

The GoPro Dirt Diaries Filmmaker Competition Official Rules

THE COMPETITION: Crankworx Whistler 2012 presents The GoPro Dirt Diaries Filmmaker Competition (“Competition”). Create a two-minute teaser for a mountain bike video and you may be one of six finalists invited to create a full six-minute video, which will be presented before a live audience and panel of judges at The GoPro Dirt Diaries event on August 14, 2012 during Crankworx Whistler.

PRIZES: The top six finalists will be awarded GoPro Kits that may be used to complete their “full length” six-minute video. Of these finalists, first place will be awarded \$3,000, second place \$2,000 and third place \$1,000.

ELIGIBILITY: The Competition is open to those eligible to use the Pinkbike Website, other than employees of Crankworx Events Inc. (“Crankworx”). Void where prohibited.

HOW TO ENTER: To enter, create a two-minute teaser for a mountain bike video that meets the requirements of these Rules, then visit www.pinkbike.com and follow the instructions to submit your teaser. Entries must be received by 11:59:59 p.m. on July 13, 2012 (“Teaser Deadline”).

Entrants are responsible for their own costs incurred in filming and creating videos, including lift tickets and transportation.

All entries that are incomplete, illegible, damaged, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of the Rules may be disqualified by Crankworx. Crankworx takes no responsibility for lost, stolen, delayed, damaged, misdirected, late or destroyed entries, or for typographical or other production errors. Crankworx is not responsible for any errors or omissions in printing or advertising the Competition.

HOW IT WORKS:

- Based on the judging criteria set out below, a panel of judges will select the top ten teasers from entries received by the Teaser Deadline. The selection of the top ten teasers will be at the sole discretion of the judges and their decisions will be final.
- The top ten teasers will be featured on pinkbike.com from July 20 to 27, 2012. The public will be invited to log on to www.pinkbike.com and cast a vote for their favourite teaser. [Users cannot vote more than once from the same IP address for the same teaser. If it is discovered that attempts were made by a user to vote more than once from the same IP address for the same teaser, then all votes associated with that IP address may be void. Use of any automated, script, macro or robotic program to submit votes may result in the disqualification, in the sole discretion of Crankworx, of the entrant.]
- On or about July 30, 2012, the top six finalists will be announced. Finalists will be invited to complete the “full length” six-minute version of their film, which must be submitted by 11:59:59 p.m. on August 10, 2012 in accordance with instructions Crankworx will provide to finalists.
- Finalists will be awarded GoPro Kits that may be used to complete their “full length” six-minute film.
- Finalists who submit their “full length” six-minute film by the deadline will be invited to present their film before a live audience and panel of judges at The GoPro Dirt Diaries event on Tuesday, August 14, 2012 during Crankworx Whistler.
- The top three winners will be announced at The GoPro Dirt Diaries event. First place will be awarded \$3,000, second place \$2,000 and third place \$1,000.

RULES: The Competition will be run in accordance with these Rules, subject to amendment by Crankworx. Entrants must comply with these Rules. By entering the Competition, Entrants will be deemed to have received, understood and agreed to comply with these Rules. The terms of the

Competition, as set out in the Rules, are not subject to amendment or counter-offer by participants. Crankworx's decisions with respect to the Competition are final and binding. If any provisions of the Rules are held to be invalid or unenforceable, all remaining provisions will remain in full force and effect.

REQUIREMENTS FOR FILM SUBMISSIONS:

1. Teaser is to be no more than two minutes in length and act as precursor to the “full length” six-minute video to be created if entrant is chosen to participate as finalist.
2. Entrants are encouraged to shoot fresh footage this season.
3. Entrants must have filmed and must be the owners of any videos submitted.
4. Entrants must have the permission of all participants and models in the videos to use their image for this Competition and to grant the publicity and other rights granted to Crankworx in accordance with these Rules.
5. Footage must include The GoPro Dirt Diaries video bumper - download here <link>
6. Footage must include (i) the Whistler Mountain Bike Park and (ii) the Whistler valley between Function Junction and Emerald Estates.
7. Videos must not include any overt commercial/brand messaging.
8. Videos must contain only royalty-free music. Here is a link with some resources:
<https://vimeo.com/forums/topic:15629>
9. Videos must be shot according to the shooting guidelines set out below.

REQUIREMENTS FOR SHOOTING:

1. Shooting in the Whistler Mountain Bike Park is limited to within normal operating hours and all participants in the event are required to have a valid ticket to the Park, and obey all permanent closures and on-mountain rules and signage.
2. Modifications to features or trails in the Whistler Mountain Bike Park is forbidden. Participants must remain within the boundary of marked bike trails.
3. “No Ride Zones” in the Whistler Mountain Bike Park consist of mountain roads, ski runs and lift lines, as well as bear habitat east of the Village Gondola (Emerald Express area).
4. Participants must respect all existing trails in the Whistler Mountain Bike Park and elsewhere. If you are creating anything new, do it with any permission that may be required and in the spirit of the long-term viability of the trail and the nature that surrounds it.

