

Warren J. Baker Endowment

for Excellence in Project-Based Learning

Robert D. Koob Endowment *for Student Success*

The logo for Cal Poly, featuring the words "CAL POLY" in white, serif, all-caps font on a dark green rectangular background.

PROPOSAL NARRATIVE

(Max. of 3 pages including figures/tables but excluding budget page, 1" margins, 12-point font. See Sec.XII of RFP for more details.)

Proposals not complying with format guidelines will not be considered.

I. Project Title:

25 Under 25 Fest

II. Abstract

The 25 Under 25 Fest is a student-organized, two-day film festival in San Luis Obispo that is dedicated to giving young California filmmakers a platform to show their work. The festival will highlight filmmakers under the age of 25 that are making films less than 25 minutes long. It's an opportunity to only grow the already established film culture within San Luis Obispo county. It will be open to all young people within the state of California, which is the center of American film. We are currently in cooperation with ARTS Obispo and have started to gather other sponsors. With over 100 film schools in the state, filmmakers are in abundance and this festival would be a new way for them to showcase their abilities. It will be a new type of film festival that is focused on youth, independence, and beginnings. We aim to produce an environment that encourages youth art, innovative ideas, and lasting connections between young filmmakers. We have already set a date for May 19-20, 2018 and we will be renting out the Palm Theater to show the films. We also are renting log cabins in Avila Beach for all of the filmmakers, creating a community of filmmakers. We are a film festival for young people making short films.

III. Introduction

This project started when I was just a kid. Film has been a passion of mine for as long as I can remember. I've always loved that film allows people to experience every human emotion. It is incredible what people can create, especially at a younger age. I'm also a Media Arts minor here at Cal Poly and in this minor, we get the chance to premiere short films at the Palm Theater. When these films are premiered, the happiness and sheer joy on the students' faces is incredible. I wanted to make a larger platform for these young people while also creating a youthful environment that encourages connections between film students from throughout California. Several other Cal Poly students have decided to help me on this film fest, and they are from all walks of life at Cal Poly, from journalism to political science to engineering.

Most events surrounding the arts seem to attract an older, wealthier subset of the community, and this festival hopes to reach the younger generation of SLO's residents. Our film fest will give a chance for older community members to see the future of filmmaking in

California. Film is not a one major, one college, or one age group event. Film is open to everyone and that's what's so great about this festival. It includes local businesses, sponsorship and grants, community outreach, social media, and event planning. It's a film festival that is making a difference.

IV. Objective(s)

- a. To create a larger platform for young filmmakers to show their works to the surrounding California communities.
- b. To encourage youth film and youth arts by highlighting the accomplishments of young people.
- c. To form a community of filmmakers that can share stories and ideas while making long-term connections.
- d. To enhance the arts scene in San Luis Obispo county by including college aged students and focusing on the youth within the community.

V. Methodology

In order to meet our objectives, we will have to work very hard. We have several goals and steps we've already taken that put us well on our way towards meeting our objectives. First, we need to reach out to college film students from throughout California. I have a few student volunteers that have been reaching out to colleges for the past 2 weeks. I also created an advisory board that is helping me make decisions and get sponsorships. We have created social media and will need to advertise on those platforms to increase our engagement. We need to partner with as many companies/businesses/people that also align with our goal of helping young filmmakers. We will also need to create a team of volunteers for the actual festival, many of which will be Cal Poly students. We will be reaching out to clubs and other campus organizations. Finally, we will need to create a community that encourages lasting connections.

VI. Timeline

- a. December 2018: Continue to gather sponsors, contact colleges, receive submissions.
- b. January 2018: Continue to gather sponsors, contact colleges, receive submissions, and start to create a larger volunteer team.
- c. February 2018: Continue to gather sponsors, review films that were submitted, select 25 films for festival using 25 person panel.
- d. March 2018: Notify filmmakers that their film was selected/not selected. Pay theater and campsite. Start to plan actual event.
- e. April 2018: Finish up fundraising, lock down actual event programming, place selected films throughout the day, finish planning VIP event
- f. May 2018: Execute the event, lock down judges panel, finish planning VIP event, thank sponsors, filmmakers, and filmgoers.

VII. Final Products and Dissemination

The final product of our project will be a film festival. It will be a two-day film festival showing 25 films made by young professionals under the age of 25. All of these films will be under 25

minutes. It will be held at the Palm Theater and hopefully will be sold out through public ticket sales. The filmmakers will be housed in Avila Beach in log cabins. We will have s'mores, catered in food, and a pancake breakfast in the morning. A private van service will transport us from the campsite and back throughout the weekend. The films will be all day on Saturday and Sunday from 10-5. On Saturday night, we will hold a VIP event for sponsors, filmmakers, and local community members. This will be a place for filmmakers to interact with each other as well as sponsors and other filmgoers. It will be at a local restaurant/brewery. On Sunday, we will finish up with the films and present the top 3 films with \$2,500 total in prizes. This will be the end of the weekend.

VIII. Budget Justification

- a. Operating Expenses: \$1,000
 - i. Printing – We will be printing signs to post around Cal Poly's campus as well as around San Luis Obispo. We will have flyers at several events, as we just had flyers at the CSU Media Arts Festival. Printing these flyers and these different signs will cost about \$100 per month and we will start printing in January. From January, we will have 5 months of printing and fliers, adding up to \$500. This is a key way to get the word out passed the San Luis Obispo area and around the state.
 - ii. Advertising – We will be advertising on social media for the next 5 months. We will use Facebook and Instagram ads to increase our following and get the word out to young people in the area. We will spend \$100 per month of ads on social media and local media. This is the best way for us to sell tickets and create a buzz around the festival.
- b. Contractual Services: \$2,000
 - i. It costs \$2,000 to rent out the Palm Theater for two days. This is the main cost that I hope the grant will cover, as this is the only way the festival can happen. The Palm Theater is the perfect venue as it focuses on low-budget, independent films and supports Cal Poly projects throughout the year. It is \$1,000 per day and I will be showing 25 films over the course of two days, costing \$2,000.

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PROPOSAL BUDGET

Student Applicant(s): Michael Frank	
Faculty Advisor:	Jane Lehr
Project Title: 25 Under 25 Fest	Requested Endowment Funding
Travel <i>subtotal</i>	\$0
Travel: In-state	\$0
Travel: Out-of-state	\$0
Travel: International	\$0
Operating Expenses <i>subtotal</i>	\$ 1,000
Non-computer Supplies & Materials	\$
Computer Supplies & Materials	\$0
Software/Software Licenses	\$0
Printing/Duplication	\$500
Postage/Shipping	\$0
Registration	\$0
Membership Dues & Subscriptions	\$0
Multimedia Services	\$0
Advertising	\$500
Journal Publication Costs	\$0
Contractual Services <i>subtotal</i>	\$2,000
Contracted Services	\$0
Equipment Rental/Lease Agreements	\$2,000
Service/Maintenance Agreements	\$0
TOTAL	\$3,000