



empowering youth through multimedia

June 23, 2010

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

The Interactive Media module of Spy Hop Productions' Multimedia Apprenticeship Program is currently seeking proposals from local non-profits to enhance or develop their website. Students enrolled in this five-month program will collaborate with one select organization to help them develop an online presence that will create visual impact and provide valuable outreach to their constituents. 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 page website. This in-kind service can be used to create a new website, or improve an existing one. In addition to the valuable service provided to the local nonprofits, it is also an opportunity for these organizations to contribute to the learning experience of 12 youth in our 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 August 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 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
- Double spaced
- 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 web design services.
 - Proposed plan for requested services.
 - Target population or issue.
 - Provide current media packets, if available.
- Submit (2) 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