



# ASIAN COUNSELING and REFERRAL SERVICE

## Request for Quote

**Short Video for ACRS Benefit Gala, *A Culinary Journey* – Saturday, October 7, 2017**

Asian Counseling and Referral Service is seeking a videographer to create a short video for our annual benefit gala.

### **About Asian Counseling and Referral Service (ACRS)**

ACRS offers hope and opportunity in over 40 languages and dialects. We provide one door through which Asian Americans and Pacific Islanders (AAPI) of many generations – immigrant, refugee, or American born – can find the resources they need. We help transform the lives of families and individuals by helping people feed their loved ones, find jobs, access resources, gain English language and work skills, become American citizens, recover from addiction, and achieve mind and body wellness. We serve seniors and people with disabilities, and connect youth with job training and leadership development opportunities while ensuring that they and their families receive the support they need to succeed in a new land.

### **Project Description**

The video will be featured at ACRS' benefit gala, *A Culinary Journey*. It is our primary fundraiser and is held each October. The goal is to provide event attendees with a look into the work of ACRS, bring it to life in a colorful and dynamic way, and motivate our guests to support our work by making a financial contribution.

We would like to showcase the positive impact of our work, and feature the people who are participating in and benefiting from our programs, through compelling footage, interviews and personal stories. We work to provide clients and program participants with the tools and knowledge needed to act and advocate on behalf of themselves and others in their communities, and that is the context in which we want them to be featured in this video.

The audience is made up of about 500 guests, including major donors, corporate sponsors and community leaders. Some have been financial supporters for many years and are very familiar with our work, and some are new to the organization. The video is shown after a cooking demonstration by the event's featured chef and dinner has been served, and before an address by our executive director and a testimonial by someone who has participated in or directly benefited from our programs. The event venue is the ballroom at The Westin Bellevue, a large banquet space. We are hiring a professional A/V company to handle sound and video projection.

Videographer must have experience with and be comfortable working in diverse immigrant and refugee communities where English may not be the primary or preferred language and interpretation may be needed (ACRS will provide). Subtitle work may also be required. Travel to different sites in the Seattle area may be required, including our offices in Bellevue and Kent, client homes or other sites.

## **Objectives**

- 3-4 minutes long video that we can run on two large screens at our event, with excellent sound and video quality
- Provide overview of importance of civic engagement by the AAPI community; address structural, cultural, linguistic and geo-political barriers to participation in our democracy
- Create a sense of urgency and importance
- Show how ACRS is working to offer solutions for the multiple problems outlined
- Use various spokespeople in short clips – program participants, professionals in the community etc. – who can share their insight and personal stories in a compelling manner
- Motivate people to take action by supporting ACRS
- Leave viewers feeling good because they are contributing to the solution
- Speak to people from different levels of commitment and knowledge – both the “choir” and people not in the “choir”

## **Timeline & Budget**

June 30: application deadline

July 7: select videographer

July-August: shoot footage, conduct interviews with video subjects

September: edit, create and share draft, get feedback and make revisions based on feedback from ACRS

September 22: Video complete, final product shared with ACRS

Asian Counseling and Referral Service is a nonprofit organization. We have a small budget for the creation of this video. Please include in your proposal your expectations for payment.

## **Process**

Please submit a resume, examples of your work, a proposal that outlines how you would fulfill the project and your payment expectations. Email materials to [hongc@acrs.org](mailto:hongc@acrs.org). We will review proposals as they are received, up until the application deadline.