



## Invitation to Tender for Press & PR Services

**BAFTA Scotland is seeking to appoint an experienced public relations agency/or individual to lead proactive press and media activity before, during and after the British Academy Scotland Awards 2018.**

### **About BAFTA Scotland**

BAFTA Scotland has been championing the country's film, television and game industries since 1989, celebrating and rewarding excellence through its annual British Academy Scotland Awards and Learning and New Talent Events Programme. BAFTA Scotland is at the core of Scotland's screen industries, regularly engaging its members and the wider industry while reaching out to the public via a comprehensive range of screenings, educational events and masterclasses.

[www.bafta.org/scotland](http://www.bafta.org/scotland)

### **BAFTA Key Message:**

"We shine a spotlight on the most influential cultural touchpoints – film, games and television – and facilitate access to excellent work in these art forms, for both audiences and creators."

### **Secondary Message:**

"**We champion excellence:** BAFTA champions creative and cultural excellence by celebrating and elevating the best British and international talent and showcasing it to the world through our awards and learning activity. We bring our globally admired UK practitioners together with their international counterparts to uphold and enhance standards for all."

### **About the British Academy Scotland Awards**

The BAFTA Scotland Awards were introduced as a stand-alone ceremony in 1991. After humble beginnings, they are now held annually in November in Glasgow. They attract industry attendance of approx. 600 and a considerable online audience. The Awards are traditionally held on the first Sunday in November. This is now a well established date for the Scottish industry. Previous Award winners and guests include Armando Iannucci, Brian Cox, Peter Capaldi, James McAvoy, Kate Dickie, Kirsty Wark, Martin Compston, Sam Heughan, Caitriona Balfe, Douglas Henshall, David Tennant and Lorraine Kelly.

### **Scope of Work**

- Nominations Launch Planning & Management
- Outstanding Contribution Awards Press
- Pre Awards Planning & Event Preparation
- Media Management (with appropriate staffing) of red carpet, backstage winners area and press room
- Wrap Up & Media Evaluation/Insight

### **Targets**

- Greater public awareness of the British Academy Scotland Awards & BAFTA Scotland
- Increase industry and commercial support for the Awards
- Successfully juggle the different elements of film, television and games.
- Strong event management due to the high level of talent who attend and the scale of the Awards Ceremony.
- Maximisation of red carpet PR opportunities at Awards
- Maximisation of Nominations and Special Award(s) announcement, recognising opportunities with public and industry PR
- Full exploitation of online opportunities



BRITISH ACADEMY  
SCOTLAND AWARDS

**Timetable**

Tender responses proposals deadline	Friday 20 July, 4pm
Decision finalised	mid August 2018
Contract start date	1 September 2018
Nominations' Launch	26 September 2018
Specials announced	24 October 2018
Nominees' Party	3 November 2018
British Academy Scotland Awards	4 November 2018
Maximum budget available is £3,500 + vat	

Proposals must be submitted by email to:

**Jude MacLaverly**

**Director, BAFTA Scotland**

**judem@bafta.org by 4pm on Friday 20 July 2018.**

All proposals should be submitted in PDF format with any web links embedded (if applicable). Any late submissions will not be considered. Prior experience of delivering a high profile/red carpet event is essential. Any submissions without relative experience will not be carried forward.

Your proposal should include:

- Details of proposed project team including short biography
- Previous experience relative to this project
- A brief synopsis on how you would anticipate delivering this project

[bafta.org/Scotland/awards](http://bafta.org/Scotland/awards)