



## 2010 NYILFF TRAILER CONTEST CREATIVE BRIEF

### **What is the New York International Latino Film Festival?**

Launched in 1999, the New York International Latino Film Festival (NYILFF) is now the premier Latino film event in the country.

#### The NYILFF Mission

- To showcase the works of the hottest emerging Latino filmmaking talent in the U.S. and Latin America
- To offer expansive images of the Latino experience
- To celebrate the diversity and spirit of the Latino community

Programming includes the flagship film festival in NYC, new music and art showcases, family and community events, scholarships for aspiring filmmakers, and a nationally recognized short film competition in partnership with HBO.

The festival dates for this year are July 27 – August 01, 2010.

### **What makes this festival different from other film festivals?**

- Strong reputation as showcase for up-and-coming Latino (U.S. and Latin American) filmmakers and film
- Attracts both the industry and general consumers/film fans
- Diverse program, extending beyond theater films to include free, outdoor screenings, live music performances, industry panels, etc.

### **What is the essence of the NYILFF?**

- Culturally progressive (i.e. independent film, emerging filmmakers, special arts showcase)
- Urban, edgy
- Community spirit, inclusive
- Bold
- Diversity

### **Who is our audience?**

#### Core Audience

- Urban Latinos
- 21-39, male and female
- Bi-cultural, acculturated
- Bi-lingual, English-dominant
- Diverse Latino reach (Dominican, Puerto Rican, Cuban, Mexican, etc.)
- Tastemakers and influencers



### Secondary Audiences

- Film/Film festival aficionados
- 1st Generation Latinos, Spanish-dominant

### What is the assignment?

- Create the script/storyline for the commercial trailer, one minute in length, that will serve to promote the festival

### What is the communication trying to accomplish?

- Expand awareness of festival

### What is the creative platform?

#### *“New York International Latino Film Festival: How Latinos Do Film”*

- We are unique. We are special. We love cinema. So give us your best shot of how we make movies. Be serious, be funny, be absurd, be hip...anything goes! Just tell us your story in 60 seconds.

### Submission Guidelines:

- Ideas must be fully explained, in the form of a script or storyline, and must include a brief synopsis of the main idea

### How the contest works:

- The NYILFF and GlobalHue will select the idea that best captures the spirit of the festival and promotes it.
- The winning creative concept will form the core idea from which all other communication will be developed (digital media, print, radio, wild postings, etc.)
- The winner will work with a team of experts at GlobalHue to develop and bring to life the script.
- The commercial trailer will be produced by GlobalHue, in partnership with participating production houses. The winner will participate in all aspects of the production (casting and talent, locations, direction) with the supervision of the GlobalHue team.
- The production will happen in New York Area and the winner will be financially responsible for his/her own travel arrangements/accommodations, except for air travel to and from New York (to be covered by NYILFF).



**NEW YORK INTERNATIONAL LATINO FILM FESTIVAL  
TRAILER COMPETITION SUBMISSION FORM**

GLOBALHUE has teamed with THE NEW YORK INTERNATIONAL LATINO FILM FESTIVAL (NYILFF) to give filmmakers the chance to create the 2010 trailer for the festival. The GLOBALHUE/NYILFF trailer Competition is an opportunity where the winner will have the chance to create the trailer that will promote the festival and be shown during all film screenings.

**Deadline:** Monday, March 15, 2010

**Contest Submission Form:**

**TRAILER SCRIPT OR STORYLINE**

Title:

Synopsis:

Number of Pages (not to exceed 2):

Anticipated Running Time (not to exceed sixty (60) seconds):

**PRIMARY CONTACT PERSON**

Name:

Address:

City:

State:

Zip:

Day Phone:

Eve. Phone:

Cell/Pager:

Fax:

E-mail:



## ELIGIBILITY REQUIREMENTS-PLEASE READ CAREFULLY!

1. Script or storyline must be written by a person of Latino decent OR focus on the Latino experience.
  2. Entrant must be eighteen (18) years old or older.
  3. Competition is open to U.S. and international filmmakers.
  4. Script or storyline must be written in English language.
  5. If script or storyline is written in Spanish, it must be translated to English for judging purposes.
  6. All entries must arrive at GlobalHue office postmarked by March 15, 2010 deadline.
  7. Script or storyline must be original with Entrant and may not be based upon any other work, unless all rights in such work are owned by Entrant.
  8. Employees of GlobalHue and any other GlobalHue Partner Companies (whether or not permanent or temporary employees) and their immediate family members and/or those living in the same household of each are not eligible to participate.
- Each entry must be submitted and received as follows:

- **One completed submission form (see above).**
- **Script or storyline (not to exceed the two(2) pages)**
- **Filmmaker bio and photo.**
- **One (1) executed GlobalHue/ NYILFF Trailer Competition release form.**

9. Entry title and name of entrant must be on all materials and containers.
10. There is limit of one (1) entry per participant.

