



INDIANA UNIVERSITY CINEMA'S CREATIVE COLLABORATIONS PROGRAM INFORMATION AND GUIDELINES FOR APPLICANTS

Thank you for your interest in collaborating with IU Cinema on film-related programming! Our Creative Collaborations program enables groups at IU and in our community to highlight important topics and ideas through film screenings and film-related educational programs.

The purpose of our Creative Collaborations program is to:

- Foster diverse programming partnerships that help bridge campus and community
- Highlight critical issues and themes through film-related and educational programs curated in collaboration with IU Cinema and subject-matter experts
- Welcome new and returning audiences to IU Cinema

Each fiscal year, we commit 24 program spots for events that take place at IU Cinema as part of Creative Collaborations. Since opening our doors in January 2011, we have partnered with more than 250 campus and community collaborators on more than 1,300 film-related events, and the partnerships keep growing. We're excited to see what we can create together!

Program Management

Creative Collaborations is run by IU Cinema and overseen by IU Cinema Managing Director Brittany Friesner. All proposals are reviewed by IU Cinema leadership and the Creative Collaborations Program Advisory Board (PAB). The PAB is an 18-member group made up of IU faculty, staff, and students, as well as representatives from the Bloomington community. For a list of current PAB members, visit [Creative Collaborations online](#).

Application Guidelines

Eligibility: Creative Collaborations is open to all IU units and student groups and all greater-Bloomington area community groups and non-profit organizations. There is no limit to how many proposals you may submit per application cycle; however, only one proposal per partner will be accepted per year. If you have been accepted in the Creative Collaborations program in the past two fiscal years (FY 2021–22 and FY 2022–23), you are not eligible to apply for the FY 2023–24 cycle.

IU Cinema follows the Indiana University fiscal year calendar (July 1–June 30). If approved, your program will take place in the fiscal year following the fiscal year you submit your proposal. In other words, if you are submitting a proposal in fall 2022 (FY 2022–23), if approved, your program will take place sometime between September 2023 and May 2024 (FY 2023–24). The specific timing of your program will be determined collaboratively between you and IU Cinema.

If you are looking to propose a program that takes place sooner than the next fiscal year for which applications are currently being accepted, please consider submitting a request instead through our general [Partnership Program Proposal application](#).

Deadlines: Creative Collaborations proposals are accepted once per fiscal year. The application for submitting proposals is open each year from mid-August to early December.

Online Application: You can access the online application for the current cycle of Creative Collaborations by accessing our Creative Collaborations information page at www.go.iu.edu/creativecollaborations.

