



THE ADVERTISING CLUB OF EDMONTON

The Advertising Club of Edmonton is a non-profit group that strives to promote the success of the advertising industry in Edmonton. Through various events and initiatives, we celebrate the creativity of our members and help foster long-lasting relationships within the community. Although COVID-19 has thrown a few challenges our way, our dedication to recognizing the exceptional talent of Edmonton's advertising industry has not wavered. For the second consecutive year, the ACE Awards will be held virtually and as such, ACE on Display will be virtual as well.

Project Overview

The platform on which the ACE Awards will be hosted will also be leveraged to showcase the entries prior to the start of the show. A video reel will play on a loop that displays the creative work. A templated slate will be provided ahead of time to ensure that it aligns with this year's theme "Creativity Isn't Cancelled." Each slate must include the following:

1. Creative work that was submitted
2. Respective agency or freelancer
3. List of category or categories in which it was submitted
4. Title of the creative work (based on title submitted with the entry)
5. Name of client

There are a total of 162 unique entries that would need to be showcased in the reel. The creative work itself and its relevant information along with the specs will be provided prior to the project's kick-off.

Timeline

Deadline to submit response::	April 1 - April 8
Review of responses by ACE:	April 9 - April 12
Selected partner notified:	April 13
First draft of reel delivered to ACE:	April 24
List of revisions provided:	April 26
Revisions completed:	April 29
Final version delivered to ACE:	April 30

Response Submission

Please submit a response that includes a brief overview of your organization, a list of any previously completed projects that align with the requirements of this RFP (with a short description and link to the project, if available), as well as details on pricing. The deadline to submit your response is April 8, 2021 at 11:59pm and should be emailed to adauction@adclubedm.com.

Contact Details

Should you have any questions in regards to the above, please contact Sherin Noroozi at adauction@adclubedm.com.

Sherin Noroozi

ACE on Display, Chair