



Rules and Regulations

Term:

Baker Motor Company Charleston Fashion Week's® ("CFW") fourth Annual Fashion and Film Contest begins December 15, 2015 and ends February 10, 2016, at 5:00 P.M. Eastern Standard Time (EST). By submitting an entry, each contestant agrees to the rules of the contest and states that they are 18 years old or older. Baker Motor Company Charleston Fashion Week® will be held March 15 – March 19, 2016 under the tents in Marion Square, Charleston SC.

Who may enter:

Filmmakers and videographers 18 years old or older are eligible except for individuals affiliated with CFW, including employees, interns, vendors, volunteers, fellows, and their immediate families (children, siblings and spouses) and others living in their households. CFW will determine winners' eligibility at its sole discretion.

What to enter:

Submissions should be a fashion film short that is a minimum of 2 minutes in length, and no longer than 7 minutes, with credits. Submissions will be through the CFW website. The film should tie-in with fashion in some way, and must be creative and tastefully executed. By submitting the film, the videographer acknowledges and affirms that they have the approval of the individuals in the film to use their image, and these films may be used by CFW for promotional or any other purpose without compensation (other than the prizes listed below).

The following video formats will be accepted:

- YouTube: URL to your video
- Vimeo: URL to your video

Videos must be public and with no passwords.

How to enter:

We do not accept videos submitted through the mail. Applicants may submit up to seven (7) videos per person. For a video in which a person is recognizable, you must secure a model release from the subject or, in the case of a minor, the subject's parent or guardian and provide it to CFW upon request.

By entering the contest, entrants grant CFW a royalty-free, worldwide, perpetual, non-exclusive license to display, distribute, reproduce and create derivative works of the entries, in whole or in part, in any media now existing or subsequently developed, for any educational, promotional, publicity, exhibition, archival, scholarly and all other standard CFW purposes.

Any video reproduced will include a videographer credit as feasible. CFW will not be required to pay any additional consideration or seek any additional approval in connection with such uses.

Videos that have won any other contests or have been publicly shown elsewhere are not eligible. We define winning as having won a grand prize or 1st, 2nd, or 3rd place overall. Videos that violate or infringe upon another person's rights, including but not limited to copyright, are not eligible.

Entry deadline:

All entries must be received through the CFW website by 5:00 P.M. EST on February 10, 2016.

Judging:

Films are judged and chosen by a panel of leading film professionals. Selection is based on an industry standard of criteria. Winning videos will be announced in early March 2016. Decisions of the judges will be final. Please do not contact us about the status of entries. The contest is void where prohibited or restricted by law. CFW reserves the right to cancel the contest or modify these rules at its discretion. Decisions of CFW will be final.

Prizes:

Cash Prize:

Grand Prize Winner will receive a \$500 cash prize.

Semifinalists (up to 3) will receive a \$200 cash prize.

CFW Tickets:

Each winner will receive two tickets to the Wednesday, March 16, 2016 or the Thursday March 17, 2016 show of CFW (final selection at CFW's sole discretion).

Possible Showing at CFW:

Each winner may receive a showing of their film short during CFW, and possible upload to CFW's YouTube channel. Use of the film during CFW will be 100 % at the sole discretion of CFW, and CFW may decide not to use the films for any reason or for no reason. If a winner's film is selected to be shown during CFW, a hard copy of the video will need to be sent to CFW by March 7, 2016.