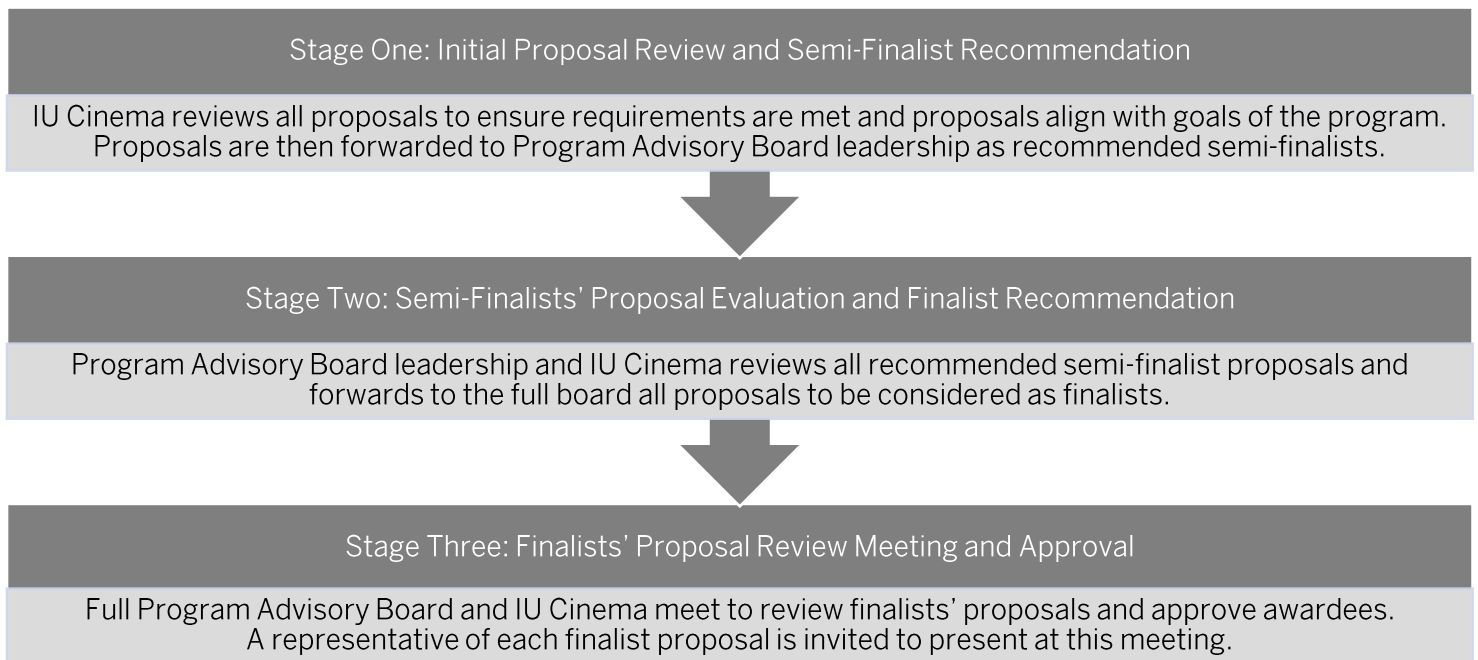


Required Program Components: Any submitted Creative Collaborations application must include a program that meets the following minimum requirements:

- A sponsor organization and at least one additional supporting organization; supporting organizations can be fiscal partners (providing financial support for the program), planning and execution partners (helping to plan and execute the program), marketing partner (helping to market and promote the program), or another partner variant as defined by the applicant.
 - We will only consider multidisciplinary, collaborative proposals for Creative Collaborations programs. This means, if you are the sole group involved with and committed to supporting your proposal at the time of application, your proposal will be disqualified. For campus entities, your proposal must reach beyond and include partners outside of your unit and overarching school.
- A program that includes at least two and no more than three films events. We do not expect you to be film experts, that's our job! If your proposal is accepted, our programming team will work with you to determine what films might best suit your theme/topic. However, if you have ideas about potential film titles, feel free to include them in your proposal.
 - On rare occasions, proposals for single film events can be approved. Applicants proposing a single-film program must include a strong justification as to why only one film is warranted, and, ideally, have a guest attached to the event who will be engaging and draw an audience (e.g., filmmaker, leading scholar, etc.).
- At least one community event component. Community event components should take place off-IU campus and be specifically targeted for, although not exclusive to, non-campus participants. While there is no limit to the number of community event components, there must be at least one.

Proposal Evaluation

Evaluation Process: All Creative Collaborations proposals are reviewed in a three-stage process, outlined below.





Criteria: Creative Collaborations proposals will be evaluated by IU Cinema and our Program Advisory Board on the following criteria, weighted equally in evaluation:

- relevance of the request to the organization or unit's mission
- relevance to IU Cinema's mission and programming vision
- how the program fulfills a community (broadly defined) need
- how the program highlights your organization/group's expertise
- collaborative nature of the proposal
- defined intended audience, specific outreach plans to reach and develop said audience, and defined metrics for determining program success
- inclusion of at least one event that either takes place in the community or actively and specifically engages a community audience (for example: community film-screening event, educational programs for kids ages 12 and younger, mentorship activity or masterclass for students at junior high, high school, and/or university level, etc.)

