Media

Festival website, streaming, conferencing, social media advertising, print and digital program guides, café posters, motion graphics, and outdoor street campaigns.

Mandatory Elements

Original photography or illustration, festival cover art/lockup, tagline, motion graphic concept

RFP Timing & Vendor Selection Timeline

- January 12, 2021: Release of RFP
- January 28, 2021: Proposals due EOD (proposals will be reviewed on a rolling basis)
- February 4, 2021: Final creative partner determined
- February 8, 2021: Project Kick-off

Project Deliverables Timeline

Below is a preliminary project calendar. Final dates can be provided at project kick-off.

Festival branding (2-4 months, target late March deadline)
• February: Kick off & Development of initial concepts
• Late February: Review of initial concepts (3) & primary concept selection
• March: Iterative concept revisions with reviews
• Late March: Final festival lockup & style guide due
• April: Secondary deliverables for print, digital, & motion graphics

Proposal Requirements

1. Demonstrated experience and strong samples in visual branding and audience development for media arts, events, or non-profit organizations. Bidders should submit at least one case study or comparable example.
2. Demonstrated awareness and competency with current LGBTQ+ cultural and artistic trends, including emphases in marginalized queer communities of color, and varying socio-economic backgrounds.

3. A proposed timeline, including work process and strategy, with benchmarks above noted.
4. Three client references.

Please Note: Contractors should not submit and will not be compensated for spec work.

Submission Information

Submit proposals no later than January 28 to:

David Warczak, Director of Marketing & Strategic Partnerships

Andrew Sheets, Communications & Marketing Manager

Email submissions to: dwarczak@frameline.org CC: asheets@frameline.org

Subject: Frameline45 Creative Proposal

Questions about the scope of this project should be submitted via email.

View our [festival archive](#) to reference past creative campaigns.