



## SAVANNAH MUSIC FESTIVAL 4TH ANNUAL TV COMMERCIAL COMPETITION

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### OFFICIAL RULES & REGULATIONS

If you plan on entering the competition, please read the full rules below. To get started, here are basic guidelines:

- Entries will be accepted through November 5, 2007.
- Your entry must be submitted on DVD. A final master on Betacam may be required if chosen as a winner.
- The competition is open only to currently enrolled students at colleges/universities in the City of Savannah.
- Your entry cannot use copyrighted material without permission.
- You're welcome to submit more than one entry, provided each one is truly different.
- All winning entries are under a Work Made for Hire agreement.
- A team of Savannah Music Festival staff and volunteers will review every entry, evaluating how well they fulfill five criteria -- Persuasive, Original, Memorable content and delivery, Entertaining, and Motivating. We will select 2 finalists with announcement of winners by December 10, 2007.

### Now read on for the full contest rules:

1. **ENTRY CRITERIA:** Your entry should consist of your own content. Your entry should effectively communicate the elements of the Music Festival and Savannah in an informative, memorable, and creative way. Ad must include the following text, prominently displayed, on one or more pages: "Savannah Music Festival" "March 20-April 5, 2008" "912-525-5050 box office" with the Savannah Music Festival logo. The website [www.savannahmusicfestival.org](http://www.savannahmusicfestival.org) must also be displayed, preferably through the length of the spot. A list of sponsors must be displayed at the end of the commercial. Entries may be in any form, including but not limited to, animations, live action, CGI, broadcast design. All entrants must submit a 30 second and a 15 second version.

2. **SUBMISSION OF ENTRIES:** Entries must be received by November 5, 2007 and submitted through college or university contact/organizer and not directly to the Savannah Music Festival. All entries must include a completed application form.  
**DOWNLOAD THE COMMERCIAL AD COMPETITION APPLICATION FORM**

3. **WORK MADE FOR HIRE:** All winning entries must sign a production contract pursuant to a Work for Hire agreement. For the definition of Work Made for Hire, please see <http://www.copyright.gov/circs/circ9.html>. Only the three winning commercials will be broadcast or used as media.

4. **RESPECT FOR EXISTING COPYRIGHT:** You must be the original author of everything in your entry or have permission to use copyright protected material. So while we want you to be creative, you need to be careful about what you put into the entry. If you're thinking about using existing music, video clips, photos or the like, odds are that someone else owns a copyright to that material and you will need to get the copyright owner's permission before using the material in your entry. The Savannah Music Festival has compiled press images and music for use in the commercial. Please contact Melissa Paulsen Mokhtari, [melissa@savannahmusicfestival.org](mailto:melissa@savannahmusicfestival.org), 912-234-3378 ext. 108, for a CD which requires a signed confidentiality agreement.

5. **CONSENT FROM ACTORS IN YOUR ENTRY:** All entrants will be required to declare that they have consent from any people appearing in their entry.

6. **TECHNICAL REQUIREMENTS:** Submissions will be accepted in DVD format ONLY

and must follow these technical requirements:

1. Proper labeling on DVD package and on screen with the name of the entrant (author) and title of the commercial in opening credits;
2. A 30 second and a 15 second version must be submitted for each ad. The length of ad does not include name of entrant or title of commercial.
3. Ad must include prominently the following text: "Savannah Music Festival" "March 20-April 5, 2008" "www.savannahmusicfestival.org" "912-525-5050 box office" and a list of sponsors at the end;
4. Ad must include the Savannah Music Festival logo.

7. **JUDGING CRITERIA:** Each entry will be evaluated based on how well it ranks in each of these five categories:

1. Persuasive (20% of overall grade);
2. Original (20% of overall grade);
3. Memorable content and delivery (20% of overall grade);
4. Entertaining (20% of overall grade); and
5. Motivating (20% of overall grade).

8. **ENTRANT:** Entrant must be the sole author and copyright owner of entry, or entrant must have permission (via license or otherwise) to use or incorporate those entry portions authored or owned by third parties. Use of images, music, and other works in the public domain may be incorporated into entries; however, materials that infringe on the rights of any third party may not be used. Savannah Music Festival is not responsible for late, lost, delayed, damaged, misdirected, incomplete, illegible, or unintelligible entries. Incomplete or illegible entries are not eligible. In addition, entrant must grant to Savannah Music Festival a nonexclusive license to copy, reproduce, display, or distribute the entry, and to make derivative works based upon the entry or a substantial portion of the entry without attribution or prior permission.

9. **ELIGIBILITY:** The Contest is open to currently enrolled students in a college or university in the City of Savannah.

10. **LAWS:** This Contest is subject to all federal, state and local laws and regulations.

11. **WINNER:** Winner will be notified by mail, email, and/or phone. If the winner does not respond within 5 days of the date appearing on the prize notification, or fails to comply with the instructions contained in the prize notification within that time period, prize will be forfeited and may be awarded to an alternate winner.

12. **PRIZES:** The First Place Prize is One Thousand (\$1,000) dollars. The Second Place Prize is Five Hundred (\$500) dollars. Taxes are the sole responsibility of each winner. Savannah Music Festival shall have all rights to copy, broadcast, publish and use, in whole or in part, the winning entry, in any manner without further compensation.

13. **PARTICIPATION:** By participating, entrants agree that Savannah Music Festival, its shareholders, agents and representatives, affiliates, subsidiaries, advertising, promotion and fulfillment agencies, and legal advisors are not responsible or liable for, and shall be released and held harmless from (i) any condition caused by events beyond the control of Savannah Music Festival that may cause the Contest to be disrupted or corrupted; (ii) any printing or typographical errors in any materials associated with the Contest; (iii) any and all losses, damages, rights, claims and actions of any kind in connection with or resulting from participation in the Contest, or acceptance of the prize, including without limitation, claims based on publicity rights, defamation, or invasion of privacy. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of participant and Savannah Music Festival in connection with the Contest, shall be governed by, and construed in accordance with the laws of the State of Georgia .

14. **LOST, MISDIRECTED OR STOLEN, ETC. ENTRIES:** All entries become the property of Savannah Music Festivals and will not be acknowledged or returned. Savannah Music Festival is not liable for lost, stolen, misdirected, or late entries.