

Overview:

The Everfree Northwest PMV contest strives to showcase the talents of Bronies and their ability to create awesome PMVs. Convention attendance is not a requirement and all are welcome to enter. All entries must meet all submission rules as outlined below. As such, please read the rules carefully before you submit. PMVs will be played during an event in the Crystal Ballroom; winners will be announced at its conclusion.

Categories:

- Pony Music Video
- Non-music Pony Movie Video

What you should know:

- PMV submissions must be received no later than **June 16th, 2013**.
- As a family-friendly convention, all submissions should rate no higher than a PG in the MPAA film rating system.
- The content of the PMV should be relevant to the convention's My Little Pony theme.
- Music videos should try and be between two (2) and six (6) minutes in length and movie videos should try and be between one (1) and six (6) minutes in length.
- A previously released PMV must have been come out after February 3rd, 2013 to be eligible to enter.
- Entrants 17 and under must submit their entry using a parent's or legal guardian's email as a proxy.

Submitting Guidelines and Submission Forum:

Videos will only be accepted electronically in the following format. You may submit up to three PMVs total. Submit your PMV to the email pmvcontest@everfreenw.com. Each email must contain the following information:

- Email subject line: PMV <Your Name>
- Full legal name
- Nickname/Studio Name (if applicable)
- PMV Title
- PMV Category
- Email Address
- Song title(s) and artist(s) **(Music Videos only)**
- Audio title(s) and/or source **(Movie Videos only)**
- YouTube video link **AND/OR** a download link. If submitting via download link, consider a service such as Dropbox, Google Drive, Filezilla, or other similar service that allows large file sharing.
- Will you be attending Everfree Northwest?

The above information must be received before your entry will be considered.

Video Format and Resolution:

All submissions must meet the minimum standards for video quality (applies to both download link and YouTube link submissions):

- Minimum video resolution of 640x480 (720x480 4:3 anamorphic).
- Minimum frame rate of 23.976 (24p) FPS (frames per second).
- Accepted video formats:
 - MPEG: Mpeg2 codec (MPEG1 Layer 2 audio or AC3 audio)
 - AVI: Uncompressed, DiviX/Xvid,
 - MP4: H.264 video compression
 - MKV: H.264 video compression

High definition PMVs are acceptable, but may be downscaled for contest viewing.

Winning and Prizes:

Prized will be awarded for first (1st) and second (2nd) place in each category. Winners will be chosen by a panel of Everfree Northwest judges before the convention. Prizes will be awarded during the PMV contest panel. You must either have a form of legal ID such as a driver's license, student ID, or state ID or provide the submitting email address to claim your prize. Contestants attending the convention but not present at the PMV panel may claim their prize from Con Operations. If a contestant is not in attendance at the convention, or must leave before being able to claim their prize, their prize will be sent via mail courtesy of Everfree Northwest. Winners will be contacted via the email specified in the entry (or, if no email address is specified, the email address from which the entry is sent) and a mailing address to ship the prize to will be requested. Please allow 30 days for delivery after mailing address verification.

Disclaimer:

Videos that do not adhere to the established rules will not be considered for the contest. Attempts to contact a disqualified entry's creator in order to resolve the issue will be made.

Official Rules:

This is sponsored by Pegasi (Organization) the Washington nonprofit corporation that operates Everfree NW 2013 (Event) the office of which is located at the following address: 2510 NE 6th Pl. Renton, WA 98056. By entering, you agree to be bound by these Official Rules and by the decisions of Organization, which are final and binding in all respects. NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED. Persons who are seventeen (17) years of age or younger at the time of entry must submit entries via proxy per a parent or legal guardian. Directors, officers and employees of Organization, their immediate families (defined as parents, children, siblings, spouse and grandparents), and anyone living with such persons are not eligible to win a prize.

1) Any and all video, soundtracks, scores, compositions, or any other components or portions thereof submitted (Work) must have been created by the submitter(s), be original Work or Work the submitter has a right to display, incorporate, modify, and use in any other manner so used.

2) Upon submission, submitter(s) give the Organization permission to use the work for the purposes of the PMV contest, including but not limited: promotion, public viewing, and web-posting and grant to the Organization a perpetual, irrevocable, fully paid up, world-wide, non-exclusive license for the Organization and its sub-licensees to use the Work, in any manner and in any medium the Organization deems proper, in its sole discretion, including, but not limited to publication of the Work, selling or giving away copies of the Work either alone or as part of a compilation, modification of the Work, incorporation of the Work into other works whether such works be derivative works or transformative works, or any other use now known or later conceived, with no attribution due to the submitter(s). Without limiting the foregoing, you acknowledge that all entry materials may be used for Organization print material, social media campaigns, websites, and other media, whether or not selected to win a prize. Organization is not obligated to publish or otherwise use any video submitted.

3) Owners retain all ownership to their work as established by fair use and Organization will not infringe upon the submitter's right to use their own work.

4) Entries may be submitted as early as April 15th, 2013 and must be submitted by 11:59 Pacific Standard Time (PST) June 16th, 2013. Any submissions after this date are invalid and ineligible to take part in this contest. All entries previously released must have premiered after February 3rd, 2013 to be eligible to enter.

5) Submissions are to be emailed to pmvcontest@everfreenw.com. Include the word 'PMV' and your name in the subject field of your submission email. Within the body of the email include your full legal name, your nickname and/or the your studio name if applicable, the title of your PMV, the category the PMV will compete under, your email address, for music submissions the song title(s) and artist(s), for non-music entries the audio source, a YouTube video link **AND/OR** a download link using a service like Dropbox that allows file sharing, and inform us if you will be attending the Everfree Northwest convention. An entry will be deemed submitted by the authorized account holder of the e-mail address specified in the entry (or, if no email address is specified, the email address from which the entry is sent)

6) All Pony Music Videos should strive to limit themselves to be at least two (2) minutes in length and no longer than six (6) minutes in length. All non-music Pony Movie Video should strive to limit themselves to be at least one (1) minute in length and no longer than six (6) minutes in length. PMVs above or below this threshold may be accepted as valid contest entries at the discretion of the Event organizers.

