

**END**

**INJUSTICE**



SIKHIALPHA

## THE BRIEF

Produce an impactful short film of 2 to 5 minutes duration including title sequences and credits for digital release on Sikhi Alpha's network that showcases one of its campaigns.

## INSIGHT

Sikhi Alpha is a non-profit on a mission to work with communities worldwide to end injustice by empowering and educating people to raise themselves up. This process begins by sharing time, information, and knowledge more effectively.

Sikhi Alpha believes film is the most powerful medium to raise our awareness.

## THOUGHT STARTERS

**#therewithu** – The perfect university boyfriend who lovingly puts up with his quirky girlfriend, except in the privacy of her dorm room, he is a violently abusive partner. What if the girlfriend was the oppressor?

**#equityineducation** – A wonderfully cheerful freshman seen as the coolest in class. Behind his smile, he hides a world of mental illness, the result of having to work multiple jobs, to finding scraps of food, and an abusive father who torments the family. What if the mother was the abuser to his disabled father?

**#upliftandunite** – A PhD student vowing for a junior lecturer role is overly discriminated against, by a similar individual of the same background, regardless of her effort shown.

## TIMELINE & APPROVALS

PRE-PRODUCTION: 7 days. Revise + agree final draft of script with Sikhi Alpha.

PRODUCTION: 2 days

POST-PRODUCTION: 2 days

INSTAGRAM PREMIERE: Soon after!

## MINIMUM REQUIREMENTS

- Passion - for our values and objectives
- Story - Tagline, Logline, Premise, Creative Script
- 4K resolution - filmed on iPhone/Android smartphone
- Direction - show, don't tell
- Curious, passionate and talented - editing, sound and mixing, color correction
- Media release and volunteer liability forms - return for all involved volunteers
- Instagram - complete draft with full credits listed

## CREATOR CHECKLIST

The checklist below is to help ensure all steps have been followed:

- I have followed the guidelines of the briefing pack.
- The film is my own, original work, created specifically for Sikhi Alpha. (All use of third-party intellectual property (IP) has all necessary rights and permissions included.)
- Advertisements or other marketing efforts within films are strictly prohibited.
- The short film is in English.
- I have understood, completed signed and submitted the Creator's Agreement.
- I have submitted all necessary signed third-party rights agreements with my film.
- I have fully credited all individuals that were involved with the project.
- I will not show my film publicly anywhere until Sikhi Alpha has premiered it.

## CAMPAIGNS

**THERE WITH YOU** – Under our Safety theme, we assist local shelters to provide services such as advocacy, rape and battering hotlines, trauma support, wellness training, community outreach, youth leadership development, and self-defense workshops.

**EQUITY IN EDUCATION** – Under our Education theme, we provide children from families with low income financial literacy and health education, Q&A sessions with students and volunteers, in addition to backpacks and school supplies. Every child deserves to thrive in school and life, and we aim to inspire a life-long passion for learning and life-changing education for thousands.

**UPLIFT AND UNITE** – Under our Fairness theme, we help institutions to provide services such as advocacy, education, 24-hour hotlines, civil rights defense, legal aid, and community engagement.

## USEFUL LINKS

SIKHI ALPHA LINKS:	<a href="https://linktr.ee/sikhialpha">https://linktr.ee/sikhialpha</a>
SIKHI ALPHA FOUNDATION:	<a href="https://sikhialpha.org">https://sikhialpha.org</a>
SIKHI ALPHA INSTAGRAM:	<a href="https://sikhialpha.org/instagram">https://sikhialpha.org/instagram</a>
‘THERE WITH YOU’ CAMPAIGN:	<a href="https://sikhialpha.org/therewithyou">https://sikhialpha.org/therewithyou</a>
‘EQUITY IN EDUCATION’ CAMPAIGN:	<a href="https://sikhialpha.org/equityineducation">https://sikhialpha.org/equityineducation</a>
‘UPLIFT AND UNITE’ CAMPAIGN:	<a href="https://sikhialpha.org/upliftandunite">https://sikhialpha.org/upliftandunite</a>

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