



Sesame Workshop Request for Pitch

FILMS DEPARTMENT

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1. BACKGROUND

Sesame Workshop



Sesame Workshop creates innovative, engaging content that maximizes the educational power of all media, helping children reach their highest potential. Sesame Workshop is a nonprofit organization of writers, artists, researchers, and educators. Best known for *Sesame Street*, we create educational content for children from birth through age 12, delivered through a variety of media including television, radio, the internet [www.sesamestreet.org], film, home video, books, magazines, and community outreach.

It all began in 1968 with a simple and, at the time, revolutionary idea: to use television to help children learn. Over forty remarkable years later, that learning continues – crossing technological frontiers, geographical borders, and cultural barriers. Today, *Sesame Street* benefits more children in more countries than any children’s program in history. In fact, the program makes it a priority to organically feature children of all races, ethnicities and cultural backgrounds, including children with disabilities.

Sesame Workshop’s Films Department commissions all live action/animation/mixed media for air on the domestic show “Sesame Street,” and is repurposed for the web, the international division, and our home videos.

2. REQUEST FOR PITCH

Invitation for Pitches and Submission Guidelines

We are collecting submissions for Season 50 films! We are interested in commissioning live action, animation and mixed media shorts. We would like to include you/your production company in our requests for pitches. We will entertain pitches that encompass all components.

Your pitch should include:

- 1) your idea/pitch, including any thoughts on implementation
- 2) an itemized budget
- 3) a project development timeline
- 4) storyboards, illustrations or any relevant images as points of reference
- 5) a resource allocation sheet listing key creative and executives expected to be assigned to the project

NOTE: PITCHES SHOULD NOT INCLUDE SESAME STREET CHARACTERS OR PUPPETRY OF ANY KIND.

Also, please tell us about your company: descriptions of relevant projects you have been involved with, client references, and a summary of your process for developing projects like this one.

All proposals are due via email by (or before) February 28, 2019. We plan to select our pitches shortly thereafter. Pitches, as well as questions regarding this RFP, should be submitted via e-mail to **Robert Reid** at Robert.reid@opm.gov.jm.

Terms of Agreement

Sesame Workshop invites vendors to submit pitches subject to the terms and conditions below and subsequently to enter into a professional services agreement in accordance with the requirements, terms, and conditions of this Request for Pitch which are as follows:

Pitch Submission Information

This RFP is not an offer to contract. Sesame Workshop is under no obligation to a vendor until a written contract is entered into by Sesame Workshop and the vendor. We are not obligated to consider or accept any pitch from a vendor even if all requirements stated in the RFP are satisfied by the vendor.

Confidentiality

Information provided by Sesame Workshop to vendors in connection with the RFP process, including the RFP documents, is confidential to Sesame Workshop. A vendor will not disclose such confidential information to any third party without Sesame Workshop's prior written consent, will use such confidential information solely to respond to the RFP, and will take all reasonable measures to maintain the confidentiality of the confidential information.

Valid Offer Period

The pricing, terms, and conditions stated in your response must remain valid for 90 days from the date of delivery of the pitch to Sesame Workshop.

Pitch Ideas

Vendors acknowledge that the proposal will be based on Sesame Workshop's intellectual property including Sesame Workshop's characters and brands, and that Sesame Workshop has developed, is currently developing and will continue to develop materials similar to those described in this RFP. Vendors acknowledge that Sesame Workshop in good faith will have the sole discretion to determine whether any materials developed by Sesame Workshop are similar to any elements contained in a vendor's pitch, whether such elements are truly novel, whether Sesame Workshop's materials are created as a result of vendor's pitch, and whether any future compensation is due to a vendor. Sesame Workshop will not distribute any copies of a vendor's pitch to any third party and upon request will return the vendor's pitch at the end of the RFP process.

Budget

As a non-profit, Sesame Workshop has film budgets that are on the smaller side. On average, our budgets are approximately \$10,000 per minute, but every film budget is determined on a case by case basis.

