

 **RPC**
red packet challenge



Red Packet Challenge

19TH VANCOUVER ASIAN FILM FESTIVAL
PRESENTS:
THE RED PACKET CHALLENGE
#VAFFRPC 2015
JULY 26–AUGUST 08, 2015
INFORMATION PACKAGE

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What is the “Red Packet Challenge?” (RPC)

The RPC is a fun contest for anyone with a video camera or smartphone, as well as for trained and experienced filmmakers to showcase their story-telling skills in an ultra-short format.



Choose a Category,
Pick a Theme,
Get creative,
Make the Film!



The Red Packet Challenge is the Vancouver Asian Film Festival’s “shortest” film-making contest.

Choose the category, pick a theme, get creative, make the film. Get your gear (smart phone, tablet, camera, video camcorder, etc.) ready and challenge yourselves to make

some of the shortest films ever.

You may win fabulous prizes and cash. Submit your films between July 26 and August 8.

The top 16 - 20 films will be screened at the Vancity Theatre on August 27, 2015. Come celebrate with the champions!

CONTEST REGISTRATION & SUBMISSION DATES

- Contest opens: Sunday 26 July 2015, 12:00:01 a.m. PDT
- Contest closes: Saturday 08 August 2015, 11:59:59 p.m. PDT
- All video submissions must be received by VAFF between Sunday 26 July 2015, 12:00:01 a.m. PDT and Saturday 08 August 2015, 11:59:59 p.m. PDT to be eligible for the contest and the #VAFFRPC 2015 Screening Event at VanCity Theatre at 1181 Seymour Street, Vancouver BC.

THINGS TO
KNOW (RULES &
REGULATIONS)

FEES

- Non-refundable registration fee of \$10 per single (1) entry or \$50 for up to eight (8) entries.
- Either the \$10/single entry fee or \$50/up to eight (8) entries fee, must be paid in full at time of online registration.
- All registrations must be completed and payment received by VAFF between Sunday 26 July 2015, 12:00:01 a.m. PDT and Saturday 08 August 2015, 11:59:59 p.m. PDT.
- Your registration is not considered complete and your video submissions will not be accepted until full payment of the registration fee has been received by VAFF.
- Online registration and payment for #VAFFRPC 2015 is only accepted through www.vaff.org. After completing the online registration form, a link will take you to PayPal to complete your registration payment.

All payments are via PayPal. Registrants must have a PayPal account.

CONTEST ELEMENTS - Judging Criteria

- Each registration must select a theme element from the options in the online entry form.
- Each submitted single video entry or group of entries per registration, must include that selected theme element to be eligible for the contest and the #VAFFRPC 2015 Screening Event.
- Each registration has the option to select an “Asian Flair” element that will be eligible for bonus points by the judging panel, if you choose to include it in any of your submitted video entries.
- “Asian Flair” is defined as anything that accurately depicts or captures the modern Asian lifestyle and culture.

PRIMARY REGISTRANT/DESIGNATED REPRESENTATIVE

- Each registration (either for a single entry or group of entries) from the same individual or team, must include the name and contact information of a Designated Representative who will be the contact person for communications between the RPC/VAFF organizers, and that individual or team.

Each registration has the option to select an “Asian Flair” element

Each registration must include the Designated Social Media Channels.

USERNAME/TEAM NAME

- Each registration (either for a single entry or group of entries) from the same individual or Registrant, must include a Username/Team Name that the RPC/VAFF organizers, judging panel and voting fans will use to identify any single entry or group of entries.

SOCIAL MEDIA CHANNELS

- Each registration must include the Designated Representative's Twitter handle, Instagram handle, Facebook page URL and/or YouTube channel URL (for tagging, sharing and liking).

REGISTRATION LIMIT

- Any Registrant or Team may register for an unlimited number of single entries or group of entries, in any combination of categories.

INQUIRIES

- Please send all enquiries to: rpc@vaff.org.

JUDGING CRITERIA

THEMATIC ELEMENTS

A contest “thematic element” must be chosen and used in the submitted video(s)—the same element in every submitted video—by each Registrant during online registration:

Option 1 - Believe

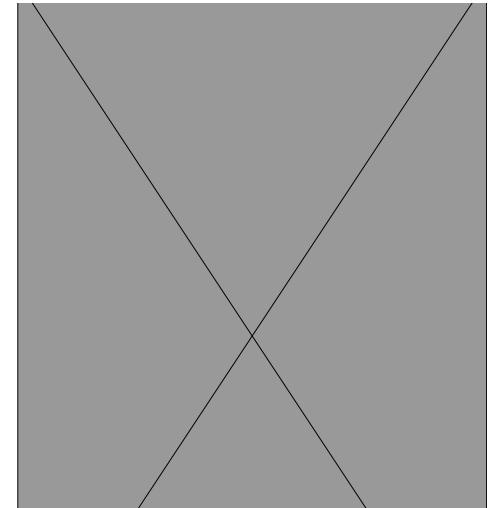
Option 2 - Connect

Option 3 - Engage

Option 4 - Share

Option 5 - Support

The “thematic element” may be incorporated into the submitted video(s) in any way, and in a different way per video submission, if you are submitting more than one entry (e.g. as a location, a prop, a motif; in dialogue, or overall theme).