7) A maximum of three (3) PMVs total will be accepted per individual or group.

8) Everfree Northwest intends to insert a custom-made bumper before the playing of each PMV during the contest that will display the PMV's name, the creator's and/or studio name, and the music/audio source material. Unless they aid in or are some way implemented into the PMV's presentation, please try and avoid disruptive personal bumpers, watermarks, or credits. If you wish the Event to include additional information to your bumper, such as a website address, please enter your request into your submission email or email your request to pmvcontest@everfreenw.com.

9) Subtitles and incidental text in the PMV should only be included for artistic or thematic reasons. Editor-made subtitles, logos, and other text are permissible.

10) PMVs must contain at least 80% pony related video or animation; Video from other source like anime, western animation, video games, and such material is acceptable for minor inclusion.

11) At least 75% of the PMV must have audio accompaniment, be it music or audio. Exceptions may be granted on a case-by-case basis.

12) As the Event is a family friendly convention, submissions using elements that could reasonably be considered above a PG rating in the sole discretion of the Organization (adult activity, hard language, intense or persistent violence, drug abuse, profanity, pornographic images, violent images, illegal material, or material that violates the rights of third parties, or other similar content or themes) will be ineligible to take part in the contest. Music and audio with questions lyrics and content can make use of a clean or radio edit version in order to avoid disqualification.

13) Prizes will be awarded for first (1st) and second (2nd) place for both PMV categories. Announcement of winners will occur during the Event (July 5th-7th) in the Crystal Ballroom followed by a public announcement on the Event website. Prizes can be claimed during the PMV panel. Contest winners in attendance at the Event but not present at the panel during the awarding of their prize may claim the prize from Con Operation. If a prize winner is not in attendance at the Event or must leave before being able to claim their prize, said prize will be mailed to the winner courtesy of Everfree Northwest. Winners will be contacted via the email specified in the entry (or, if no email address is specified, the email address from which the entry is sent) and a mailing address requested to facilitate shipping the prize to its recipient. Allow 30 days for delivery after address verification.

14) PMV Contest Judges' interpretation and application of all rules and its ruling on contest winners are final.

15) Odds of winning a prize depend on number of eligible entries received. Prizes returned as undeliverable or otherwise not claimed within seven (7) days after delivery of notification will be forfeited and awarded to an alternate winner or if no alternate winner can be found, then donated to a charity of the Organization's choosing. All prizes will be awarded within thirty (30)

days after winner verification. No substitutions or exchanges (including for cash) of any prizes will be permitted, except that Organization reserves the right to substitute a prize of equal or greater value for any prize. Limit one (1) prize per person. All prizes are awarded "AS IS" and WITHOUT WARRANTY OF ANY KIND, express or implied, (including, without limitation, any implied warranty of merchantability or fitness for a particular purpose). ALL FEDERAL, STATE AND LOCAL TAXES ASSOCIATED WITH THE RECEIPT OR USE OF ANY PRIZE ARE THE SOLERESPONSIBILITY OF THE WINNER. Organization is not responsible for lost or stolen prizes after they have been shipped or awarded. Organization will not be responsible for late, lost, illegible, incomplete, damaged or misdirected entries and accepts no responsibility for any technical, computer, network, or other errors or failures which may occur. Organization reserves the right to amend these Official Rules or to terminate a contest. Organization reserves the right to disqualify any person it believes has violated these Official Rules. BY ENTERING, YOU RELEASE Organization AND ITS DIRECTORS, OFFICERS, EMPLOYEES AND VOLUNTEERS FROM ANY LIABILITY WHATSOEVER, AND WAIVE ANY AND ALL CAUSES OF ACTION, RELATED TO ANY CLAIMS, COSTS, INJURIES, LOSSES OR DAMAGES OF ANY KIND ARISING OUT OF OR IN CONNECTION WITH YOUR INTERACTION WITH ORGIANZATION AS IT RELATES TO THE SUBJECT MATTER DISCUSSED HEREIN, OR TO THE DELIVERY, MIS-DELIVERY, ACCEPTANCE, POSSESSION, USE OR INABILITY TO USE A PRIZE (INCLUDING CLAIMS, COSTS, INJURIES, LOSSES AND DAMAGES RELATED TO PERSONAL INJURIES, DEATH, OR DAMAGE TO OR DESTRUCTION OF PROPERTY, WHETHER INTENTIONAL OR UNINTENTIONAL), UNDER A THEORY OF CONTRACT, TORT (INCLUDING NEGLIGENCE), WARRANTY OR OTHER THEORY. All your interactions with Organization and also these Official Rules will be governed, construed and interpreted under the laws of the State of Washington, and by submitting, you further agree that any suit or other action relating to the subject matter herein shall be brought exclusively either in the appropriate court in King County, Washington or in the U.S. District Court for the Western District of Washington, and also that the you agrees to submit to personal jurisdiction in the State of Washington and to admit that those above named courts have personal jurisdiction and that jurisdiction is proper in such courts and that the venue is reasonable, and you also agree to refrain from any attempt to change venue. This and all other Organization activity is subject to all applicable federal, state, and local laws. Any provision of these Official Rules deemed unenforceable will be enforced to the extent permissible, and the remainder of these Official Rules will remain in effect. For a copy of the winners list or these Official Rules, send a written request with a self-addressed, business-size return envelope to Organization at the contained herein.