Right of Rejection

Sesame Workshop reserves the right to accept or reject any or all responses to this RFP and to enter into discussions and/or negotiations with one or more vendors at the same time. Additionally, Sesame Workshop reserves the right to amend or withdraw this RFP in whole or in part, at any time prior to entering a contract with a vendor. Expenses incurred in the preparation of pitches in response to this RFP are the vendor's sole responsibility.

Work-Made-For-Hire

Any contract to be entered into between Sesame Workshop and a vendor will be for work provided solely as work-made-for-hire, with ownership and all rights belonging to Sesame Workshop, except for any pre-existing proprietary technology that is specifically identified by vendor and pre-approved by Sesame Workshop.

Subcontractors

The vendor agrees not to sub-contract out any work unless otherwise agreed to by Sesame Workshop.

3. PROJECT OVERVIEW

We are looking for really strong, ground-breaking pitches this season. Due to the nature of this pitch event, and there being a limited time frame for each participant to pitch, please select only ONE of the following concepts to develop a pitch for.

Project Needs:

Sesame Street’s Season 50 Curriculum is *The Power of Possibilities: Embracing Oops and Ahas*. The goal is to provide children with skills and strategies in order to have a positive approach to learning when faced with challenges. The letter films should highlight “oops and ahas” through the challenges preschoolers face (academic, physical, social/emotional). Self-regulation and executive function skills and strategies should also be highlighted when appropriate, as these cognitive process skills support children’s learning.

Letter Films

We are currently looking for two, very specific, letter films for the show. These films should not be longer than 1:00 minute, unless otherwise noted. We are specifically looking for new ideas around the following letters/topics only (**NOTE: Please see the curriculum takeaway points/helpful hints listed below, to help you focus your pitch**):

D is for Dress Up (live action pitches only)

- Opportunity to pretend play based on experiences and schemas about their worlds.
- Highlight what people in various roles actually do (e.g. what a farmer does on a farm, chefs do in the kitchen of a restaurant etc.)
- Defy gender role stereotypes.
- Model trying different roles, taking the perspective of others, exhibiting flexible thinking (looking at a situation in a new way) and impulse control and participating in problem solving.
- Follow a “play plan” or a “play script”: talk about what they are going to do, what materials they may use, and how they are going to do it.
- Incorporate a couple of “aha” moments, like maybe discovering that you can use a certain dress up prop or accessory for something unique – something that shows creativity and use of imagination (like a ruler being used as a magic wand)

BELLY BREATHE SONG (a song-based film about what it means to “belly breathe” and how you do it) (live action or mixed media pitches preferred) *PLEASE NOTE: We do already have a strong contender for this film, but are still accepting pitches*****

- Belly breathing is a strategy to help yourself calm down. When you’re calm you’re better able to solve problems, manage emotions, delay gratification etc.
- Place your hand on your belly and take a slow deep breath in through your nose, pushing your belly out. Then slowly breath out through your mouth, pulling your belly in.
- Model scenarios where you may need to use belly breathing and it’s working.

Some guidelines to remember when coming up with ideas for letter films...

Letter Recognition

Expose children to the upper case letters of the alphabet and encourage them to identify letters by name. Model characters investigating and describing what each letter *looks like* (e.g. “S” looks like a snake, “B” has two bumps, etc.). Present letters in context through multiple exposures (e.g. presenting the letter “L” by reading the book *Lucy the Lazy Lizard* and then retelling and acting out the story). This repetition can help children develop richer understandings of each letter.

Letter Sounds

Present letter-sound relationships and encourage children to say each letter’s sound. Emphasize only one letter sound at a time and not blends of two letter sounds. It is easier for children to learn a letter and its sound when the same sound is repeated within different words (e.g. clearly highlighting the “P” letter sound in the words “p...p...porridge” and “p...p...pajamas,” rather than also adding in a word such as “Prairie,” which has the blended initial sound “pr”).

Alliteration

Introduce children to words that begin with the same sounds and emphasize the initial letter sound. When choosing words to associate with a letter, choose words that may be familiar and meaningful for preschoolers, and ensure that the letter sound is presented as clearly as possible.

