

Scorsese+Freixenet BMW+John Woo Gamekillers+MTV ABC+Cavemen Xbox+Hamburgers



One Show Entertainment

One Show Entertainment keeps up with a fast-changing marketing landscape by recognizing excellence and innovation in the marriage of brands and entertainment — in film, music, gaming, anywhere — from BMW films to King Games to Freixenet's collaboration with Scorsese and Hitchcock. Entries are judged by a panel of marketing and entertainment industry luminaries, including Brett Ratner, David Lubars, Jon Kamen and Scott Donaton. Give your great work the recognition it deserves.

For more information, go to www.oneshowentertainment.org

Submission deadline: August 15, 2008

Submit to: The One Club
21 East 26th Street, 5th Floor
New York NY 10010
Tel: 212 979 1900 | www.oneclub.org

One Show Entertainment Gala

The first One Show Entertainment ceremony will be held October 7, 2008 at the Paley Center for Media in Beverly Hills, CA. This launch signals the first time any part of the One Show has been held outside of New York. Gold, Silver and Bronze Pencils will be awarded for the best branded entertainment created during the past year.

Qualifications

All work must be produced for the first time between **January 1, 2007** and **July 31, 2008**. Work produced on behalf of The One Club or One Show is not eligible. Entries may be submitted by any industry professional connected to the creation of a piece of work. Filmed or recorded entries should be longer than 15 seconds and less than 10 minutes—and therefore should be edited for judging. Web-based entries can involve a URL, as long as the work is live during the judging in August 2008.

Categories

1. TELEVISION

Work in a broadcast format that clearly identifies a brand and furthers its position.

- A. Scripted series that follows an established storyline.
- B. Unscripted series – where the brand may become an integral character or contribute to the plot line of the story.
- C. Specials or one-time screening of an entertainment production.

2. FILM

- A. Theatrical releases - Commercial film or animated feature. Integration of branded content in either a first-time theatrical release or DVD release. Entries should provide a written synopsis (200 words or less) and have edited outtakes of feature length films no longer than 10 minutes for the judges' consideration.
- B. Documentaries - Integration of a brand in the story line of a documentary either for theatrical release or on DVD.

3. GAMING

- A. Online gaming. A Website or banner that incorporates a brand as an integral component of a game.
- B. Offline gaming. Stand alone, packaged, DVD or console games that incorporate a brand identity as an integral component of the game.

4. ONLINE BRANDED ENTERTAINMENT

Online videos, movies, webisodes or podcasts that clearly identify a brand and further its position (music branded entertainment should be entered into the music category below).

5. MUSIC

Integration of a brand in a music environment intended for commercial release.

6. EVENTS AND INSTALLATIONS

Creative positioning of a brand outside traditional or online media, such as museum installations, events and outdoor environments.

Entry Fees

Before completing your entries, please make sure your work is eligible. Entry fees are non-refundable. The cost to enter One Show Entertainment is \$250 per entry.

Format Requirements

Submit all entries on a NTSC Beta SP tape. Affix all corresponding entry labels and itemized list with the reel entered.

Legal

All entries become the property of The One Club for Art & Copy, Inc., and will not be returned. The One Club will require verification for all work selected as finalists. The One Club has the right to request proof of initial publication and/or airdate to be submitted within 15 days of the request.

The entrant also grants permission to The One Club to show, copy or play the entries at such times as the club deems appropriate. The One Club reserves the right to make available for educational and reference purposes, including electronic publishing, any material entered into One Show Entertainment. If any network or local television or radio station shall agree to telecast a news or other program relating to One Show Entertainment, the entrant further agrees to obtain any permissions and to absorb talent or other residual charges incurred by inclusion of his or her entry in the program, if required.

All entries are subject to the rules of One Show Entertainment as stated in this Call for Entry. Decisions of judges on all matters during judging, including qualifications and categories, are final. After judging all disputes will be decided by the Board of Directors.

Notification

ENTRY RECEIPT

All entrants will receive email notification when entries have been received and processed. Entries will not be processed until all assets have been received and payment has been verified.

FINALIST NOTIFICATION

All finalists will be notified by mail or email. The primary and secondary contact registered for the agency, production company or studio will receive the notifications. All finalists are requested to confirm credits online, and provide material to screen at the awards ceremony if necessary.

AWARDS

One Show Entertainment will award a Gold, Silver or Bronze Pencil for each winning entry. Additional awards for directors and writers can be purchased after the award show.

