

Request for Proposal
Winterlicious 2011
Partnership Program

**Submission
Deadline:
5:00 PM (EST)
MONDAY
SEPTEMBER 7th,
2010**

I. General

**Submission Deadline: 5:00 PM (EST)
Monday September 7, 2010**

Dear 2011 Winterlicious – Community Partnership Program applicant

Before Completing this application, please read the guidelines to understand the following:

- The application criteria
- The selection process
- Who to contact with your questions

Please review the information below:

- The submission deadline is 5:00 PM (EST) on Monday September 7th, 2010.
- The entire application must be filled-out to be considered for selection by the Winterlicious 2011 - Toronto Special Events Programming Team.
- Hard copy applications will be accepted. This application may be submitted:

Electronically by email to: spevprog@toronto.ca

2011 Winterlicious – Community Partnership Program
Hard Copy to:

Toronto Special Events
Community Partnership Program
City Hall, 6th Floor, West Tower
100 Queen Street West
Toronto, Ontario, M5H 2N2

- Please title the email as follows:

2011 Winterlicious — Community Partnership Program, Title of Your Project, Organization Name

- You will receive a response to your application if it has been successfully submitted electronically. If you do not receive an automated response, your application has not been received.

- Please keep a copy of your application for your records.
 - You will be notified shortly after Monday September 7th, 2010 if your project has been accepted.
 - If you have questions please contact:
Kerri MacDonald - Event Supervisor, Programming at Kmacdon2@toronto.ca or 416-395-7381.
- Thank you.

We respect your privacy. All information collected via this form will be used exclusively by the Toronto Special Events staff in order to promote your project and ensure that we can meet your project needs. We will only share this information with Sponsors in the event that your application is accepted.

II. Programme Overview

City of Toronto – Toronto Special Events

Toronto Special Events (TSE) is a full-service unit of the City of Toronto's Economic Development & Culture division. With a mandate to develop and promote dynamic, innovative and accessible events and festivals, the Toronto Special Events office celebrates the richness and diversity of this great city, enriching the quality of life for residents and attracting world-wide tourist audiences.

Toronto Special Events produces more than 30 festivals and events and consults with hundreds more every year. Events produced include; Scotiabank Nuit Blanche, Cavalcade of Light and Winterlicious/ Summerlicious restaurant programs.

Winterlicious 2011 – Culinary City Food Festival

Event Dates: The Winterlicious Festival, Winterlicious and the Community Partnership Series are set to be presented from January 29 - February 11, 2011.

Descriptor:

The vision for Mid Winter Culinary Adventures 2011 is to provide a multi-layered culinary journey for the participant and create food based adventures as they travel through different streams of programming choices. Art, music and performance will be fused with exciting feasts to celebrate diverse cultural events in different regions of the city. Large spectacular events will provide unique one of a kind experiences, whether it be via a free underground food festival or a glamorous ticketed event with a high end chef at a large venue. The cultural and historical relevance of food in relation to a variety of Toronto neighbourhoods will be explored through culinary tours, food demos and hands on classes. Unique fusions of art and food will happen at many restaurants participating in Winterlicious.

The Community Partnership program has been developed to create a collaborative partnership program. This series will have a more integrated approach and reference event location, event dates and programming elements complimentary to the other programming in the Culinary City Food Festival. Our objective is to partner with a variety of community based organisations to create events that will fuse culinary programming with performance and cultural activity. We encourage partnerships with restaurants, catering companies, community culinary collectives or food producers. Five partners will be selected at the completion of this proposal process. Seed money will be provided by the City of Toronto to facilitate the implementation of the partner's vision and the programming staff in the Toronto Special Events department will work with the staff of the five selected project to ensure that the projects compliment the curatorial themes of the this year's culinary festival.

Winterlicious 2011 – Curatorial Mandate

The theme being explored in 2011 is "global destinations". Participants can escape the mid-winter blahs by visiting exotic places without leaving the city. The festival will bring in visiting chefs through a variety of partnerships with consulates, tourism boards and media partners. The event will encourage the audience to travel through their culinary city as an exotic escape from winter!

