



Request for Proposal – Short Film INFORMATION SHEET

As part of the Spotlight Initiative, The Creative Coalition is accepting proposals to produce a short film with a running time of not less than five minutes and not more than 40 minutes (“Short”) with a maximum budget of \$50,000 addressing the theme of *“The Untold Story of Obesity in America.”* A panel created by The Creative Coalition will choose up to three filmmakers to be given this opportunity.

“The Untold Story of Obesity in America” may encompass the following elements:

- What the latest research and evidence shows about how weight impacts health and why people live with obesity. For example, it is not just a failure of willpower or a matter of personal responsibility; genetics, biology and environment all play a role.
- Many people with obesity try hard to lose weight (on average seven times in their life).
- After losing weight, our body tries to put it back on: a “tug-of-war” of weight management.
- The challenges of obtaining obesity care in this country, including the lack of proactivity in having the right conversations (across society) about weight and health, and providing the long-term understanding, support and care needed to improve the lives of people with this disease.

The deadline for proposals is 11:59 PM ET, Friday, October 2, 2020. The panel will review the proposals and make their decisions by October 16, 2020. The decisions of the panel are final. Filmmakers chosen will have until January 15, 2021 to produce and submit their completed Short. It is expected that the Shorts will be shown at an event in Park City, Utah in January 2021 or another locale at a later date.

Go to www.TheCreativeCoalition.org.org/Obesity to submit a proposal. The following are general notes describing the process and the proposal requirements.

This project is sponsored by Novo Nordisk, Inc.

Contact: Barb Horvath, TCC Program Manager, Bhorvath@thecreativecoalition.org.

General Notes:

- Filmmakers must be legal U.S. residents and 18 or older.
- Only complete applications will be considered.
- The filmmakers chosen will be notified by The Creative Coalition via phone/email.
- Filmmakers chosen will submit their film in a format to be determined.
- This program is void where prohibited.
- The Creative Coalition is the premier nonprofit, nonpartisan 501(c)(3) social and public advocacy organization of the arts and entertainment community. Founded in 1989 by prominent members of the creative community, The Creative Coalition is dedicated to educating its members on issues of public importance. Address: 360 Park Avenue South, 11th Floor, New York, NY 10010.
- Novo Nordisk, Inc. is a leading global healthcare company, founded in 1923 and headquartered in Denmark. Novo Nordisk’s purpose is to drive change to defeat diabetes and other serious chronic diseases such as obesity and rare blood and endocrine disorders by pioneering scientific breakthroughs, expanding

access to our medicines and working to prevent and ultimately cure disease. Address: 800 Scudders Mill Road, Plainsboro, NJ 08536.

- All materials must be submitted in English.
- All content must be original work and not violate or infringe any patent, copyright, trademark or any common law rights.
- All applications become the property of The Creative Coalition and Novo Nordisk and will not be returned.
- Each filmmaker acknowledges and agrees that the filmmaker cannot and will not assume or infer, from the fact that TCC will accept the filmmaker's offer to submit materials to TCC, that TCC regards such materials, or any part thereof, as novel, valuable or usable. Each filmmaker acknowledges that other applicants may have submitted to TCC or to others or made public, or may hereafter originate and submit or make public, similar or identical material which TCC shall have the right to use, and each filmmaker understands that the filmmaker will not be entitled to any compensation in the event of TCC's use of such other similar or identical material and each filmmaker hereby waives any such claim that TCC or any of the Indemnitees (as defined below) misappropriated any ideas or portions of the materials in any programs, exhibits, productions or activities.
- All Shorts produced as part of this program will be a "work made for hire" under the United States Copyright Act and, at all stages of development, the Short and any materials created, prepared and/or submitted in connection with the Short shall be and remain the sole and exclusive property of The Creative Coalition
- The Creative Coalition and Novo Nordisk, Inc. make no guarantee that any application will be selected.
- By participating, each applicant agrees: (a) to abide by the decisions of The Creative Coalition and Novo Nordisk, Inc., which shall be final & binding in all respects; and (b) to release, discharge & hold harmless The Creative Coalition and Novo Nordisk, Inc. and their respective parents, affiliates, subsidiaries and advertising and promotion agencies and all of their respective officers, directors, agents and representatives (collectively, the "Indemnitees"), from any & all injuries, liability, losses & damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from entrant's participation in this program.
- Filmmakers chosen will be required to sign (and cause third parties participating in the Short and/or rendering services in connection with the Short to sign) additional documentation as needed to continue participating. See www.TheCreativeCoalition.org/Obesity for examples.
- All federal, state and local taxes associated with acceptance and use of the money provided to produce the Short will be the filmmaker's responsibility.
- Filmmakers will be responsible for obtaining all licenses, permissions, waivers and releases in connection with the exhibition, advertising, promotion and exploitation of the Short, whether commercially or otherwise.
- The Creative Coalition and Novo Nordisk, Inc. make no guarantee that any Short will be shown at an event in Park City, Utah in January 2021.
- This process shall be subject to and governed by the laws of the State of New York.
- The Creative Coalition and Novo Nordisk, Inc. reserve the right in their sole and absolute discretion to amend or edit this application and any other materials associated with this program, in whole or in part, for any reason, or to terminate this program at any time.