

*Who can play?

Eligible for application are students from film schools, schools of art and design and apprentices in the fields of film, television and media design throughout the world. The members of the jury cannot consider any advertising film not produced at an educational institution.

*The rules of the game

Students may enter advertising spots for TV, cinema or internet. Viral spots are also permitted. The advertising films submitted must have been produced without the assistance or involvement of professionals.

The individual spots must not exceed 90 seconds in length.

The theme of the film can be freely chosen.

The sender of the advertising spot(s) guarantees that he is the owner of all rights of use, exploitation rights and all other protection rights (for example with respect to music and rights of third parties) and that he is in possession of prior approval of all concerned authors and copyrights owners and all other participants in the production and he grants the use of the advertising spot(s) in the course of the event PORSCHE AWARD.

All films must be submitted in the original language with **English subtitles** in following properties on DVD or CD:

Quicktime Uncompressed with Audio, Size: 720 x 576 Pixel Horizontal, Pixel Aspect Ratio: non-square, Video Aspect 4:3 (16:9 or other formats have to be in Letterbox format), Framerate: 25 fps

The completed and **signed** application form must be submitted together with the film. Films submitted must have been produced in 2008/2009.

Deadline for submissions is Friday, the 10th of July 2009.

The award ceremony will be held on Thursday, the 12th of November 2009.

Please make sure to stick to the above mentioned rules. Otherwise your submission cannot be accepted.

*The jury

A qualified jury from the international advertising industry will choose the **shortlist** according to the preassigned jury rules.

The final selection made on the day of the award ceremony will comprise three winners and the special prize winner from the shortlist.

The **finalists are invited** to the award ceremony. The host will cover travel and accommodation costs for the director.

The members of the jury will personally award the prizes and will be available to answer questions after the ceremony.



*The prizes

The 1st, 2nd and 3rd prize will be awarded by our main sponsor, the Porsche AG. **The three winners** will each receive a **David trophy** and a monetary award: 1st prize 3,911 Euro, 2nd prize 2,911 Euro, 3rd prize 1,911 Euro

The special prize „World Wide Wings“ will be awarded by our sponsor germanwings and consists of flight vouchers.

To promote the international appeal of this competition, only an advertising spot produced by a non-German school will receive the special prize.

*The Application Form

You will find the application form on our homepage. Please check the following link: **www.ad-award.net**

Please complete the form, print it out, **sign it** and enclose it with your submission. Thank you. **Please send entries to:**

Filmakademie Baden-Württemberg „**PORSCHE AWARD 2009**“
Akademiehof 10, D - 71638 Ludwigsburg / Germany

Host:

F I L M A K A D E M I E
B A D E N - W Ü R T T E M B E R G

Point of Contact:

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Our Partners:



PORSCHE