



## COMPETITION NOTICE FOR THE CREATION OF A PROMOTIONAL VIDEO

### “THE MAGIC OF THE ACCORDION”

Confédération Internationale des Accordéonistes (CIA) announces the competition for the creation of a promotional video **“The Magic of the Accordion”**.

#### RULES AND REGULATIONS

##### 1. Object of the competition.

The object of the competition is the creation of a promotional video spot lasting approximately 60 seconds on the theme “The Magic of the Accordion”; dedicated to the promotion of the accordion to the general public. It is recommended that the video spot is also adaptable in the versions of 30 seconds and 10 seconds for media uses.

The accordion is one of the youngest instruments, but a space has now been created in every musical genre, from Baroque to contemporary, folk to jazz. The new challenge is to modernize the image of the instrument in order to make it attractive and popular to the general public and especially the youth of today. The video should be a fresh, young and modern style.

##### 2. Participation.

Participation in the competition is free and open to everyone, from any country in the world. Each participant is limited to one PROMOTIONAL VIDEO.

##### 3. Technical requirements for the admission of the PROMOTIONAL VIDEO SPOT

For admission to the competition, the spot produced must have the following technical characteristics:

- **Duration** approximately 60 seconds, and also in version 30 seconds and 10 seconds.
- **Landscape format HD 16:9** to be sent electronically via Wetransfer, Dropbox, iCloud, Google Drive or any other similar system.

- the videos selected, in the use that the CIA will make of them, will always have the CIA logo and a short institutional intro overlay.

No applicant may be refused entry for religious, political or racial reasons. Films with outrageous, offensive content or that harm civic modesty are not allowed. Each author is responsible for the content of the work presented and the dissemination of any copyrighted music. The entries must follow the Statutes of the CIA which include in item 12:

- (a) all political, racial and religious discussions are strictly forbidden --
- (b) --- documents shall be written in English.

The organisers reserve the right to refuse any video containing unsuitable content.

Each author is responsible for the PROMOTIONAL VIDEO SPOT produced and by sending the entry, authorizes their publication.

By sending the entry, the author also allows: To the CIA to be able to dispose of it in a full and exclusive way, and assumes any responsibility in this regard, according to the current legislation on the protection of privacy and confidentiality, should the submission take place without the consent of the subject or subjects mentioned in the Video Spot, or their successors.

You release all rights to the CIA for any promotional purpose.

The publication of the promotional Video spot presented on the CIA and Coupe Mondiale institutional sites, on the CIA and Coupe Mondiale social network channels and on the sites and social channels of each of the CIA Members worldwide. The Spot may also be aired on one or more appropriately selected broadcasters, for institutional promotion, always with

the mention of the author. Each publication will include credit of the author.

The organiser of the competition reserves the right to modify this notice for reasons of force majeure or to improve it; and the organiser will notify any changes to competitors promptly.

#### 4. Participation procedures

The PROMOTIONAL VIDEO must be received in the manner requested together with the application for participation by email to [secretariat\\_cia@harmonikkaliitto.net](mailto:secretariat_cia@harmonikkaliitto.net) by the 15<sup>th</sup> of April 2021.

Appropriate international advertising will be guaranteed at the announcement of the competition and the announcement of the results of the competition.

#### 5. Judging Commission

All videos received will be examined by the CIA Executive Committee to check if they fulfill the competition rules.

All PROMOTIONAL VIDEO SPOTS received will be evaluated by the CIA Members: each of the Premier Members and Voting Members will cast their vote in points from 1 to 25; the maximum and minimum marks will be canceled, and the average of the remaining marks will be calculated.

The judgement of the organisers, made taking into account the object of this competition cannot be appealed. Results and the decision of the Jury are final.

The evaluation criteria of the videos are as follows:

- 1) Relevance to the purposes of the Competition
- 2) Communicative effectiveness with respect to content and objectives
- 3) Technical - aesthetic quality of realization
- 4) Originality of the contents

The organiser reserves the right, to not select a competition winner, if the entries do not respond to the subject of the competition or have obtained a score too low.

#### 6. Deadline

The Promotional Video Spots must reach the CIA no later than the **15<sup>th</sup> of April 2021**.

The award ceremony will take place during one of the Coupe Mondiale concerts or at another designated time/event as determined by the organiser.

#### 7. Awards

1<sup>st</sup> place: 1000 Euro

2<sup>nd</sup> place: 750 Euro

3<sup>rd</sup> place: 500 Euro

#### 8. Privacy

Participation in the Competition implies full and unconditional acceptance of these regulations and the use of the works for the purpose of exclusively promotional purposes and will include credit of the author.

#### 9. Informations

Additional information on this announcement can be requested from:

#### Confédération Internationale des Accordéonistes (CIA)

##### Email:

[secretariat\\_cia@harmonikkaliitto.net](mailto:secretariat_cia@harmonikkaliitto.net)

##### Website:

[www.accordions.com/cia](http://www.accordions.com/cia)

##### Contact persons:

Mirco Patarini, Italy

Kimmo Mattila, Finland



FOUNDED IN 1935