

# :MADE

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## RULES FOR REGISTRATION AND PARTICIPATION IN THE CORPORATE MOVIES COMPETITION

### MADE FILM FESTIVAL 2<sup>ND</sup> EDITION 15<sup>TH</sup>, 16<sup>TH</sup> AND 17<sup>TH</sup> NOVEMBER 2024

#### 1. GENERAL RULES

1.1 MADE Film Festival is a cultural event of the Bergamo Chamber of Commerce, based in Largo Belotti, 16 - 24121 Bergamo, Italy, curated by Lab 80 film soc.coop. whose registered office is in via Serassi, 7 - 24124 Bergamo, Italy.

1.2 MADE is a project to promote business heritage, aimed at enhancing its historical memory and operational dimension through the use of a plurality of languages and innovative forms. It focuses on the manufacturing world seen as an expression and synthesis of the work culture and it aims to represent, narrate and disseminate the business cultural heritage with a focus that goes from a local to an international perspective.

1.3 The 2<sup>nd</sup> edition of MADE Film Festival will be held in Bergamo from November 15<sup>th</sup> to 17<sup>th</sup>, 2024.

#### 2. OBJECTIVES AND TARGET AUDIENCE

2.1 The Festival is characterized by a competitive section called Corporate Movies Competition (or International Competition for Corporate Movies, or Competition) dedicated to quality contemporary corporate films, with a maximum length of 15'. The main target audience are the companies, authors, production companies and communication agencies that have worked on the production of such audiovisual works. The term Corporate Movie refers to any type of video content created and commissioned by a company, institution, corporation, organization, trade association, in order to provide a narration about themselves, their processes, products and services.

#### 3. REQUIREMENTS, REGISTRATION AND DEADLINES

3.1 Selection to participate in the MADE Film Festival is solely made by the Bergamo Chamber of Commerce as the organizing body, through its Selection Committee.

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3.2 Only Corporate Movies finished after January 1st, 2018 are admitted to the Competition.

3.2.1 Entry to the selection is free of charge. Those who want to enroll a Corporate Movie for selection will need to submit a link, preferably Vimeo or YouTube, accompanied by the information material requested in the entry form, together with the registration form duly filled in all its parts - by 15.09.2024 - at [www.madefilmfestival.it](http://www.madefilmfestival.it).

3.2.2 Through the online entry form you authorize the Festival to upload the Corporate Movies selected for the Competition on the Festival website, unless otherwise agreed with the rights holders. The service is for promotional purposes only.

## 4. AWARDS AND JURIES

4.1 The Festival Jury will be composed of professionals, critics, journalists, industry members, and will award, with no possibility of appeal, the MADE Film Festival Prize to the best Corporate Movie in the Competition section. The director of the winning Corporate Movie will be awarded the MADE Film Festival prize with a monetary value of 5.000 euros (before taxes).

4.2 The Brescia Chamber of Commerce will also collaterally award the FUTURA Special Prize reserved for the work in the Corporate Movies Competition section that has stood out for a particular sensitivity to environmental and sustainability issues. The FUTURA Prize will be awarded by a Jury of 3 members-selected from experts from the world of multimedia communication, professionals from the cultural world, institutional representatives from the economic world, and representatives of environmentalist instances-and will have a monetary value of 3.000 euros (before taxes).

4.3 The awarding of any other prizes sponsored by other Institutions or Companies will be regulated by special regulations adopted in agreement with the Organizing Body.

## 5. SCREENINGS

5.1 The schedule and time of screenings will be decided by the Festival organizers.

5.2 Foreign Corporate Movies will be presented in the original version with subtitles. For Corporate Movies that are in a language other than English, the copy provided to the Festival must be subtitled in English.

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## 6 FILE SUBMISSION

6.1 Copies of the selected Corporate Movies must be sent digitally in file format following the instructions provided after selection. Those who register must follow the delivery instructions provided by the Festival.

## 7. PROMOTION

7.1 For the promotional activities of the Festival, the owners of the selected Corporate Movies must send the following material (if they have not already sent it) no later than the date communicated by the Festival in the Selection Notice:

HD stills of the Corporate Movie - for which you authorize the publication on the website and social channels of the Festival and availability for the press; links to the official website and social channels of the company, the communication agency and the director.

7.2 MADE Film Festival reserves the right to broadcast promotional material of the selected movies, in accordance with the promotional activities of the Festival and at the discretion of the Festival, on television channels (including via satellite) and through the Internet, both on the official website of the Festival and on sites linked to them (e.g. Vimeo, YouTube, Facebook, Twitter, Instagram).

7.3 Whoever enters a Corporate Movie in MADE Film Festival agrees to guarantee that the director or a representative of the movie will be present at the Festival at the Awards Event.

7.4 Unless otherwise agreed with the rights holders, MADE Film Festival may make additional presentations of Corporate Movies by organizing promotional and cultural events in other Italian cities.

7.5 The Corporate Movies selected in the competition section will be automatically included in the MADE Archive, the video library of the project, for conservation, dissemination and study purposes.

## 8. CONTINGENCIES AND DISPUTES

The regulations are written in Italian and English. In case of interpretation discrepancies, the Italian version shall prevail. The decision to participate in MADE Film Festival implies unconditional acceptance of the aforementioned regulations. All matters not covered in these regulations are the responsibility of the MADE Scientific Committee. Any disputes shall be settled by the Court of Bergamo.

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