

## 2019 Gifford Foundation “What If...” Film Series – Request for Proposals Film Screening Opportunity for Community Organizations and Agencies

ArtRage Gallery is seeking proposals from Community Organizations and Agencies who would like the opportunity to screen a documentary film in order to advance their work or mission in the community.

### What is the “What If...” Film Series?

The Series began in 2010 as a project of The Gifford Foundation. The purpose of the Series is to screen documentary films that address a community or social issue and show how communities are working to bring about positive social change on this issue. We specifically screen films that relate to community issues in Syracuse, NY. We want these films screenings to be used to not only educate viewers on community issues but also to help spark ideas on how we here in Syracuse can address these issues. In other words: to ask *“What if we tried this in Syracuse?”*

### About the Series

- Since 2011, the “What If...” Film Series has been hosted by ArtRage Gallery, 505 Hawley Ave in Syracuse’s Hawley-Green Neighborhood.
- Screenings can happen at ArtRage or at another venue (more in under Screening Venues below)
- Each screening is followed by a moderated discussion.
- The series consists of three films per season, one film per month
  - The 2019 Spring Series screens films in March, April, & May
  - The 2019 Fall Series screens films in September, October, & November

### Process for involvement

If you would like your organization to screen a “What If...” film you will need to email a one-page proposal to ArtRage by **January 25, 2019**. Please contact Kimberley McCoy at [Kimberley@artragegallery.org](mailto:Kimberley@artragegallery.org) or 315-218-5711 with questions or to discuss your proposal.

#### ***One page Proposal should include:***

1. Name and Contact info (address, email, phone, etc.) of the organization.
2. A brief description of why you would like to screen a film. How a film screening relates to and/or will improve knowledge/ generate action of a community issue your organization is working to address.
3. Suggestions of 1-4 films. Including links to trailers. You may already have a film in mind or ArtRage can work with you to identify potential films. (See Film Criteria)

### Selection Process

If your proposal meets the requirements of the series, *one representative from* your organization will be invited to attend the **February 12, 2019, 6pm** film review meeting/dinner. At the meeting/dinner, ArtRage staff, a staff member of the Gifford Foundation, community volunteers and other organizational representatives will meet to screen the film trailer(s) and using a ranking system help select the final films to screen.

**In order to be able for your organization to be part of the series, one representative of your organization must be able to attend this event on February 12th.**

### Scheduling Films

If your organization is selected to screen a film, your organization will coordinate with ArtRage Gallery and the other selected organizations to select which month your screening will occur.

### Screening Venues

ArtRage is an available screening venue for all organizations. Alternatively, films can be screened at a different venue. For example you may want to screen your film in a particular neighborhood or you may have your own venue.

## **Organizational Agreements**

### ***ArtRage will:***

- Purchase film screening rights (up to \$200 per film)
- Design and Print publicity materials such as flyers, posters on request.
- Publicize screenings to the "What If..." e-list, the ArtRage e-list, mailing list and Facebook fans and ads, online event calendars
- Provide limited refreshments for the event.

### ***Your Organization/Agency will:***

- Publicize the Screening to your community!
- Send staff, organizers, members or volunteers of your organization to your screening.
- Help in leading the post screening discussion, share information about your organization.
- Bring additional refreshments if you choose to have them.
- Be responsible for any costs associated with using an off-site location for a film screening.

### **Film Criteria:**

- We prefer to screen films that are approximately 60 minutes in length in order to leave time for discussion. Longer films can still be considered.
- Films must relate to a social or environmental issue faced by the Syracuse community.
- Films must show how people/communities are addressing this issue or are working for change.
- The film can not ONLY document a problem. I.e. If a film is on the issue of water pollution, the film can not only discuss how and why the pollution is happening, it must focus on the ways communities are working to correct the problem.

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