

36 Hours in Kitsbow Short Film Series

GRANT PROGRAM



KITSBOW®
CYCLING APPAREL

What We Want

We want to show the world that they can have a fabulous, wonderful, smile-filled time right out their door for a 36 hour (or less) adventure from their door. We're looking for short films that tell that story, a unique story, of such an experience. We are willing to fund such an experience.

At Kitsbow we strive to fit it all in; work, family, and fun.

But when it feels like adventure is something *others* do, it's time to hit pause. Then eject. Adventure is just outside our door, maybe even a short train ride away. *The key is to go.* Yeah we're all busy, but most of us can get away for 36 hours.

The Point

Applicants will keep a sharp eye on these qualities:

- Fun
- Near you. We want to see what and where you find your adventure close to home.
- Realistic (possible for a normal person, as opposed to an elite athlete)
- Affordable (private jets are frowned upon)
- Real (weather and all)
- Fun

Non Goals

We're not looking for world-class, Oscar-winning cinema-quality filmography... direction, acting, producing, or production values. Keep it real folks! (of course, if you're the next Alfred Hitchcock, we'd love to award you the grant).

We don't have any particular geography, bike brand, type of riding (road, MTB, gravel) in mind. We're not targeting a particular population, income level, or bike brand.

Other Goals

We want ***Kitsbow gear to be visible*** (we're paying for it!) but it doesn't have to be super obvious or overdone. Just act like you're proud of it (are you?).

We may not accept your film, or pay you the second installment, if there are competing brands visible and prominent in your film. This has occasionally been a problem with previous submissions.

We have families, we're part of a family. It would be awesome if your film proposed to include families, your friends, your community. Family-friendly isn't just a concept.

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Extra Credit

Northern California and Portland Oregon are obvious bike meccas, with many advocates and tons of infrastructure (trains, buses, bike paths, etc.). They have it easy.

Show us how it works in *your* town. Show us 36 hours of fun in a place that doesn't have so many bike lanes and paths. Show us your love!

Unexpected pleasures of geographies not necessarily known for bike-friendly infrastructure will definitely tip our hand, in a tie-vote. Don't be shy!

Guidelines

We ask that you use the same intro sequence that we do; we ask that you use the same closing sequence that we do. Other than that, let your creative spirit guide you.

Your final film must be less than 5:00 minutes long, including intro sequence and credits.

Extra points awarded to competitors who come in under 3:00 minutes! Less is more on the Internet.

A Few More Requirements

We'll need (at least) a RideWithGPS route file to post on our website, so that others can recreate your fun. If you have a website or other online resource to offer, tell us about it. That's extra points too!

We'd love it if you write about your experience, post and spread your film far and wide, and otherwise do your best to make it A Big Deal. Go for it. (And tell us how you would do that). **We need at least a two paragraph description of your proposed film.**

Before we hand over the moola, you'll sign a release that says we can use your film in any way we choose, for as long as we want, where ever we want. After all, we helped pay for it!

But we will NOT restrict how *you use it*. You can use it any way you want, including re-marketing or re-distributing it, as long as our rights to use it any way we want are unrestricted. That's it. No catches, no tricks.

Please ride on all legal roads and trails and obey all traffic laws. We are always called out on illegal trails, so please don't even attempt it!

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Kitsbow

Obviously, you need to **wear our gear**. We'll provide it (and you can keep it) but you can't wear competing gear. That's really our only restriction. This is **36 Hours in Kitsbow**, not 36 Hours in Whatever You Want.

What Do You Get?

We'll give you 4 things, if you are accepted into our grant program:

#1 Gear. We'll give you Kitsbow Gear to wear in your film, and you can keep it. If you know our stuff, you know this is valuable and precious gear. Tell us what you need, and we'll let you know what you'll get (if you are awarded the grant).

#2 Promo. We'll do our best to make you famous. We'll spend money promoting your film, to make you famous. If you have a clue about social media, you'll know that this takes cold hard cash.

#3 Cash. We can't pay for an expensive film crew, but we'll give you **\$1,500** towards expenses... \$750 once you've signed our agreement, and \$750 more when we accept your film. You can use this any way you see fit. Use it well.

#4 Discounts. We'll give you a discount code that your friends and family can use, because after this, you'll be a Kitsbow Ambassador. And you can buy more gear for yourself at an awesome discount as well.

That's it. Fame and fortune. *Take your best shot.*

Submit your application to: Info@Kitsbow.com

Timing

The first film will be released the week of **April 1**.

We are accepting applications immediately, and will accept them **until February 28th at 5pm (Pacific)**. Submit your application to: Info@Kitsbow.com.

Winners of the grant will be notified with 2-3 weeks.

Name of Applicant:

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**GRANT
APPLICATION
FORM**



Name of Team/Group/Company:

Proposed Title:

Proposed Location(s):

Proposed Theme/Route:

Proposed Story/Narrative/Concept:

STAFFING

Proposed Producer:

Proposed Director:

Proposed Camera Operator(s):

Proposed Editor(s):

Proposed Narrator(s):

Proposed Rider(s) / Actor(s) / Talent:

BUDGET

Proposed Music (and indicate ability to secure rights to music):

Catering / Food / Fun:

Other Expenses:

Total Budget:

Portion of Budget Not Funded by Kitsbow:

Source of Funding Other Than Kitsbow: