

February 21, 2007

FILM SOCIETY OF LINCOLN CENTER & HBO FILMS

STUDENT TRAILER COMPETITION

OFFICIAL RULES

- 1) **HERE'S HOW IT WORKS:** Create an original video trailer on DVD or CD-ROM for the Film Society of Lincoln Center to run at its film festivals and the Walter Reade Theater programs. Trailer must be 60 seconds or fewer in length and include a line credit at the end of the trailer indicating that the trailer was made possible by HBO Films and created by the student artist(s). A library of visual and print assets is available for download at www.filmlinc.com and can be freely used by entrants in the creation of trailers. All submissions must be original and not infringe on or violate the rights of any third party (e.g., film and music rights.)

To submit your entry, visit www.filmlinc.com to print and complete both an Official Entry Form and a Competition Release Form. Then, after printing your full name and mailing address directly on the DVD or CD-ROM media, mail in a padded envelope with sufficient postage affixed to: Film Society/HBO Films Student Trailer Competition, PO Box 5076, Blair, NE 68009-5076, to be received by 5/31/07. Limit one entry submission per person. Be sure to keep a copy of your trailer for your records. All entries/trailers must be in English. Any entry, which in the sole opinion of HBO, the Film Society of Lincoln Center and/or the judging agency, is deemed inappropriate (e.g., gratuitous violence, inappropriate acts/language, etc.) will be disqualified. All works in progress will be disqualified. All entries become property of Sponsor and will not be returned.

- 2) **IMPORTANT TRAILER CONTENT:** Through creative use of imagery and words in graphic montage or other means, the trailer should let audiences know they are seeing a presentation of the Film Society, emphasizing the key messages that follow. Trailers should be layered, dynamic, vibrant, original, sophisticated and fun. They should implicitly or explicitly convey that the Film Society of Lincoln Center:
 - Offers a wide range of highly popular and critically acclaimed programs and events
 - Annually brings the best in world cinema and international and American filmmaking talent to New York audiences
 - Presents a slate that is selected by distinguished film programmers
 - Is one of the world's most influential and longstanding cinematheques

In addition to conveying the above in a fluid and inspiring fashion, the trailer should identify the following principal program offerings of the Film Society:

- Signature events: The New York Film Festival and New Directors/New Films

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- Annual Series: Rendez-Vous with French Cinema; Latin Beat; Open Roads: New Italian Cinema; Spanish Cinema Now and Film Comment Selects
 - Live Events: Annual Gala Tribute; onstage conversations and HBO directors dialogues
 - Assets: the Walter Reade Theater; the Frieda and Roy Furman Gallery and Film Comment Magazine
 - Website: www.filmlinc.com
- 3) JUDGING: Entries will be preliminarily judged by Grand Central Marketing, to determine 10 finalist entries. Final judging to determine Grand Prize winner will be accomplished by a panel of qualified judges from the Film Society, HBO Films and Sponsor-selected professionals in the fields of film, visual arts, broadcast, graphic design, computer graphics and/or advertising. Preliminary and final judging will be based on the sum of the following criteria: originality and contemporaneity, informational value, brand equity, persuasiveness, elegance, economy, dynamism and flair. In the event of a tie, tied entries will be rejudged in accordance with criteria listed above to determine final winner. All decisions of judges are final.
- 4) PRIZE AND APPROXIMATE RETAIL VALUE: (1) Grand Prize – A \$5,000 check, a 2-day/1-night trip for winner and guest to New York, NY, includes round trip coach air-transportation from gateway airport nearest winner's home, round trip ground transportation between winner's home/airport/hotel, hotel accommodations (1 room, double occupancy), the distinction of having HBO Films professionally remaster the winning trailer, the distinction of having the remastered trailer premiere at the annual New York Film Festival in New York City in September, 2007 and the distinction of having the remastered trailer shown prior to Film Society screenings for 2 years. (ARV \$6,500) The actual retail value of the trip will depend on winner's point of departure/return. There is no retail value associated with the remastering, premiering and screening portions of the prize. Prize consists only of those items specifically listed as part of the prize.
- 5) GENERAL RULES: Open to residents of the 50 United States and the District of Columbia who, as of 3/15/07, are enrolled in a United States accredited college, university or art school. Employees of HBO, Film Society of Lincoln Center, Grand Central Marketing, their affiliates/subsidiaries/ advertising/promotion agencies/immediate families/those living in same household of each are not eligible. Void where prohibited by law. All federal/state/local laws/ regulations apply. Potential winner will be notified by mail. Potential winner (or parent/legal guardian if potential winner is a minor in his/her state of residence) must sign and return an Affidavit of Eligibility/Release of Liability within 7 days of notification. Noncompliance within this time period may result in disqualification and an alternate may be selected. Return of any prize/prize notification as undeliverable will result in disqualification and an alternate will be selected. All travelers (or parent/legal guardian if traveler is a minor) must execute a Release of Liability/Publicity Release Form prior to ticketing and must possess required travel documents (e.g. valid photo I.D.) prior to departure. If winner is a minor, winner's parent or legal guardian must accompany minor on trip and will be counted as the guest. If a minor is selected as a traveling companion, winner must be his/her parent/legal guardian. Travel is subject to availability and certain blackout dates may apply. Trip must be completed

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by the date specified by HBO and The Film Society of Lincoln Center. Winner may make no substitution/transfer of prize. All federal/state/local taxes are sole responsibility of winner. Not responsible for lost, misdirected, mutilated, incomplete, illegible, corrupted, incorrectly formatted, unreadable media, inaccessible entries or entries not received in time for judging. The Sponsor is not responsible for any damage to any participant's computer system/software related to or resulting from participation or uploading/downloading any materials in or relating to this promotion. By submission of entry, entrant certifies that submission is own original work, has not been previously published, has not won previous prize or award, that he/she has followed the Official Rules and agrees to waive all rights, title, interest in submitted material and assigns all rights, title, interest to HBO and The Film Society of Lincoln Center, as stated in the Competition Release Form. Sponsor reserves the right to substitute prize of equal or greater value. All entrants consent to use of name/voice/likeness/entry material in any manner by Sponsor for advertising/trade without further compensation, unless prohibited by law. By participating in this promotion, entrants agree to be bound by Official Rules and decisions of judges. Winner assumes all liability for any injury/damage caused/claimed to be caused by participation in this promotion or use/redemption of any prize. This promotion is sponsored by HBO, 1100 Avenue of the Americas, New York, NY 10036.

- 6) For the name of the winner, send a self-addressed, stamped (#10) envelope to: Film Society/HBO Films Student Trailer Competition Winners, P.O. Box 5005, Blair, NE 68009-5005, to be received by 6/10/07.