

## BASF COMPETITION DELIVERY RULES

Last modified on March 20, 2019

1. Please make sure to keep your Short between three (3) to five (5) minutes in length.
2. Your Short must be shot in HD.
3. Please make sure to avoid the following in your content: any material that would not be suitable for broadcast on network television.
4. Your pitch must be in **English** (but if your pitch is selected, your Short may be in the language of your choice). Your pitch must include page numbers, your name, phone number and e-mail address ON EVERY PAGE and the URL of your Filmaka profile, where we can find your PICTURE and SHORT BIOGRAPHY and examples of your work. Your pitch should be submitted in one PDF file (NO ZIP FILES). Please do not send multiple files for each component of your pitch. Here is the link to the free PC software: <http://www.primopdf.com> (please adjust your PDF converter settings to create a file size less than 2MB). For Mac users: Please use the inbuilt capability of Mac computers to create PDF's in the print command dialog box in the lower left corner.
5. Please make sure to have everybody who appears recognizably in your Short Film execute a talent release form which can be downloaded by clicking on this link <https://www.filmaka.com/Filmakatalentrelease.pdf> . Please note that you must use this talent release form in English for all of your actors and participants etc. No other forms will be accepted.
6. Please make sure to have everyone who participated in the writing of the story or screenplay of your Short Film execute an Assignment Agreement Form. You can download the appropriate writer's assignment agreement form here <https://www.filmaka.com/writerassignmentagreement.pdf> . Please make sure to use the writer's assignment agreement form in English for this for all of your actors and participants etc., no other forms will be accepted.
7. Please obtain location releases for all locations featured in your Short Film. You can download the appropriate location release form here. <https://www.filmaka.com/BASF-location-release-form.pdf>
8. Please make sure that you use only self-composed and self-recorded music, or only fully licensed third-party music. The music licenses must cover the publishing and the synch license. You can download the appropriate music release form here <https://www.filmaka.com/musicrelease.pdf>. Please make sure to use the music release form in English. No other forms will be accepted.

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9. Please make sure to keep the master flash drive that contains your work professionally stored at all times. At Filmaka LLC's direction, please make sure to deliver your master and any copies/dupes you have made of the master to Filmaka LLC at the below address.

Filmaka LLC, 7955 W. 3rd Street Los Angeles, CA 90048 USA

10. Please note that your content becomes the exclusive property in perpetuity of BASF as applicable, and their respective successors and assigns.

11. All submissions must also adhere to the detailed information outlined in the Creative Brief accessible at <https://www.filmaka.com/competition-brand-basf.php?p=1>.

### **CREATIVE BRIEF**

#### WHAT YOU DO:

Send in your pitches for a 3 to 5 minute original short film that tells the story about a future where you have 15 minutes to yourself to do whatever you want while you wait for your car to recharge. If your pitch is chosen as one of the three finalists, you will be awarded a production budget to produce your film.

#### WHAT YOU GET:

If your pitch is selected, you will receive funding to shoot your film which will be promoted through a paid social media campaign and live on the BASF website.

**PRODUCTION BUDGET:** Each of the three (3) Finalists will receive a \$15,000 production budget.

#### **PRODUCTION TIMELINE:**

- March 20<sup>th</sup> - April 9<sup>th</sup>: (3 weeks) Pitches Uploaded
- April 25<sup>th</sup>: Final Selection of Pitches.
- April 25<sup>th</sup> - May 16<sup>th</sup>: (3 weeks) Shorts produced and delivered.

**THE DEADLINE TO UPLOAD PITCHES IS:**

**April 9<sup>th</sup> 2019.**

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## BACKGROUND:

### **“At BASF we are optimistic about the future”**

At BASF we are constantly developing and introducing sustainable solutions that address some of the planet’s biggest problems through chemistry; such as the growing need for food, energy and clean water, limited resources and a booming world population. Our desire to innovate for a sustainable future is tireless. That’s why we believe there are many reasons to be optimistic about the future.

Whilst electric cars have been painted as part of the solution to reducing emissions globally, many people remain wary about their practicality due to range limitations, the cost of the battery itself, and the time needed to charge the battery.

Besides continuously improving our cutting-edge technologies to reduce powertrain emissions in combustion engine vehicles and investing in improving our leading position in emission catalysts technology, we are working on critical innovations in battery materials that will contribute to the ongoing evolution of e-mobility.

One example of this is that by 2025 we aim to dramatically reduce the charging time and support the development of batteries that could charge in 15 minutes – no longer than it takes to enjoy a quick cup of coffee.

## THE ASSIGNMENT:

### **15 Minute Pit Stops**

**In 2025 it will only take 15 minutes to recharge your car. In these circumstances, what would you do with those 15 minutes to recharge yourself while you recharge your car?**

Send in your pitches for a 3 to 5 minute original short film that tells the story about a future where you have 15 minutes to yourself to do whatever you want while you wait for your car to recharge.

A total of 3 pitches will be chosen to make into short films. If your pitch is one of the winners, you will receive a production budget of \$15,000 to produce and deliver your short film in three weeks.

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### YOUR PITCH SHOULD HAVE:

Your pitch should be in English and include: an original title, a written script, a concept explanation, a budget breakdown of your proposed 3 to 5 minute film, your biography, and links to your previous work. Bids may also include visuals such as story boards, mood boards, or sample images. Information on the location you want to shoot and visuals - sample jpgs recommended.

The pitch file you upload to us should be a PDF or Word document.

### YOUR PITCH SHOULD NOT HAVE:

Overt sales messages, product promotion, taste tests, etc.

Violent and socially-harmful material.

Glorification of alcohol and/or drug use.

Libelous, hate-inciting and/or racist language or activities of any kind.

Crime, illegal activity and/or actions condoning illegal activity.

Copyright and trademark infringements.

Threatening or harassing messages.

Use of profane/obscene/distasteful language, action or innuendo.

No depiction or representation of gross use or gorging of the product or any food used in your concept.