Bonus Points for ASIAN “Flair” (at the discretion of the Celebrity Judges)

To keep things fun and interesting an “Asian flair element” can be selected by each Registrant during online registration:

Option 1 - Asian pop culture reference

Option 2 - Food & Dining related

Option 3 - Kawaii: Show us your cutest video... could be your baby or pet

Option 4 - Shopping Category & outings

Option 5 - Special Skills & Talent

The “Asian Flair element” may be incorporated into the submitted video in any way, and in a different way per video submission, if you are submitting more than one entry (e.g. as a location, a prop, a motif; in dialogue, or overall theme), for bonus points:

Get creative: The more creatively you integrate the Asian flair element, the more points you get.

Stick to the theme: The more theme or plot-appropriate your element integration is, the more points you get.

MEET THE CHALLENGE

Members of the Vancouver Asian Film Festival board, advisory, executive, and committees are ineligible to compete in the #VAFFRPC 2015 contest.

The Designated Representative for each registration (for a single entry or group of entries) must be a resident of British Columbia (see page 8 for definition).

Each video entry must contain footage shot in British Columbia.

Primarily production (90% of creative activity) for all videos must take place within the contest duration.

All Registrants are responsible for obtaining their own cast, crew, budgets, locations, permits, equipment, transportation, production facilities, copyright clearances, insurance, health and safety, completion, and for submitting the completed video(s) by the submission deadline.

Original stills and stock footage can be used in video submissions. Stock footage cannot be used for more than half the TRT (total run time) of the submitted video.

Individual registrants or teams must supply their own camera, equipment and other materials to create their video entries during the contest period.

Video submissions after Saturday, August 08, 2015, 11:59:59 p.m. PDT will not be eligible for the #VAFFRPC 2015 contest. The contest stays open for registration and submission from Sunday, July 26, 2015, 12:00:01 a.m. PDT until Saturday, August 08, 2015, 11:59:59 p.m. PDT.

Asian Content Fulfillment – VAFF supports our diverse communities in British Columbia, and is mandated to support diversity in filmmaking. Any submitted video that does not meet the Asian Content Fulfillment criteria, is disqualified from the contest and is not eligible for the #VAFFRPC 2015 Screening Event at the VanCity Theatre:

The Designated Representative or at least one Team Key Creative Member (i.e. Writer, Director, Director of Photography/Camera Operator, Producer) must be from a visible minority (see p 8)/of Asian or part Asian heritage, OR

At least one lead actor/subject appearing in the video submission (one per video, if submitting more than one) must be of Asian/part Asian heritage, OR

The subject matter of the video submission (per video submitted, if more than one) must be of Asian/part Asian origin.

Submitted videos can be any genre, and have any subject, as long as the content does not contravene the Criminal Code of Canada (such as explicit sexual or hate content). Any submitted video entry with content that the RPC/VAFF organizers consider explicitly sexual or hate content, will be disqualified from the contest and will not be eligible for the #VAFFRPC 2015 Screening Event.

DO THE CHALLENGE

Submit your video submissions in one or both of these categories:

Ultra Short 6–15 second video: Any Ultra Short video longer than 15 seconds or shorter than 6 seconds, including titles and credits (if applicable), will be disqualified from the contest and ineligible for the #VAFFRPC 2015 screening event.

Micro Film 1–3 minute video: Any Micro Film video longer than 3 minutes or shorter than 1 minute, including titles and credits (if applicable), will be disqualified from the contest and ineligible for the #VAFFRPC 2015 screening event.

Registrants may use any camera(s), including smartphone cameras, to shoot their video. The RPC/VAFF organizers reserve the right to convert video submissions to conform to online platform and/or theatrical screening format requirements.

Videos must be submitted electronically to rpc@vaff.org as an attachment or a download link. Type “[Your Username/Team Name] VAFFRPC 2015 submission” in the email subject line, and include the following in the body of your email for each video entry you submit:

- The category (Ultra Short or Micro Film)
-
- The chosen thematic element
-
- The “Asian swag” of choice
-
- The title of the video (if applicable)

Videos must be submitted as a HD 1080p (1920x1080) or 720p (1080x720) QuickTime file in MPEG-4 format (.mp4, .mov, .m4v), frame rate 25fps (frames per second), using the H264

codec, with audio at 48 kHz, stereo PCM encoding (if applicable).

