



The **Edmonton International Film Festival** presents
24/ONE – A 24-Hour Film (making) Challenge

September 24 & 25

OFFICIAL RULES & REGULATIONS

This Agreement, comprised of the 'Official Rules & Regulations' of the **24/One** Filmmaking Challenge, is made and entered into by and between the individual representing the participating filmmaking team (the ENTRANT) and the Edmonton International Film Festival (EIFF). By clicking on the button marked 'I have read, understood and agree to the terms listed above (GO TO STEP 2),' the Entrant indicates acceptance of these terms and conditions. This Agreement and the Official Rules & Regulations shall govern Entrant's participation in **24/One** and the creation by Entrant of a short movie as described below. The following rules apply to each participating group/production team:

1. Times:

- The **24/One** event will occur between Saturday, September 24th at 11am and the following Sunday, September 25th at 11am (local time).
- The participating group must complete its film/video work in time to deliver it in-person by the deadline of Sunday, September 25th at 11am.
- Only works that meet the 11 o'clock a.m. drop-off deadline will be in competition for prizing. **There is NO grace period in this competition.**
- Team representatives meet at the Kick-off location starting at 10am on Saturday, September 24th, with Q&A at 10:45 and official surprise elements assignment at 11am.
- Kick-off location is at the City Market Downtown on 104 Street. Drop-off location is at Empire City Centre 9 (3rd floor of Edmonton City Centre at the Empire Theatres movie complex). These locations may change, so be sure to follow us on **FACEBOOK** and **TWITTER** for updates and confirmed Kick-Off/Drop-Off locations!

2. During that 24 hour period, all creativity will take place, including but not limited to:
 - Writing the script
 - Casting
 - Rehearsing
 - Costume/Set Design
 - Shooting
 - Editing
 - Sound Design
3. The only work to begin prior to the "Official 24/One Time Period" is:
 - Organizing Cast, Crew & Locations
 - Securing Equipment
4. All footage must be shot within the 24 hour time period of the project:
 - No stock footage or footage shot or created at another time may be used.
 - Animation and special effects are permitted, but must be created during the 24 hour time period.
5. Each participating Team must have a representative at the official **24/One** Kickoff:
 - Each Team will be assigned surprise elements that must appear in its film, which will be announced at the official Kickoff.
 - Sign-in and Kickoff Event takes place on Saturday, September 24th between 10am and 10:45am at the City Market Downtown on 104th Street (look for the Citytv 'canopy' at 102 Avenue & 104 Street).
6. Participating Teams will consist of:
 - A maximum of 3 people: Producer, Director and Writer.
 - A minimum of 1 person, working individually as Producer, Director and Writer.
 - Casting director, actors, cameraman, audio operator, grip, editor and all other people involved with the **24/One** production are not included in the calculation of Team members.
7. The finished film must be a minimum of 3 minutes in duration, and a maximum of 6 minutes in duration (including opening title and closing credits).
8. The finished film/video must be submitted on DVD format ONLY.
9. Before the finished film begins, filmmakers should include (but not necessary):
 - 5 seconds of bars and tone
 - 5 seconds of black
 - Team name, date, city, title and genre
 - 2 seconds of black
 - Your film
10. Content of the movie/film/video must be suitable for family viewing. **Organizers will disqualify any film** that can be considered unsuitable for this audience due to coarse language, nudity, violence and inappropriate situations.

11. **Music.** Participating groups are encouraged to work with local composer and/or musicians to write and record music for the films and must turn in a **General Release** form signed by the music rights owner. If you have someone composing an original soundtrack for the film, you need their release. If you have a song from a friend's band, you need their release. If you have a song from a royalty free program or website (we recommend www.incompetetech.com) you need to provide paperwork that shows that it is royalty free. NEW THIS YEAR: SOCAN is unable to provide a waiver for pre-recorded music this year. Sorry! So no Katie Perry or Counting Crows. Unless you can get the artist's permission of course.

12. **Additional Materials. General Release** Forms for MUSIC, LOCATIONS and ON-CAMERA talent are absolutely, 100% required. If we can recognize a person or a location, a Release Form is necessary. Professional film crews are required to do this – and you are all professional, right? **24/One** films have been disqualified in the past for not providing General Release Forms.

13. Credits at the end of each film are limited to a maximum of 30 seconds.

14. Films must include the following credit:

"This film made as part of the 2011 Edmonton International Film Festival."

15. Entry Fee. The \$60 entry fee is payable through PayPal until MIDNIGHT on Monday, September 19th -- or send a cheque (must be postmarked by **September 19th**) made payable to:

The Edmonton International Film Festival
#201, 10816A - 82 Avenue
EDMONTON, Alberta T6E 2B3

16. To be certified each participating group's film/video production must follow all rules herein. The organizers reserve the right to screen only certified films.

17. **24/One** films CANNOT be posted online, or on YouTube, for viewing by the general public until after the **Top 10 24/One Film Screening** on Friday, September 30th. All **24/One** films must be eligible for a World Premiere screening at the 2011 EIFF.

18. The organizers may add to or amend these rules at any time prior to the beginning of the **24/One** filmmaking challenge, and EIFF agrees to notify Entrants of any changes by e-mail to the Team contact person.

19. Entrant and all Team Members hereby acknowledge having read and understood these Official Rules and Regulations for **24/ONE**. Team Members also hereby release the Festival, its Officers, Directors and representatives, from any and all claims rising in any way from the submission of material by me or on my behalf whether on film, video or otherwise, to EIFF.