Number Films

We are currently looking for three number films (live-action, animation, or mixed media) for the show. These films should also not be longer than 1:00 minute. We are specifically looking for new ideas around the following number/topics only:

Number 7 - the theme should be MUSIC (animated or mixed media pitches preferred) (example: an animated film counting 7 really funny band members playing different instruments)

Number 8 – the theme should be PATTERNS (live action, animated or mixed media pitches) (example: kids playing outside and making a game out of forming patterns with objects they find in nature)

Number 9 – the theme should be SCIENTIST (live action, animated or mixed media pitches) (example: an animated film with kids counting things they see with their magnifying glasses)

Some guidelines to remember when coming up with ideas for number films...

Number

Present children with printed numerals and help children identify the numbers by name. Emphasize that numbers represent quantity (or in other words, “how many” things there are). For example, if presenting the numeral “3,” visually show 3 crayons next to it.

Counting

Present children with verbal numbers in sequence. Foster children’s love of counting by emphasize why *they count* Help children understand that the purpose of counting is to determine the total number of things in an overall set size. Model “counting on” from a particular point in a number line, as opposed to always starting again from one.

Enumeration

Present children with a homogenous, age-appropriate set of objects and encourage them to count each object and recognize that the last number reached in counting is the total number in the set (e.g., 1, 2, 3, 4, 5! Five apples all together!).

Digital Media use

The film department works closely with Sesame Workshop’s Digital Media team. We are always looking for ways to make some of our film ideas live not only on the show, but also in other areas, such as online. So please keep this in mind when developing your pitches, and feel free to include any gaming ideas or aspects, along with your pitch(es). As an example, in a past season we made a music video/film with a band, and the filmmaker gave us the extra assets to make a video game to live on www.sesamestreet.org.

4. SCHEDULE AND APPROVALS

A detailed project schedule will be created by vendor and approved by Sesame Workshop after a vendor is chosen. Please note that at this stage, the final delivery deadline is unmovable and will need to be worked against in any project schedule.

Please expect and schedule for at least three rounds of revisions for each submission. There is a team of people that must review the elements submitted every step of the way, including our executives and research department. However, we will be mindful of delivery deadlines and do our best to get back to you with feedback and revisions in a timely manner.

5. EXAMPLE CONTENT

Live Action

X Salute <https://www.youtube.com/watch?v=uHXJXVWGZIs>

N is for Nature https://www.youtube.com/watch?v=HmI1lcArt_w

J is for Jump https://www.youtube.com/watch?v=_51aiCU32qg

D is for Dance https://www.youtube.com/watch?v=IH3L5b_JCMY

Count Me In <http://www.youtube.com/watch?v=ArcJdbvem1g>

Animation

P is for Prince & Princess https://www.youtube.com/watch?v=6clUpj6q_eI

H is for Healthy <https://www.youtube.com/watch?v=I0FuQucsi5k>

1-10 Hoedown <https://www.youtube.com/watch?v=wfIImuOW44w>

Quincy's Letter Q <https://www.youtube.com/watch?v=gik6uAIDBB8>

4 Chicks in the Barn <https://www.youtube.com/watch?v=g4UZdiVZH18>

Mixed Media

Play Inside G <https://www.youtube.com/watch?v=qVjSFbMlpjQ>

Five Kangaroos <https://www.youtube.com/watch?v=ZsUOqvi2b4M>

Stop Motion

Play with Your Food <http://www.youtube.com/watch?v=1xJm-e6QEHU>

6. SESAME STREET FILM DEPARTMENT TEAM

Our team includes the following:

Mindy Fila, Coordinating Producer – Sesame Street Production

Kim Wright, Film Producer – Sesame Street Production

Christina Elefante, Associate Producer - Sesame Street Production

Autumn Zitani-Stefano, Director of Content

Susan Scheiner, Assistant Director of Content

Thanks so much. We look forward to receiving and reviewing your pitches!

Kim Wright

Film Producer, Sesame Workshop