



HOFBRÄU TROPHY 2016

TERMS AND CONDITIONS

The Brewery Staatliches Hofbräuhaus in Munich and the Internationale Münchner Filmwochen GmbH, will be awarding the "Hofbräu Trophy" for the fifth time in 2016. The trophy will be awarded in a ceremony during the FILMSCHOOLFEST MUNICH which takes place from November 13 – 19, 2016.

THE VENUE

The Munich Filmmuseum, St.-Jakobs-Platz 1, 80331 Munich

THE COMPETITION

We are looking for **the best commercial on the topic "Hofbräu – a different point of view"**. Show us a new and unusual commercial! We are more than happy to recognize Hofbräu venues or a Hofbräu beer, but this is not a must have! We are looking for innovative ideas in your commercial. The more original, the better!

The spots should have a length **between 30 to 60 seconds at maximum**. They can be shot on **all formats**. You can even **film with your cell phone** – it's as easy as that! To be screened at the festival, the spot must be available on one of the following formats:

Fileformats:

- .mov
- .mp4
- .avi
- .vob
- .mpg
- .mpeg
- DCP

Other playable media:

- 35mm
- 16mm

All files will be transferred to a playable format in our festival cinema.

PRIZE

The winner of the "Hofbräu Trophy" receives **€ 5,000 prize money**. Moreover, there are second and third prizes: The **second best rated spot** will get **€ 3,000** and the commercial **on the third place € 2,000**. The three nominated commercials will be screened at FILMSCHOOLFEST MUNICH and can be viewed on the festival's website. The spots may also be screened at the discretion of Brauerei Staatliches Hofbräuhaus according to the rights guidelines described separately under RIGHTS (see below).

ENTRIES

Eligible to enter are **all students and trainees worldwide**. The spots should be submitted **in English or with English subtitles** if filmed in any other language.

DEADLINE

All entries, including 2-3 stills and the spot, must be submitted via reelport.com **until September 30, 2016**.

Entries that are not complete or arrive after September 30, 2016 cannot be considered for the competition.

A jury will view all submitted films. Participants will be notified of their selection status in October 2016.



RIGHTS

By submitting the film via reelport.com, submitters agree to the competition regulations and guidelines of Brauerei Staatliches Hofbräuhaus' "Hofbräu Trophy" at the FILMSCHOOLFEST MUNICH. In addition, submitters agree to have their films screened in the program of the FILMSCHOOLFEST MUNICH and on its website during and up to one year after the festival – free of charge.

Furthermore, signatories give Brauerei Staatliches Hofbräuhaus the right, should a spot be nominated, to show it in cinemas in and around Munich for a period of four weeks. This can be at any time in a period no longer than six months commencing at the end of the festival. Brauerei Staatliches Hofbräuhaus is also granted the right to use all submitted spots indefinitely for internal purposes and/or presentations on its website and/or its social media platforms. It is also entitled to show the nominated spots in screenings in movie theaters as part of its "Hofbräu Reel".

For any other use of the spots, a separate agreement must be entered between the brewery and the submitter.

Any commercial use must have the prior written consent of Brewery Staatliches Hofbräuhaus in Munich.

ACCOMMODATION & TRAVEL EXPENSES

The directors of the three nominated films will be invited to participate in the FILMSCHOOLFEST MUNICH and will receive accommodation as well as financial support towards their travel expenses.

If you have any further questions please contact:

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FILMSCHOOLFEST MUNICH
Special Competition
Sonnenstr.21
80331 Munich
Germany
Tel: +49 (0)89 / 38 19 04 - 24/25
Fax: +49 (0)89 / 38 19 04 - 26
E-Mail: filmschool@filmfest-muenchen.de

Please do not send any submissions (DVDs etc.) to this address! Submissions are only possible via reelport.com!

ENTERING A FILM IN THIS FESTIVAL IMPLIES THE ACCEPTANCE OF THESE REGULATIONS!

For more information please visit our homepage www.filmschoolfest-munich.de/en/