



REQUEST FOR PROPOSALS – HERITAGE MINUTES:

Historica Canada’s Heritage Minute collection contains 85 one-minute shorts about key moments or figures in Canadian History. Twenty-five years since the first Heritage Minute premiered, these spots have become an enduring part of popular culture in Canada. Historica Canada has released 11 new Heritage Minutes since the project was re-launched in 2012: *Kenojuak Ashevak*, *Chanie Wenjack*, *Naskumituwin (Treaty)*, *Viola Desmond*, *Terry Fox*, *Nursing Sisters*, *Winnipeg Falcons*, *Sir John A. Macdonald*, *Sir George-Étienne Cartier*, *Richard Pierpoint*, *Queenston Heights*.

As we approach the 150th anniversary of Confederation in 2017, Historica Canada is looking for stories from our country’s past.

Themes of interest include, but are not limited to:

- Notable women of the 20th century
- Canadian innovation
- Stories of diversity (racial, religious, LGBTQ2S)
- Youth
- Environment

Historica Canada actively seeks topics of Francophone interest.

PROJECT OVERVIEW

Historica Canada is seeking a production company or team to develop two new Heritage Minutes. Each Minute will be made available in English and French. More information on bilingual requirements can be found under the Budget section.

The organization seeks to create engaging new Heritage Minutes that resonate with the brand and legacy of the celebrated collection while offering a fresh vision to capture new audiences.

This new vision might include period dramatizations such as those seen in the established Heritage Minutes, as well as new visual treatments including innovative re-enactments, animation (2D and 3D) and CGI, and/or documentary formats.

Historica Canada will work with historians and consultants, who will provide consultation on script development and production. All aspects of the concept, script, casting, creative direction and

production, however, will be required to meet with the final approval of Historica Canada. Heritage Minute topics are ultimately selected by Historica Canada. It is possible that a production company will be selected while their story ideas are not. The organization will be regularly engaged throughout the production process. Each team should have a writer with credits who will develop scripts.

TIMELINE

Following the selection of a production company by the end of April 2017, the organization plans to immediately begin research and script development on two Heritage Minutes. We aim to film in August/September 2017, with delivery of broadcast-ready Minutes in October 2017. The timeline is subject to change.

BUDGET

A budget should be provided, to a maximum all-inclusive cost of \$250,000 (incl. all applicable taxes) for two Heritage Minutes in both English and French. At least one Minute must be filmed in French and English; one Minute can be filmed in English and dubbed in French. Budget should take into account:

- Bilingual production for at least one Minute (original shoot in English and French. A bilingual shoot for both Minutes would be considered an asset)
- Language dubbing for unilingual Minute (subtitles not sufficient)
- ACTRA fees, as per the Heritage Minute agreement (Session fees as per the current Independent Production Agreement, plus an additional 60% of each performer's net fees for broadcast and new media rights in perpetuity)
- UDA fees (Estimate fees for broadcast and new media rights for a period of at least 5 years)
- The possibility of high profile performers who work above scale
- Crew, set design, costuming and props
- Shooting at different locations
- Post-production including editing, music, voice over narration and visual effects
- Contingency
- Final broadcast-ready deliverables in both official languages

****Please use Telefilm Canada budget top-sheet only****

The quoted price should be inclusive of any pro bono work through consultants or sub-contractors and offer scalable options that differentiate between fixed and added costs. Please include a budget line for all applicable taxes. Please note that while proposals that include additional funding opportunities for new media components will be considered, the proposed Heritage Minute budget should not include web or new media projects or promotional activities.

PROPOSAL ORGANIZATION

Please limit your proposal to a maximum of 10 pages, including appendices.

Executive Summary: Describe your approach and vision for the new Heritage Minutes and a general idea of the time and cost to complete them. Please include a brief profile on your company including number of years in business and a breakdown of the proposed creative team and any potential subcontractors. Please include information on insurance coverage.

Production: Describe the process to be used in developing two new Heritage Minutes (including consultation with the organization) from concept to completion. A point form summary is welcome.

Project: Provide at least 2 but a maximum of 4 story ideas for the new Heritage Minutes. Clearly describe how you would tell those stories, both narratively and visually. Explain why these stories should be selected over all others. Include a general work plan outlining resources, phases, timelines, costs, and deliverables.

In choosing a topic, it is our preference that Heritage Minutes only focus on individuals who are deceased. Additionally, for Minutes that focus on key moments or events in Canadian history, we employ a general guideline of at least 25 years in the past. However, for the right story, either rule may be overlooked.

Appendices: In addition to any other appendices you choose to add, please include client references and client work samples (demos).

Proposal must be signed by a designated officer of the corporation.

SELECTION CRITERIA

Selection will be based on the assessment of four aspects of submission:

Concept: Vision and appropriateness for the organization's needs and brand; including any innovative elements in your proposed concept.

Project: Quality of your portfolio, such as: your experience with similar projects; your flexibility pertaining to potential shifts in project scope or timelines; integrity; and your process for developing and carrying out the project in a timely manner. Please note that the production team or company should be available during regular working hours.

Time & Cost: They must be appropriate and reasonable. Budget lines and pro bono work must be clearly defined in the proposal.

Proposal: Organization, clarity, and brevity. Please be concise. Production companies are not necessarily selected based on their story ideas, but strong story ideas are noted. We are looking for demonstrated originality in the idea and its execution.

ADDITIONAL INFORMATION

Historica Canada is the largest charitable organization dedicated to Canadian history, identity and citizenship. Its mandate is to build active and informed citizens through a greater knowledge and appreciation of the history, heritage and stories of Canada.

Information about the organization and programs may be found at www.historicacanada.ca. All of the Heritage Minutes may be found [here](#).

DEADLINE

An electronic copy of the proposal is due March 1, 2017 at 5 p.m. ET to minutes@historicacanada.ca. Questions may be sent to minutes@historicacanada.ca until February 15, 2017 at 5 p.m. EST. No extensions will be granted. No phone calls please.

We regret that due to the high volume of applicants we are unable to provide detailed feedback to unsuccessful candidates.

Submission of proposal and company name should be clearly indicated in the subject line. This is an open and competitive process. Proposals will be evaluated immediately thereafter. Historica Canada will select the top 5 proposals for follow-up interviews in person or by phone in mid-March 2017. Please note that the services performed by the selected production company in regard to the new Heritage Minutes shall be for the exclusive benefit of Historica Canada. All work products generated as well as copyright for the Heritage Minute shall belong to the organization.