



The classic red Kodak logo, flanked by two horizontal yellow lines above and below it.

## COMMERCIAL AD CONTEST 15<sup>TH</sup> VALDIVIA INTERNATIONAL FILM FESTIVAL 2008

**1.- Objective:** To select the commercial ad that will promote the 15<sup>th</sup> version of the Valdivia International Film Festival, taking place October 3 to 8, 2008.

**2.- Summoning:** Organization of the Valdivia International Film Festival and Televisión Nacional de Chile (Chilean National Television).

**3.- Participants:** The contest is open to audiovisual filmmakers, TV and cinema production houses, advertising agencies and audiovisual and advertising students throughout the country.

### 4.- Conditions for Participation:

- Subject:

15<sup>o</sup> Valdivia international Film Festival. The audiovisual piece shall possess elements related with cinema and Valdivia, and may refer to the poster of the 15<sup>th</sup> version available at [www.ficv.cl](http://www.ficv.cl)- not a compulsory condition.

- Formats:

a) Filming: digital video.

b) Delivery: 3 DVD copies.

c) The winner commits to delivering a Betacam SP copy, within a maximum of 15 days from the publishing date of the contest results in the official Festival website. The winner shall add two final insets, defined by the Festival Organization, with fonts and logos duly provided.

- Maximum Duration: 24 seconds + 2 final insets of 3 seconds each.

Inset 1: **decimoquinto Festival Internacional de Cine de Valdivia** (with the festival logo)

Inset 2: tres al ocho de octubre de 2008

We request that the slogan "**VALDIVIA CIUDAD DEL CINE**" be included in the second inset, leaving a space for the logo in the lower horizontal half.



The classic Kodak logo, consisting of the word "Kodak" in a bold, red, sans-serif font, centered between two horizontal yellow bars.

These texts shall remain on-screen the necessary length of time for their voiceover, which will be done by the Festival Organization.

### **Logos:**

The final Inset 1 will carry the Film Festival logo  
The final Inset 2 will carry a logo yet to be defined.

### **Amount:**

Participants are allowed to present more than one piece to the contest.

### **5.- General Dispositions:**

- The jury reserves the right to make modifications to the closing graphics and voiceovers.
- The jury may declare the contest void if the audiovisual pieces do not fulfill the quality requirements consistent with the promotion of the Valdivia International Film Festival.
- The jury's decision cannot be appealed.
- The winning commercial will be broadcast through Televisión Nacional de Chile, the official channel of the 15<sup>th</sup> version of the Valdivia International Film Festival, as well as on the official Festival website and associate portals.
- In the event that the commercial includes the participation of third parties (actors, models, etc.), the party responsible for the piece shall deliver to the Festival Organization the proper intellectual and industrial property authorizations for national and international broadcasting. Failure to provide said authorizations will result in automatic disqualification from the contest.

### **6.-Jury:**

The jury will be composed by two professionals with a recognized national career in the audiovisual industry, and the third member will be the Director of the International Film Festival, in representation of the Festival Organization.



**Kodak**

### **7.- Awards:**

The organization of the Valdivia International Film Festival shall deliver the following awards to the author of the winning commercial ad:

- 10 35mm cans, offered by Kodak Chile.
- US \$1500 in image and sound post production services provided by Atómica.
- A “Pudu,” the highest award granted by the organization
- Complete stay for two people during the 15<sup>th</sup> version of the Festival, taking place from the 3<sup>rd</sup> to the 8<sup>th</sup> of October, 2008.

### **8.- Award Presentation:**

The award will be presented during the inaugural ceremony of the 15<sup>th</sup> Valdivia International Film Festival, on October 3.

### **9.- Participation and works shipping Calendar:**

- Contest opens: May 22, 2008
- Reception of the pieces: until 18:00 on July 14, 2008
- Results information: July 18, 2008 in the official Festival website:

[www.ficv.cl](http://www.ficv.cl)

### **10.- Material shipping:**

The 3 DVD copies shall be shipped to:

#### **Concurso Spot Publicitario 2008**

**Centro Cultural de Promoción Cinematográfica de Valdivia  
Vicente Pérez Rosales 787 Of. E  
Código Postal 5110652  
Teléfono: 56-63-249073  
Valdivia, Chile**



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### **11.- Participant's Information:**

- Personal data: The shipped copies must indicate the participant's name, national id card number, address, telephone, cell phone and email, as well as a biofilmography of the filmmakers, and when it applies, the name of the educational institution, advertising agency or production house.

### **12.- For more information:**

- Phone/Fax: 56-63-249073 / 573777
- Cell phone: 77586133
- Email: [prensa@ficv.cl](mailto:prensa@ficv.cl)
- Website: [www.ficv.cl](http://www.ficv.cl)