Event Strategic Objectives 2011:

1. To create a unique 10-day festival integrating performances, spectacle, culinary programmes, art installations and outdoor culinary activities that will become a highlight of Toronto's winter season.
2. To reflect the Mayor's Priorities and the Agenda for Prosperity that recognize culture and creativity as key contributors to the City's economic and social well-being.
3. To highlight the fact that Toronto is a huge centre for international cuisine both in the downtown core and in the outer neighbourhoods of the city.

Community Partnership Program

The objective of this series is to:

- To celebrate and raise awareness of Toronto's diverse cultural communities through artistic and culinary programming.
- To create unique partnerships that offer diverse and creative indoor programming that engages with different communities across the city.
- To expand partnerships beyond the cultural institutions and that engages with unique venues, culinary locations, theatres and community groups.

- To support the generation of revenue for city wide partners.
- To encourage special programming in communities outside of the downtown core.
- To reflect the City of Toronto priorities, Mayor's Agenda and the Prosperity Plan <http://www.toronto.ca/prosperity/index.htm> objectives through partnership recruitment, for example; youth, neighbourhoods and think green.
- To combine culinary programming and experiences with artistic performances from a wide variety of disciplines and cultural communities.
- To build on-going relationships with cultural organizations and diverse community groups.

Potential partners are invited to submit a proposal. Only five partners will be selected to participate in the Partnership Program for Winterlicious 2011. The City will invest up to **\$16,000.00** toward their program and presentation created for the city Partnership Program. The city's investment decision will depend on the scope of the project, the participating artists and the budget.

III. Proposal Guideline

- A collective is defined as a group of two or more artists working together under a group name, either on a single project or on an ongoing basis. This funding cannot be used to support an organization's ongoing staff or faculty salaries. This program does not support schools, tuition-funded training programs, or curriculum-based programs.
- Applicants must be located within the City of Toronto and the activity for which the Partnership Program funding is requested must happen within the City of Toronto.

Project Criteria:

- All proposals must outline original "one-of-a-kind" programming. This is a program of original cultural and culinary presentations that are unique, cutting edge and creative.

General Partner Eligibility Requirements:

- Applicants must be an incorporated non-profit organizations or unincorporated collectives that operate on a not-for-profit basis. This may include; community service organizations, professional arts organizations and artists' collectives , a community centre, a business improvement centre or neighbourhood community association.
- The project for which funding is requested must include the collaborative involvement of **professional artists*** as well as a restaurant catering partner, culinary industry staff or a track record of food preparation for large events by community based catering groups.

** A professional artist is someone who has developed their skills through training and/or practice; is recognized as such by artists working in the same artistic tradition; actively practises his or her art, and has a history of public presentation.*

- The program may involve but not be limited to all artistic disciplines with a focus on the performing arts.
- Presentations to take place during the dates of Winterlicious 2011 - between January 29 and February 10, 2011.
- All partners will be required to sign a letter of agreement/ contract and critical path upon being selected.
- Marketing/Publicity: Your sponsors will not be represented in the Winterlicious marketing campaign.
- Sponsorship: A corporate sponsor will be attached to the Partnership program through Winterlicious 2011 and the City of Toronto. All partners will be required to work with Toronto Special Events Sponsorship to provide site presence for the sponsor(s) of the Community Partnership Program. This will be on-site presence that is agreeable to both parties. The City of Toronto is seeking additional sponsors for Winterlicious and will advise the selected projects later in the year who those sponsors are.

Proposals will be evaluated on the following factors:

- Creative and culinary innovation, artistic and culinary excellence and cultural diversity.
- A cutting edge and unique fusion of food with art and performance.
- Geographical location of the venue outside of the downtown core.
- Alignment of the program with Winterlicious 2011 festival dates.
- The connection of the project to Winter City's 2011 curatorial mandate.
- Soundness of the projects financial plan.
- The depth of the project's engagement and accessibility to diverse audiences.

