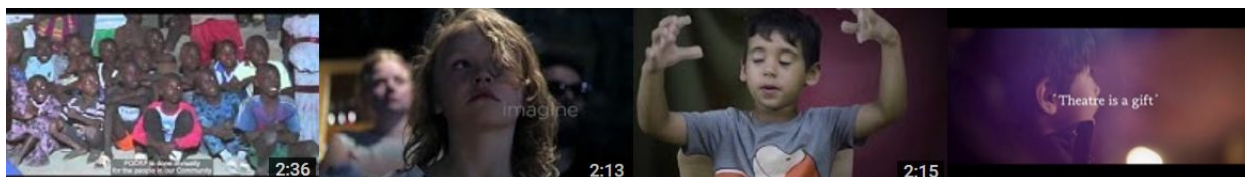




Call for proposals: produce the ASSITEJ World Theatre Day Video 2020!



The World Day of Theatre for Children & Young People is celebrated and promoted through the campaign **'Take a Child to the Theatre Today'**.

The message is simple: 'take a child to the theatre – today'. If many people get behind this message, a significant impact can be achieved.

Each year ASSITEJ commissions a short promotional film, that is published on our website and social media channels. The video is shared with and by our members across the world. Each year the film is produced by a different member country from around the world – highlighting the diversity of our membership and our global reach.

In previous years, the following countries have produced the World Day video: Denmark & Sweden, Russia, Australia, Japan, Nigeria, Norway, Uruguay and South Korea.

This proposal calls for an ASSITEJ National Centre who wants to produce a video for the campaign. It will be a great opportunity for the centres to present and promote its activities and the TYA scenes of the country on a global scale. ASSITEJ International can support the production of the video with maximum \$2,000 (including VAT).

The proposal should include a storyline or a description of the idea for the video.

The deadline for sending in your proposal is 1 October 2019. The decision will be made online by the EC, on Monday 14 October.

If you are a national centre that has the intention to produce the video, please fill out the form below:

<https://forms.gle/7MiiUqZNKtm8c3oo7>

The brief on the video

[Length] 40 seconds ~ 2 minutes

[Film quality] 1080p or 1080i with good sound.

[Contents] The video should:

- Reflect the values of ASSITEJ
- Celebrate children, theatre and theatre for children
- Highlight the message simply and clearly – ‘Take a child to the theatre – today’.
- Promote 20th March as the World Day of Theatre for Children and Young People
- Have a unique feel or perspective from the country in which it has been produced.
- Focus on professional theatres for young people, not just youth theatres or children on stage.
- Feature children – the voices and thoughts of children are powerful, engaging and fun
- Feature the ASSITEJ logo and website

[etc]

- It is highly recommended that professional film makers or persons who have decent experiences in making film participate in creating the video.
- As English is the ASSITEJ working language, any text or spoken words must also be subtitled in English. The English subtitle file will be shared in order to translate it into local languages.

[Timeline proposed]

World Day of Theatre Video 2020	Notes	Due Date
	Deadline for submission of Proposal	01 Oct. 2019
	EC Decision on the producer	14 Oct.
	Contact and agreement with producer	21 Oct.
	1st draft film	01 December
	Revision deadline	14 Dec.
	Film delivered	28 Dec.
	Subtitles	20 January 2020
	Distribution	03 February

[Previous videos]

<https://vimeo.com/315004381>

<https://www.youtube.com/user/ASSITEJINTERNATIONAL>