



Promotional Video for Comox Valley

Introduction and History:

The “Momentum Group” is a group made up of Downtown Courtenay Business Improvement Association (DCBIA), Cumberland Business Association (Cumberland BA), Comox Business in Action (Comox BIA), Comox Valley Chamber of Commerce (CV Chamber of Commerce) and Discover Comox Valley (Tourism Vancouver Island) that has been working together to unite the small business community of the Comox Valley. With this partnership- the group would like to create a video that represents the unity of the Comox Valley.

Goal of the Project:

The purpose of this project is to create a video that entices locals to shop and support locally (as well as travel to their neighboring community) and entice travelers to come to the area and support local businesses. This video would like to represent:

- The beautiful surrounding area of each community
- Feature small business in each community (selected by each leader)
- Create the feeling that Comox Valley is united yet diverse

Proposed Idea:

The Best Day in the Comox Valley:

A family wakes up on the morning of a “Special Day” and will randomly select what they will do for the day (eg. draw out of a hat). Although an initial concept idea has been proposed, we are open to hear other potential video/story concepts to meet our overarching goal of creating a cohesive video featuring our communities and local businesses.

Each community (Comox, Cumberland, Courtenay) should be featured in the video with at least one each of the following;

- Activity
- Shopping experience
- Food and beverage

Please contact Julie (contact below), if you would like links to videos that have inspired our concept.

Deliverables:

Video: fully edited, under 2-3 /minute(s) in length with signed consent forms from each model/talent

Ownership:

The Momentum Group will be granted the following rights:

- Non-exclusive, perpetual, irrevocable, royalty-free, assignable, worldwide license to use, re-produce, modify and distribute the produced Material; and
- The right to sublicense to third-parties the right to use, reproduce, modify and distribute the produced Material.

Budget:

\$2000-\$3000

We anticipate that we can accomplish the shooting of this video in two days of filming and the momentum group will support in communication with businesses and coordinating schedules. This budget includes the following:

- Concept production
- Music Licensing fees
- Models
- Expenses
- Travel
- On-site filming
- 1-2 rounds of edits

Timeline:

Deadline for application is December 1st, 2021.

Full concept, including script and shot list, will be delivered for approval by January 30th, 2022.

The video would shoot in early 2022 with weather permitting.

Applications:

Please apply by submitting the following information:

1. Name of Company
2. Contact Person
3. Contact Information (Phone, email)
4. 3 examples of projects
5. Quote for this project
6. Rough plan of how you would execute the project
7. Why you are the best one for this project
8. Estimated date this project would be completed

Please submit all applications to:

Julie Keumbehjdjian

Comox Valley Chamber of Commerce

julie@comoxvalleychamber.com

250 334 3234