IV. General Information

Title of Project:

Name of Organization / Producer:

Primary Contact (if the applicant is an organization or group):

Primary Contact Title:

Address:

Primary Contact Telephone (prime):

Primary Contact Telephone (cell):

Primary Contact Email:

Website:

V. Project Description - One Sentence (The guidelines request a detailed description – see below.)

Name of Applicant

Date

VI. All applications must include the below and not exceed 5 pages – 8 1/2” x 11” (size) including the budget:

All applications must include the below and not exceed 5 pages – 8 1/2” x 11” (size) including the budget:

1. Describe your organization including vision and mandate.
2. Project Summary - A detailed description of the proposed project. Please include names and biographies for all participating artists, chefs, presenters and entertainers that might be included in the work.
3. Describe the audience demographic including projected audience numbers.
4. Please include; proposed venue location, dates, times, number of performances and length of program.
5. Outline of the project budget including projected sources of revenue and projected expenses. This includes the partner's contribution to programming, production, marketing and publicity. This can include ticketed revenue. Ticketing Guidelines: We recommend a price range not exceeding \$20.00 per ticket for an approximate 2 hour program.
6. Describe marketing and publicity opportunities for the project that exist within your organization and cross promotional opportunities for Winterlicious. All partners and projects selected will be part of the Winterlicious 2011 marketing and publicity strategy.

7. Please list all corporate partners or sponsors that would be associated with your project.
8. Please provide us with support material. This can be any combination of the following but not exceeding;
- Ten musical tracks
 - Twenty visual images
 - Three – 10 minute maximum (video excerpts) Please see the below guidelines regarding digital formats.

Please Note: We suggest creating a short table of contents for all your submission materials that includes:

Primary Contact Telephone (cell):

Primary Contact Email:

Website:

VII. Submitting Digital Information

- Digital material is viewed using a projection system
- Test your CD-ROM prior to your submission to ensure that it is formatted correctly. It is your responsibility to ensure that the CD-ROM reaches Toronto Special Events intact and in a readable format.
- Clearly mark your CD-ROM with your name

Please do:

- Submit PC compatible files only
- Submit jpeg files only
- Submit files at a resolution of 300 dpi only - 5" x 7" or 8" x 10" image is the best.
- Submit files of a maximum of 1024 x 768 pixels
- Save images directly to the CD-ROM without creating folders
- Submit RGB, sRGB or grayscale colour mode files only (no CMYK)
- Label each file (image) with a number and title to correspond to a typewritten list
- Submit files of 5 MB maximum per submission by email. If the total memory of your submission exceeds this we recommend you send a hard copy submission.
- Video information please submit as a DVD, CD or CD-ROM.
- Audio information please submit as a CD or high resolution MP3.
- You may also include hyperlinks to Internet sites with your images.

Please don't:

- Don't submit Mac files that are not fully PC compatible.
- Don't submit compressed files (WinZip®, Stuffit®, etc.).
- Don't submit material that requires software, plug-ins, extensions or other executables that need to be downloaded or installed.
- Don't put any special characters, symbols, period, quotation marks or a space (such as #/-'&...) in any file name.
- Don't include extraneous graphics or animation in your electronic submission presentation - provide hyperlinks.

VIII. Application Checklist

To have my project considered for inclusion in the Warm Up Series , I have:

- Read the Warm Up Series document, and understand and accept the submission guidelines outlined within the document.
- Completed this entire form.
- Include a Budget breakdown that illustrates the feasibility and execution of your project.
- Include the names and biographies of all artists involved with the project.
- Answered all of the questions in Section VI.
- Include visual/ video or audio support material in digital formats that are appropriate. Do not send original material as it will not be returned.
- Save a copy of the application for your records.

* Please ensure that all emails, file names and images are clearly titled with the name of your project.

IX. Submissions

Submission Deadline

Proposals must be received by **Monday September 7, 2010 at 5:00 PM (EST)**. Hard copy - late and incomplete applications will be returned to you by mail.

Documentation of previous work is necessary. Please see the above do's and don't's regarding digital images, video and audio. Do not send a faxed proposal.

Send all applications attention:

Hard Copy submissions:

**Winterlicious Partnership Program – Winterlicious 2011
Toronto Special Events
City Hall, 6th Floor, West Tower
100 Queen Street West
Toronto, Ontario, M5H 2N2**

Proposal Submission Email: spevprog@toronto.ca

Please title the email as follows:

2011 Winterlicious Partnership Program, Title of Your Project, Organization Name.

X. Selection Process

Submission Deadline

Proposals must be received by Monday September 7, 2010 at 5:00 PM (EST).

Please note: only FIVE applicants will be chosen for the Partnership program - Winterlicious 2011.

Hard copy - late and incomplete applications will be returned to you by mail.

Documentation of previous work is necessary. Please see the above dos and don'ts regarding digital images, video and audio. Do not send a faxed proposal.

Send all applications attention:

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Produced by

