

LIVA Creative Excellence Video Competition

OFFICIAL RULES

The **competition schedule** for the year 2010 is as follows:

March: Concept Video **April:** Wedding Pre-Ceremony Video
June: Wedding Ceremony Video **September:** Wedding Post-Ceremony Video
November: Highlight Video

The rules for the competition are as follows:

- There is no limit to the amount of entries judged in a competition.
- There is a \$10.00 entry fee for each of the eligible entries.
- One entry per member and per company will be accepted for each competition.
- Entrant must be a member in good standing of LIVA for a least one month prior to the competition.
- Entries presented after 7:30 p.m. will not be accepted.
- Application forms must be filled out in their entirety. (Forms will be available in advance at the Competition table or by downloading from the LIVA web site).
- Entries may be submitted in standard DVD or mini-DV format.
- Entries are limited to a maximum length of five (5) minutes, and they will be stopped at the 5 minute mark regardless of whether or not the production has ended.
- A tape entry must be cued to its desired start point before being submitted, and a DVD must start at the desired start point.
- Studio names and logos must not appear. Studio personnel can only appear in the video incidentally. It is left to the Competition Chair and the LIVA President to judge if the appearance is blatant.
- Persons who enter the competition shall not be able to vote in that competition. They shall write their names on their ballots before handing them in (which serves the purpose of preserving their anonymity and of not counting their ballots in the final scoring). Failure to hand in a ballot with your name on it will result in disqualification. (You may hand your ballot directly to the Competition Chair or risk passing it to whoever is collecting the ballots from the members.)
- Official entries may be followed by a “watermarked” version of the exact same entry, should the company prefer a “watermarked” version to be shown in the future.
- The top three winning entries of each competition will be submitted to the LIVA Library for possible viewing by other local associations, and the non-winners for possible “Brown Bag” reviewing.

The following are the defining parameters of each Competition Category:

CONCEPT VIDEO -is defined as a stand-alone video segment that is organized around a main social event, and that brings into focus, in a short time span, any central theme or concept.

WEDDING PRE-CEREMONY VIDEO -is defined as those video segments that, at their core, show any and/or all events that occur on the actual day of the wedding prior to the ceremony's processional. This category excludes typical baby photo/video montage productions and Love Story Videos. Video and audio from other portions of the wedding day may be included in this category, so long as the central theme remains the coverage of the wedding day's pre-ceremony elements. This category segment ends with the start of the ceremony's processional. Bar/Bat Mitzvahs are accepted in this category as long as they follow the preceding rules.

WEDDING CEREMONY VIDEO -is defined as beginning when the first member of the bridal party starts down the aisle, or when the ceremony officiate(s) enter the ceremony area; whichever occurs first. Coverage ends when the bride and groom exit the ceremony area. Video and/or audio elements from other portions of the wedding day may be included in this category, so long as the central theme remains coverage of the wedding ceremony.

WEDDING POST-CEREMONY VIDEO -is defined as footage recorded during the time between the end of the wedding ceremony (as defined by the rules) and the start of the reception. (For purposes of this category only, "start of the reception" is defined as the moment that the guests enter the room where the wedding reception is being held..) Video and/or audio elements from other portions of the wedding day may be included in this category, so long as the central theme remains the wedding post-ceremony. Bar/Bat Mitzvahs and Sweet 16's are accepted in this category as long as they follow the preceding rules.

HIGHLIGHT VIDEO -is defined as a segment that summarizes an entire event. Event credits may be included in this segment. Acceptable highlight videos may include weddings, Bar/Bat Mitzvahs, Sweet 16's, trailers, same-day edits, retirement or birthday parties, and any other events summarized by professional editing.

(Unlimited entries was voted on by the membership in April, 2005. The new parameters for Concept and Highlight Videos were amended by the 2010 LIVA Board of Directors.)