

NO 1

OFFICIAL RULES AND GUIDELINES

THIS CONTEST IS SPONSORED BY

The City of San Diego Public Utilities Department

GENERAL FILM GUIDELINES

- Film must be no longer than 30 seconds.
- Film must begin and end with 5 seconds of black. Black will not count towards the total running time of film.
- Film should emphasize responsible water use.
- The film is required to follow the theme: "NO TIME TO WASTE NO WATER TO WASTE"
- Film must communicate one of the following messages:
 - Conserve water now.
 - San Diego is currently in a drought.
- Please note that we do not intend to conserve ocean water. Messages should focus on conserving potable water.
- Film must be submitted on a cd or dvd in a Quicktime or Windows Media format (.wmv, .mov, .mpg, .avi, .mp4).
- If you have any questions regarding the formats, please contact Louann Groening at (619) 232.2112 ext. 105.
- Please submit OFFICIAL ENTRY FORM and film to:

Water Conservation Film Contest and Premiere
Attn: Collaborative Services, Inc.
427 C Street, Suite 200
San Diego, CA, 92101

- Film must be submitted no later than 5:00 p.m. on November 30, 2009.
- The City of San Diego is not responsible for lost, late, misdirected, damaged, incomplete or illegal entries.
- Films will not be returned. They will remain the property of the City of San Diego Public Utilities Department and may be reproduced.

PARTICIPANT ELIGIBILITY

- The contest is open to 11th graders, 12th graders, and college students in the city of San Diego.
- Entrants can be individuals or teams.

IT'S CLEAR. IT'S TIME TO CHANGE.

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CONTEST REGISTRATION

- There is NO entry fee.
- Registration begins on September 14, 2009.
- Each entrant team member must sign and submit an OFFICIAL ENTRY FORM to enter the contest.

SELECTION OF WINNER AND JUDGING

- A panel of judges will review your film and select the winner(s). For a list of judges, please refer to our website.
- Film must comply with OFFICIAL RULES AND GUIDELINES. Failure to comply will result in disqualification.
- The City of San Diego reserves the right to disqualify a contestant who submits a film that is deemed to be offensive, libelous, slanderous, inflammatory, or otherwise inappropriate in any way for this film contest.
- Judges will evaluate the film by:
 - Strength of film concept
 - Appropriateness of film to theme: "NO TIME TO WASTE NO WATER TO WASTE"
 - Originality
 - Artistic execution
 - Production quality
- The winner(s) will be notified at the end of January 2010 by phone and US mail.
- For advertising purposes, the selected winner(s) will be required to resubmit the film in one of the following formats:
 - Standard Definition (SD) Format Tape
 - High Definition (HD) Digital Files

FILM FINALISTS

Film finalists will be shown at IMAX in Balboa Park for a Public Screening Event.

GRAND PRIZE

- Winning film will be featured in select movie theaters May/June 2010.

FOR MORE INFORMATION VISIT

www.sandiego.gov/water/conservation

