



## 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 award 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 award 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.
- Engage new and returning audiences in the transformative power of participatory art as social practice.

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 received a Creative Collaborations award in the most recent award cycle (FY 2023–24), you are not eligible to apply for the FY 2024–25 cycle.

IU Cinema follows the Indiana University fiscal year calendar (July 1–June 30). If granted an award, 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 2023 (FY 2023–24), if approved, your program will take place sometime between September 2024 and May 2025 (FY 2024–25). 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 [Screen Share partnered program proposal application](#).





**Deadlines:** Creative Collaborations proposals are accepted once per fiscal year. The application for submitting proposals opens each year on September 1 and closes on December 1.

**Online Application:** You can access the online application for Creative Collaborations by accessing our Creative Collaborations information page at [www.go.iu.edu/creativecollaborations](http://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.
  - Partners assume sole responsibility for planning, organizing, and covering the costs of their community event(s). No financial assistance from IU Cinema will be granted to cover these costs.

### **Proposal Evaluation**

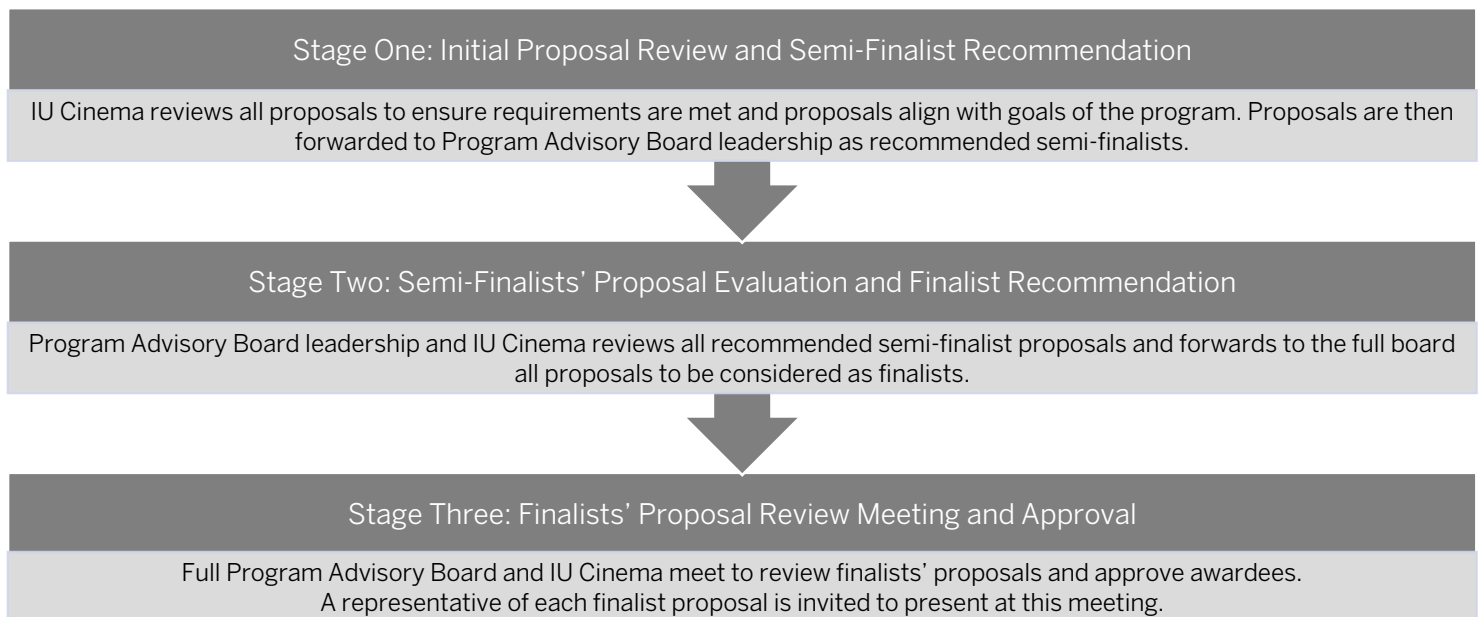
**Criteria:** Creative Collaborations proposals will be evaluated by IU Cinema and our Program Advisory Board on the following criteria, weighted equally in evaluation:

- 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.)

**Evaluation Process:** All Creative Collaborations proposals are reviewed in a three-stage process, as illustrated on the next page.



### ***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 the IU Cinema (IUC) public programming schedule.

**Funding:** Partners agree to cover the following program expenses:

- the screening rights for each film (approx. \$250–\$500 per film)



# CREATIVE COLLABORATIONS

- a portion of program ticketing fees (\$70 per film)
- and materials shipping/handling costs (approx. \$50 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
- all associated costs for any community event(s) planned as part of the program

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

- work with IU Cinema to determine the final series title and film selections
- provide an 80-word description of the approved film(s) and series for IUC marketing materials
- send IUC all complementary marketing materials you may create for approval
  - IUC must be credited in text/logo on all marketing and communications materials as: “This series/event is made possible through IUC’s Creative Collaborations program.”
  - We will provide you with IU Creative Collaborations logos for your marketing materials
- promote your program(s) and work to bring an audience of at least 70 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).

**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.
  - Organizations with proposals requesting funding assistance will be asked to supply the most recent annual budget for the organization submitting the application.

## **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)
Sept to Dec	Application open & Community and campus information sessions held



Dec to Jan	Proposals reviewed
Feb	Acceptance notices sent to all awardees
Mar	Awardees meet with IUC staff to determine all program details and finalize partner MOU
April to May	IUC confirms screening rights/materials with film distributors CC partners confirm all program details & submit program content info to IUC's marketing team
June to Aug	IU Cinema and Creative Collaborations partners promote programs
Sept to May	Creative Collaborations programs take place
June	Final reports due to IU Cinema

### Questions?

You can always email us at [iucollab@indiana.edu](mailto:iucollab@indiana.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](http://www.go.iu.edu/creativecollaborations).