JUDGEMENT CRITERIA:

- Demonstrates a connection to the theme of mountain biking in the Whistler area.
- Integrates creative shots and techniques, including some “POV-styled” angles.
- Original, captivating and entertaining - the audience feels like they are seeing something new and leave feeling stoked and engaged.
- Attention to technical detail. The music and/or soundtrack is royalty-free, appealing and captures the mood of the scene, volume is consistent and background noise is minimal.
- Editing of the film leads to emotional build-up and audience response.

CONSENT TO USE OF VIDEOS: By entering the Competition, entrants give to Crankworx and its affiliates absolute and irrevocable permission, in respect of any video submitted, to use and publish the video in whole or in part, individually or in conjunction with photographs or other videos, in any medium and for any purpose whatsoever, including advertising and promotion, and to publish the entrant's name in connection with such use. By entering the Competition, entrants acknowledge and agree that any content submitted to the Competition may be posted by Crankworx, the sponsor of the Competition, and

their agents and representatives, to public viewing galleries and may also be used on other websites of Crankworx, its affiliates, representatives and agents.

PRIVACY: By entering the Competition, entrants consent to the collection, use and disclosure of their personal information for the purposes of administering the Competition and for the purposes of understanding the needs and preferences of individuals or to develop, enhance, market and/or provide products and services. Crankworx will collect, use and disclose personal information in accordance with the Whistler Blackcomb privacy policy, which can be found at www.whistlerblackcomb.com/privacy.

FURTHER REQUIREMENTS FOR PRIZE WINNERS: Before being awarded a prize, the selected entrant will be required to sign a declaration and release form confirming compliance with these Rules and acceptance of prizes as offered; acknowledging the non-responsibility of Crankworx, the Competition sponsor, and their respective affiliates and agents with respect to injuries, accident, loss or misfortune relating to the prize; and acknowledging Crankworx's and its affiliates and agents' right to publish or broadcast the winner's entry, picture, name, address, voice and statements without charge or further compensation other than the prize offered. In the event that the selected entrant is under the age of majority in the province, territory or state of his/her residence, above-noted declaration and release must be executed by his or her parent or legal guardian.

RELEASE: By entering the Competition, entrants acknowledge that they are releasing Crankworx, the Competition sponsor and their respective affiliates, sponsors, advertising and promotion agencies and the immediate family and household members of the above, and each of their respective affiliated companies, directors, officers, employees, representatives and agents from any liability whatsoever for any claims, costs, injuries, losses, or damages of any kind arising out of or in connection with the Competition or with the acceptance, possession, or use of any prize, including any travel, mountain biking related thereto (including, without limitation, claims, costs, injuries, losses and damages related to personal injuries, death, damage to, loss or destruction of property, rights of publicity or privacy, defamation, or portrayal in a false light). By entering the Competition, entrants also agree to fully indemnify Crankworx, the Competition sponsor and their respective directors, officers, employees, parent companies, subsidiaries, affiliates, related companies, suppliers, sponsors and agents and hold each of them harmless from any and all claims costs, losses, or damages of any kind arising out of or in connection with the Competition, including any use of a prize, by any third parties.

Crankworx, the Competition sponsor and their agents are not responsible for: (a) any problems or technical malfunction of any telephone network or lines, computer online systems, servers, access providers, computer equipment, software, failure of any entry to be received by pinkbike.com or Crankworx on account of technical problems or traffic congestion on the Internet or any website, or any combination thereof, including any injury or damage to an entrant's or any other person's computer, related to or resulting from playing or downloading materials in this promotion including the recording of game results; (b) any incomplete or inaccurate information, whether caused by the website users or by any equipment of programming associated with or utilized in the Competition, or by any technical or human error which may occur in the processing of entries; or (c) the theft, destruction or unauthorized access to, or alteration of, entries or the website. Crankworx reserve the right, in its sole discretion, to cancel, modify or suspend the Competition should a virus or bug or other cause beyond the reasonable control of Crankworx or its agents corrupt the security or proper administration of the Competition.

IDENTITY OF ENTRANT: If the identity of an online entrant is disputed, the authorized account holder through which the entry was submitted will be deemed to be the entrant. A selected entrant may be required to provide proof that he/she is the authorized account holder associated with the selected entry. The sole determinant of time for the purposes of receipt of a valid online entry in the Competition will be the Competition server(s).