



empowering youth through multimedia

June 23, 2010

**Spy Hop Productions
In-Kind Marketing
Request for Proposal**

Spy Hop Production's Multimedia Apprenticeship Program is currently seeking proposals from local non-profits to enhance or develop a marketing and communications video for them. Students enrolled in this five-month program collaborate with select organizations to help create media for various events and outreach. This pre-professional program offers valuable creative and vocational training to youth and facilitates the development of critical learning, media literacy and leadership skills.

The media service being offered consists of a 3-5 minute promotional video. This in-kind service can be used for fundraising, recruitment campaigns, online promotions, product enhancement, and demonstrations. In addition to the value these services will add to participating organizations, it is also an opportunity to support youth in your community.

The proposal deadline is **July 30, 2010**, and we plan to select the non-profit 501(c)(3) organizations by **August 9, 2010**. Proposal requirements are listed on the following page.

After selection, a Spy Hop Productions Committee, which includes students from the Multimedia Apprenticeship Program, will meet with the identified project leads during the week of **August 16th** to finalize the project description, plan and timeline. Media production will take place from September through December and will be completed by **December 16, 2010**.

If you have any questions regarding this RFP, please contact Matt Mateus at mateus@spyhop.org or call (801) 532-7500.

Sincerely,

Matt Mateus
Programs Director



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Multimedia Apprenticeship Video Proposals will be accepted through July 30, 2010.

Applicant Qualifications:

In order to be considered, the applicant must meet the following criteria on the application due date and continue to meet the criteria through the selection and production process. The applicant must be:

- Legally incorporated in Utah.
- Established as a legal entity under state or federal statutes and regulations.
- Registered to do business and have an address in the Salt Lake City area.
- Conduct business out a physical location in Salt Lake County before project start date (a post office box address may be used when the application is submitted).
- Non-profit 501 (c)(3) organization*

*Grants will not be made to individuals or organizations with political and/or religious affiliation.

Proposal Format:

- 8 1/2 X 11 inch paper that can be photocopied
- Conventional (1") borders
- Double spaced
- Standard black type (Courier 12 cpi font or larger)
- Double-sided preferred

Proposal Requirements:

- Cover letter signed by the organization's executive officer.
- Title page that includes organization's contact information.
- Name of the Project Lead.
- Organization's history and mission.
- Proof of 501(c)(3) status.
- Organization's key staff and board of directors.
- Project Proposal (please limit narrative to 2 pages):
 - Need for media production services.
 - Proposed distribution plan for requested media.
 - Target population or issue.
 - Provide current media packets, if available.
 - (2) Letters of Recommendation.
- Submit (3) complete copies of proposal for review.

Deliver to:

Spy Hop Productions
Attn: Matt Mateus
511 West 200 South, Suite 100
Salt Lake City, Utah 84101