Ultra Short video submissions can be submitted to the following additional specs: 640x640 pixels, with file bit rate of less than 35,000 Hz.

All video submissions from "Ultra Short" that meet the qualifying criteria outlined in these guidelines, will be uploaded to VAFF social media channels by August 12, 2015, 11:59:59 pm for "fan favourite" public voting and adjudication by a panel of celebrity judges (to be announced). Public voting will be open from August 12, 2015, 11:59:59 pm until Wednesday, August 19, 11:59:59 pm.

All video submissions from "Micro Film" will be open for "fan favourite" public voting during the #VAFFRPC 2015 screening event on Thursday, August 27, 2015 to determine the winner of the Ultimate Fan Favourite Award in this category.

The top eight (8) adjudicated videos from both categories will have a theatrical premiere at the #VAFFRPC 2015 screening event on Thursday, August 27, 2015, and the top three winners in each category will be announced, as well as the winners of the Ultimate Fan Favourite Award in each category.



~~Adjudicated Winners in each category will receive cash prizes (\$800 1st Prize; \$300 2nd Prize; \$200 3rd Prize, and a commemorative "Fortune Cat" Award).~~

~~Ultimate Fan Favourite Award winners in each category will also receive a cash prize (\$100, and a commemorative "Fortune Cat" Award).~~

~~The #VAFFRPC 2015 screening event, awards presentation and after party will start from 8:30 pm Thursday, August 27, 2015 at the Vancity Theatre.~~

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Logos, trademarks, and trademarked names cannot be clearly visible/legible in the videos without proof of written permission by the registered owner of the logo, trademark or trademarked name. The proof of written permission must be provided to the RPC/VAFF organizers by the Registrant/Team, if requested, or the video will be disqualified from the contest and is not eligible for the #VAFFRPC 2015 screening event.

All music and lyrics used in a video must be either original, used with permission, under a Creative Commons license, and/or copyrights cleared. The proof of written permission must be provided to the RPC/VAFF organizers by the Registrant/Team, if requested, or the video will be disqualified from the contest and is not eligible for the #VAFFRPC 2015 screening event.

The Registrant/Team gives the Red Packet Challenge and the Vancouver Asian Film Festival the right to use all submitted videos in their entirety for promotional and fundraising purposes, including use of clips and images on the website, at events, in advertising, fundraising and sponsorship materials and activities, and any media outlets.

Rights to the submitted videos remain the property of the Registrant/Team.

ULTIMATE FAN FAVOURITE AWARD

Insert #VAFFRPC and your chosen thematic element or “Asian swag” hashtags to all your links, shares, likes and comments.

Look out for your video entries on our YouTube channel and Instagram and share/tag them to your own networks on your own Instagram, Twitter, Facebook and YouTube to increase awareness and get more votes for your video entry/entries, towards the Ultimate Fan Favourite Award.

WHO IS A VISIBLE MINORITY?

Members of visible minorities in Canada include: Chinese, Filipino, Japanese, Korean, South East Asian (e.g. Cambodian, Indonesian, Laotian, Vietnamese), South Asian (e.g. Punjabi, Sri Lankan, Bangladeshi, Pakistani), Black (e.g. African, Haitian, Jamaican, Somali), Arab (e.g. Armenian, Egyptian, Iranian, Lebanese, Moroccan), Latin American, and other (an other non-white racial group not identified).

Some tags for:

- VAFF
- Thematic Element
- Asian Flair Element
- Like/follow the VAFF social media channels:
- Instagram:
@vaffvancouver
- YouTube: /vaffvancouver

Source: Employment Equity Act

BRITISH COLUMBIA RESIDENCY

A British Columbia “Resident” means:

(a) a person who

(i) is a Canadian citizen or a permanent resident of Canada, whose only or primary residence is in British Columbia, and

(ii) has resided in British Columbia for 7 months in the 12 months immediately before participating in this contest, or

(b) a person who

(i) is not a Canadian citizen or a permanent resident of Canada, but whose only or primary residence is in British Columbia, and

(ii) has resided in British Columbia for the 12 month period immediately before participating in this contest

IF YOU ARE USING PROFESSIONAL (UNION) ACTORS

UBCP (Union of BC Performers) will not provide performer waivers for RPC-related videos.

Registrants wishing to use UBCP performers in their videos must apply for and qualify for a UBCP Ultra Low Budget Agreement (for the different categories, please see <http://www.ubcp.com/wp-content/uploads/Ultra-low-budget-production-2014-web.pdf>) at least 5 business days before your scheduled shoot date (please see <http://www.ubcp.com/ultra-low-budget-program-2014/>).

If the video uses even ONE performer who is a UBCP member, and if you are paying your performers, ALL performers (except background performers) on the video should be paid a negotiated wage, whether they are full/apprentice UBCP members or not.



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RPC@VAFF.ORG #VAFFRPC