

GET



MENTAL HEALTH FILM FEST



REEL

**Request
for Proposals**



Young Adult
Mental Health

ABOUT

Description

Get Reel Mental Health Film Festival is an opportunity to spark conversation, educate our community, create a space for healing, and feature stories about our mental health.

At Stella's Place, our mission is to provide accessible, comprehensive and holistic mental health supports to young adults ages 16 to 29. The mission of the Get Reel Film Festival is to lift up voices and stories about mental health and to erase stigma by encouraging conversations about mental health.

We are calling for emerging filmmakers across Canada to submit proposals for a

short film, to be premiered at the festival. Chosen by our jury, two teams will be awarded \$5,000 each to support the creation of their short films.

The premiere of the short films created will be screened at our Get Reel Film Festival during Mental Health Week, which is May 2 to 11, in downtown Toronto.

This year, we are looking for proposals that center on experiences from the past 2 years, living in the time of COVID-19. The film could focus on any experience during the pandemic, including but not limited to: isolation, grief, anxiety, eating disorders, substance use, identity, and more.

Table of Contents

About.....	1
How it Works.....	2
Film Criteria.....	3
How to Submit.....	4
Outcome.....	5

HOW IT WORKS

Description

Two filmmakers will be selected and awarded \$5,000 each to create an original short film, running from 5 to 10 mins.

Proposals will be evaluated by both filmmaking and mental health professionals, based on the criteria listed below.

Proposals are due on December 15, 2021.

The grantees will be notified by January 10, 2022.

There will be a check-in and mentorship meeting around the mid-point mark, in February with the jury.

The final films must be submitted by April 1, 2022. The films will premiere during Mental Health Week, May 2 to 11.

To apply, you must:

- Live in Canada
- Be between the ages of 16 to 29
- Be an emerging filmmaker (Have less than 5 years industry experience)

Timeline



FILM CRITERIA

Criteria Details

The film and proposal should focus on the content area of experiences in COVID-19.

Stella's Place will have perpetual, non-exclusive rights to the film, in order to show the films in future settings after this festival. Filmmakers will maintain full ownership and rights of the films they create.

The maximum accepted level of explicitness for the film submissions is the

equivalent of an R-rated film or less, per the MPAA Rating System. Submissions that propose films including excessive nudity, pornography, excessive violence, and other content that would be considered X-rated or not acceptable for viewing on a college campus will not be considered.

Late proposals will not be considered.

Evaluation Criteria

Get Reel judges will be evaluating proposals using the following criteria:

- Storytelling journey and organization
- Mental health topic and depictions
- Filmmaking techniques and skills
- Creativity and innovation
- Potential to reduce stigma & encourage conversations
- Alignment with Stella's Place and Get Reel mission, vision & values
- Feasibility of proposal plan
- Alignment with the COVID-19 pandemic theme

HOW TO SUBMIT

Email the following to getreel@stellasplace.ca by December 15, 2021:

1. Resume or CV, in a PDF titled: "Last Name_Get Reel Resume"
2. Get Reel 2021-22 proposal document that answers the following prompts, saved in a PDF titled: "Last Name_Get Reel Proposal"

1. Name and pronouns of primary filmmaker
2. Email of primary filmmaker
3. Phone of primary filmmaker
4. Location of primary filmmaker (city and province)
5. Names, bio, and credentials for any identified collaborators (director, director of photography, writer, producer, actors)
6. Brief summary / pitch of your film idea (max. 75 words)
7. Explain what mental health themes are explored in the film and how? (max. 150 words)
8. Project scope: outline of story, plot, themes, filmmaking techniques. (max. 500 words)
9. Alignment with content area: how the topic of COVID-19 and mental health will be included in the film, whether it's through the lived experiences of the filmmaker/filmmaking team, connection with a specific population, or demonstrated awareness of and sensitivity to the topics (max. 250 words)
10. Production schedule from January 10, 2021 through April 1, 2022 (including any resources, locations, collaborations, etc.)
11. A realistic and detailed budget for how the \$5,000 grant would be used, including any additional funding amounts and sources if relevant.
12. Information on up to three relevant films that you or your Get Reel grant collaborators have created. Include brief description, link, and description of your role (max. 150 words per project. Jurors will only watch the first 5 mins of each video clip).
13. Why you, why this film, and why now? (max. 250 words)
14. Optional: mood board, storyboard or alternative visual inspiration.
15. Optional: We are committed to amplifying the voices of historically marginalized groups, including BIPOC and 2SLGBTQ+ people. If you feel comfortable disclosing how you or other Get Reel collaborators identify, feel free to do so here.

*Please keep specified word count in mind and keep page count under 15 pages

OUTCOMES

Proposals are due at 11:59pm EST on December 15 2021.

Filmmakers will be notified of their status by January 10, 2022. The selected filmmakers will have from January through April 1 to complete their films, including one mentorship meeting with jury members and progress updates sent to the Get Reel Program Team throughout the process.

Films will be screened during Mental Health Week, May 2–11.

Winning filmmakers who would like to attend the in-person premiere will be offered a fixed travel stipend. Winning film crew will potentially be asked to attend in person screening of their film, followed by a panel that they will sit on. Additional compensation and guidance will be offered to develop and rehearse the panel.

Final films must be submitted by April 1, 2022.

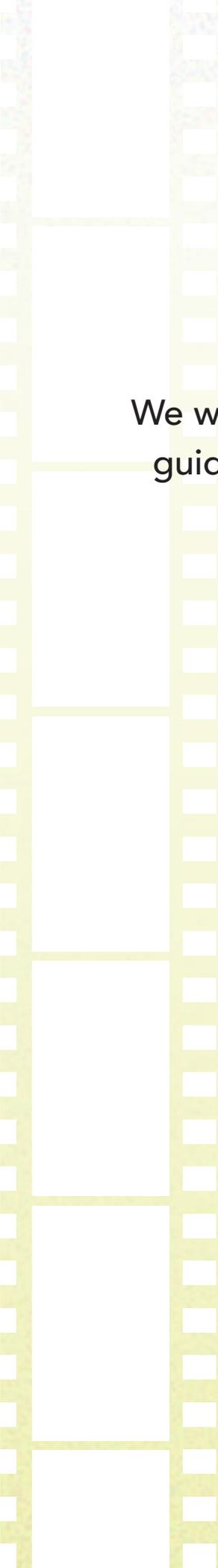
Final films must be submitted in MP4 format. Among the submission requirements will be a SRT file with captions. A visual description must be submitted upon request from Get Reel ticket holders for accessibility. The film crew will be asked to submit a bio and headshot in order to promote the festival.

The history of the Get Reel Mental Health Film Festival

At our first Get Reel Film Festival in 2021, we received local and national media coverage, screened 4 feature length and 8 short films, had 3 panel discussions and 3 workshops, and distributed 416 tickets to 190 people.

The total broadcast impressions were 1.7M, total organic digital marketing impressions were 600K and total paid digital impressions were 800K.

We hope to bring the Get Reel Film Festival to the next level in 2022 with more programming, a hybrid festival with in-person screenings, and even more attendance.



We would like to thank Art With Impact for their continued guidance and expertise on developing our first ever Get Reel Scholarship for emerging filmmakers.

GET REEL

MENTAL HEALTH FILM FEST