11. Mail entry to: GlobalHue  
c/o NYILFF Trailer Competition  
123 William Street, 17<sup>th</sup> Floor  
New York, NY 10038  
Attn: Luciana Gomez

Or via email: [trailer@globalhue.com](mailto:trailer@globalhue.com)

12. Applicants will be notified of the Festival's decision by March 31st, 2010.
13. Any missing materials will have the application automatically incomplete.

## JUDGING

A panel of professionals from GlobalHue and NYILFF will judge the entries based on the following criteria: idea, uniqueness, structure and overall tone. The Judges will select one finalist who will be provided with the resources to produce the trailer for the 2010 NYILFF under GlobalHue's supervision.



## **TRAVEL EXPENSES**

Winner will be responsible for his/her travel expenses while on production in New York. In the event that the winner is from outside the New York City area, NYILFF will only cover air travel costs to and from New York.

## **IF YOUR SCRIPT OR STORYLINE IS SELECTED**

1. The winning idea can be shot in Spanish if desired (Must be subtitled in English).
2. GlobalHue will produce the winning trailer.
3. Trailer must be completed by June 1<sup>st</sup>, 2010 and must not exceed sixty (60) seconds in length. It will be adapted to thirty (30) seconds for TV so idea needs to accommodate this.



**NEW YORK INTERNATIONAL LATINO FILM FESTIVAL  
TRAILER COMPETITION  
RELEASE FORM**

I certify that the screenplay I am submitting (“trailer script or storyline”) to the 2010 New York International Latino Film Festival (NYILFF)/GlobalHue Trailer Competition (the “Competition”) is an original idea and that I hold all rights to the idea necessary for the submission and that the script or storyline and I meet all of the eligibility requirements set forth on the NYILFF/GlobalHue Trailer Competition Eligibility Requirements Form and the Submission Form. I acknowledge that other ideas that are similar to the idea or the ideas expressed in the script or storyline that I am submitting may be submitted by others to the Competition.

I further certify that no rights in the script or storyline have been transferred. I understand that I may not transfer any rights in the script or storyline prior to the selection of the Finalist script or storyline and, if my script or storyline is selected as a Finalist script or storyline, not prior to the License Period set forth below, without the written consent of NYILFF/GlobalHue. I further understand that if the script or storyline is selected as one of the Finalist script or storyline, GlobalHue will produce my script or storyline not to exceed sixty (60) seconds in length (a “Final Trailer”).

I hereby authorize GlobalHue and the NYILFF to exhibit the Final Trailer at the 2010 NYILFF and/or any broadcast media for a one (1) year period commencing June 1st, 2009 (“License Period”) and to use the publicity information and photos submitted by me or on my behalf in their marketing and publicity efforts in connection with the NYILFF at any time after announcement of the Finalist Trailer winner. I further authorize the use of clips from the Finalist Trailer in any and all media for informational advertising and promotional purposes.

I UNDERSTAND THAT EXCEPT AS PROVIDED FOR UNDER THE ELIGIBILITY REQUIREMENTS AND REGULATIONS OF THE NYILFF/GLOBALHUE TRAILER COMPETITION, NEITHER GLOBALHUE, THE NEW YORK INTERNATIONAL LATINO FILM FESTIVAL NOR ANY OTHER PARTY SHALL BE UNDER ANY OBLIGATION TO COMPENSATE OR CREDIT ME IN ANY WAY FOR THE USE OF THE FINAL TRAILER OR TO EXHIBIT THE FINAL TRAILER AND I HEREBY IRREVOCABLY RELEASE AND DISCHARGE GLOBALHUE, THE FESTIVALS AND THEIR RESPECTIVE LICENSEES, SUCCESSORS AND ASSIGNS FROM ANY CLAIMS WHICH I NOW HAVE OR MAY EVER HAVE FROM OR RELATING TO ANY USE OF THE FILM.

I HAVE READ THIS RELEASE CAREFULLY AND I UNDERSTAND ITS CONTENTS. No representations have been made to me other than those set forth in this Release and this Release states my entire understanding with reference to the script or storyline and Final Trailer.

Date: \_\_\_\_\_ Name: \_\_\_\_\_ (Please Print)



Signature:

\_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If releaser is not yet 21 years old, complete the following form:

I, the undersigned, hereby warrant that I am the \_\_\_\_\_ \* of \_\_\_\_\_, a minor and have full authority to authorize the above Release, which I have read and approved. I hereby release and agree to indemnify the licensed parties and their respective successors and assigns, from and against any and all liability arising out of the exercise of the rights granted by the above Release.

\_\_\_\_\_  
DATE

\_\_\_\_\_  
Signature of Parent or Guardian

\_\_\_\_\_  
WITNESS

\_\_\_\_\_  
ADDRESS

\_\_\_\_\_  
ADDRESS

\* insert the word "parent" or "guardian" as appropriate.