



## Call for Proposals: Promotional Video for Limmud Vancouver

**Submission Deadline: January 8, 2015**

Limmud is a dynamic, pluralistic gathering for Jewish learning. An independent, pan-denominational, volunteer-based event, Limmud Vancouver is dedicated to the creation of engaging opportunities to experience and celebrate Jewish learning and culture. Limmud has one goal: to take those interested in Jewish learnings one step further on their own Jewish journey.

The annual event features seminars, lectures, workshops, and discussions focused on an enormous range of topics, from social and political trends within Jewish communities and around the world, to Israeli culture, and from Jewish cooking to traditional texts, Yiddish theatre, dance and music.

Limmud Vancouver is part of a global phenomenon that began in Great Britain in 1980 and has spread over the past three decades across the Jewish world. More than 60 Jewish communities from Bulgaria to Brazil now hold Limmud events.

For more information about Limmud Vancouver, visit [www.limmudvancouver.ca](http://www.limmudvancouver.ca).

### The Project

Limmud wants to create a series of 5 short videos (approximately 30 seconds each in length) and one master video that combines the 5 videos, using Limmud's core values as the focal point:

1. Learning
2. Community and mutual responsibility
3. Expanding Jewish horizons
4. Empowerment and participation
5. Diversity

A more detailed explanation of Limmud's core values is available at <http://www.limmudvancouver.ca/about/values-and-principles/>.

The videos aim to serve a number of purposes. First, to give potential attendees an understanding of the Limmud program and assist in expanding Limmud to new and less traditionally engaged populations. Second, as a means to engage prospective presenters and funding organizations.

Each video will briefly explore a core value within the context of Limmud Vancouver, using one or more visual techniques. These could include animation, real footage from the event, interviews, still photos, whiteboard animation, or any combination thereof. While the videos should share a common structure and branding so they can be merged into one master video, the individual videos may use any one of the techniques listed, a combination of techniques, or a different approach not listed here. In your proposal, please suggest your preferred technique(s) and approach(es).

Limmud Vancouver will create the basic script elements and engage with the videographer to finalize each script with the selected technique(s) in mind. The videographer will be responsible for all aspects of production, editing and post-production. The successful candidate will also be responsible for taking raw footage at Limmud Vancouver '16 for archival purposes and future use. It is not required that this footage be used in the promotional videos.

The entire project must be completed by March 31, 2016.

Limmud is also looking for a photographer to capture the event on January 30<sup>th</sup> (evening) and 31<sup>st</sup> (all day). *This is not a requirement to*

*satisfy this call for proposals.* However, if you choose to incorporate this element into your proposal, please do so with a separate line item in your budget.

## **Budget**

Five short videos and one master composite video: \$5,500.

Photography: \$500.

Note: The maximum budget for the video project is \$5,500. If you do not feel you can produce the deliverables for that budget, please indicate what you can produce (e.g. fewer videos, shorter videos, etc.)

## **Submissions**

Those interested in submitting proposals are asked to prepare a short proposal (approximately two pages) that includes:

- A paragraph summarizing why this project is of interest to you
- A summary of relevant experience and qualifications, including links to sample work
- Recommendations on your preferred techniques for the videos
- A high-level project budget and timeline
- References associated with at least two previous projects

**Deadline for submissions is January 8, 2015.**

Please direct any questions and submit proposals to Gil Yaron via email at [gilyaron1@gmail.com](mailto:gilyaron1@gmail.com) or by phone at 778.668.3675.