Responsibilities and Funding

All approved Creative Collaborations programs are governed by a Memorandum of Understanding (MOU), which will include all negotiated details of the program(s). Key details of partnerships are noted below:

Creative Collaborator Partner Responsibilities

Ticket Sales: Private events and partner fundraising via tickets sales are not supported through Creative Collaborations. Partners commit to their programs being open to the public, free (but ticketed), and included as part of IU Cinema's public programming schedule

Funding: Partners agree to provide the funds for the following program components:

- the screening rights for each film (approx. \$250–\$500 per film)
- a portion of program ticketing fees and materials shipping/handling costs (approx. \$100 per film)
- all associated costs for any visiting guests you may invite to be a part of your program(s) unless alternate and explicit arrangements are made in advance and in collaboration with IU Cinema

Marketing/Communications: Partners agree to the following promotion components:

- work with IU Cinema to determine the final series title and film selections and provide an 80-word description of the approved film(s) and series for IU Cinema marketing materials
- send IU Cinema all marketing materials or press releases you may create in support of your program for approval
 - IU Cinema should be credited in text and logo on all marketing and communications materials as: "This series/event is made possible through IU Cinema's Creative Collaborations program."
 - We will provide you with IU Creative Collaborations logos for your marketing materials
- promote your program(s) and bringing an audience of at least 50 people to each event
 - A key goal of the Creative Collaborations program is to leverage our collaborators' expertise (that's you!) to reach and engage new audiences with IU Cinema. Targeted grassroots outreach is a critical element to identifying, inviting, and welcoming these audiences to your program(s).

Event Details: Creative Collaborations partners agree to introduce each program and arrange for a Q&A moderator (if applicable), as well as take all responsibility for inviting and hosting guest(s).



IU Cinema Responsibilities: IU Cinema provides all Creative Collaborations partners with the below in-kind services, valued at \$1,000.00 per program instance.

Film Materials: Research and procurement of screening rights and materials from the appropriate film distributors and/or archives.

Funding: Covering the costs of venue usage and staffing for all programs, including projectionist, house managers, ticketing clerks, and ushers

Marketing/Communications: In-kind marketing support, including the design of materials to promote your program(s) and recognition of the partnership in all IU Cinema print and online marketing materials

Event Details: Ticketing service, with the ability to offer blocks of tickets to partners upon request.

Funding Assistance: We are mindful that some organizations have more resources than others, and we never want funding to be a barrier to any group's ability to propose a program.

- If your organization/unit's budget exceeds \$500,000.00 per year: IU Cinema cannot provide any additional support by way of funding.
- If you organization/unit's budget is below \$499,999.00 per year: Your proposal should indicate the amount of additional funds you anticipate needing. In the review process, IU Cinema will analyze your proposal budget and funding request and determine what level of additional support can be provided. While we cannot guarantee additional funding, we make every effort to materially support our partners.

Proposal and Program Planning Timeline

Below is the general timeline for Creative Collaborations program planning. Timelines may shift based on program dates.

Timeframe	Milestone(s)
August to December	Application open Community and campus information sessions held
December to January	Proposals reviewed
February	Acceptance notices sent to all awardees
March	Creative Collaborations partners meet with IU Cinema staff to determine all program details, including film titles and program dates
April to May	IU Cinema confirms screening rights/materials with film distributors Creative Collaborations partners confirm all program details with any invited speakers and submit program content information to IU Cinema's marketing team
June to August	IU Cinema and Creative Collaborations partners promote programs
September to May	Creative Collaborations programs take place
June	Final reports due to IU Cinema

Questions?

You can always email us at iucollab@iu.edu to ask questions. Additionally, each year, we hold information sessions virtually, on campus, and in the community. We welcome anyone who wants to learn more about Creative Collaborations to attend. The schedule for upcoming information sessions can be found at www.go.iu.edu/creativecollaborations.

