



ATF Animation Pitch 2022

Believe. Dream. Dare.

RULES AND REGULATIONS

RX (registered office located at 1 Changi Business Park #06-01 Plaza 8 @ CPB Tower A Singapore 486025) is the official organiser of the ATF 2022 tradeshow and the related ATF Animation Pitch 2022. The rules and regulations (the “Rules”) for the ATF Animation Pitch 2022 are set forth hereinafter:

1. AIMS

1.1 The ATF Animation Pitch is the premier Asian pitching competition for individuals, students and small to medium sized companies with new & innovative concepts in animation, targeting kids of all ages. The pitch can be an idea of an animated shorts/series/feature film, taking place during ATF on **Thursday, December 8, 2022**, at Marina Bay Sands, Singapore. This event is organised by RX within the framework of ATF 2022.

1.2 The aim of the ATF Animation Pitch 2022 is to discover, reward and encourage producers to improve their craft, enhance career portfolio and develop skills necessary to break in and succeed.

2. APPLICATIONS

2.1 The ATF Animation Pitch 2022 is open to all creators and producers across Asia Pacific (under the banner of a company or otherwise) to present their new and original animation concept/ work.

2.2 The working language of the ATF Animation Pitch 2022 is English.

2.3 Applicants should be of a minimum age of 16 and above. Applicants travelling to Singapore for the live pitch if selected as a finalist, may need to meet the 18-year age requirement without a parent/guardian.

2.4 Applicants for the ATF Animation Pitch 2022 shall submit all required pitch materials to present their original concepts.

The Pitch presentation on a WORD, PDF, or on a PowerPoint document shall include:

- A detailed concept notes and brief synopsis of storyline, including an opening paragraph that summarizes the animation pitch or logline
- Character sketches (written description of character personalities)
- Character design (Optional)
- Key location designs (Optional)
- A clear statement of the target audience
- A brief profile/ biography of applicant(s)

Any additional materials such as animatics is welcomed, but not necessary for the first round of submissions. A sizzle reel will be required only for those projects that are shortlisted from which the judges will select the final projects to be pitched onsite at ATF 2022.

The sizzle reel does not need to be a fully graded, final trailer of the show, but must demonstrate the essence of the show and its structure. It can be an interactive PowerPoint or feature filmed footage/short film/clips/stills.

2.5 By submitting a Pitch Entry, applicants agree to be bound by the Rules and Regulations. Applicants agree that any failure to abide by any of the terms and conditions contained in the Rules and Regulations may result in the disqualification of the applicant's Pitch Entry. Applicants acknowledge that all rulings of RX and all decisions of the pre-selection committee and the jurors shall be binding and final.

2.6 Applicants acknowledge that their Pitch Entry is submitted voluntarily. Applicants recognise the possibility that elements of their Pitch Entry may be identical or similar to material which has or may come from or is developed by other sources to RX; its affiliates, personnel (including, without limitation, employees, officers, directors); the members of the pre-selection committee or the jurors in the final round of the ATF Animation Pitch 2022. Applicants understand and agree that a Recipient's use of such other material containing elements identical or similar to those contained in the submitted Pitch Entry shall not entitle the applicant to any compensation, if a Recipient has an independent legal right to use such other material, which is not derived from the applicant, either because such elements were not new, or were not originated by the applicant, or are in the public domain, or were or may be independently created by any other person.

2.7 Pitch Entries must not contain third party copyrighted materials, images or music without the applicant first obtaining all necessary licenses, clearances, releases and/or permissions. Applicants who do not hold copyright ownership of the Pitch Entry or any elements contained within, must obtain written consent and agreement from the rights owner to be bound by the Rules and at RX's request, must be able to provide a copy of such written consent and agreement from the rights owner.

2.8 Each applicant represents and warrants to the Recipients that the Pitch Entry is the original work of the applicant, that the applicant has the right and authority to submit and present the Pitch Entry, and that the applicant's Pitch Entry does not infringe upon or violate any copyright, trademark, right of privacy or right of publicity or any other right of any kind or nature of any person or entity. If RX has reason to believe that a Pitch Entry contains any material that may infringe upon or violate any right or law, such Pitch Entry may be disqualified by ruling of RX.

2.9 Applicants agree to defend, indemnify, and hold the Recipients harmless from and against any and all claims, liabilities, damages, losses or expenses arising out of the applicant's breach of any warranties set forth in the Rules, including, without limitation, any claims based on the infringement or violation of any copyright, trademark, right of privacy or right of publicity.

2.10 Correct entry information is the responsibility of the applicant. RX is not liable for any incorrect listings that are the result of incorrect information provided by the applicant. Applicants warrant that all the information provided, including the information provided on the Pitch Entry Form and the credits for creators and producers, is true and correct and has been verified by all parties involved. If any information is found to be incorrect, the Pitch Entry may be disqualified by ruling of RX

2.11 RX collects participants' personal data from the present document or during participation of the event (attended places or events, services operated). This data is processed electronically by RX for the purposes of managing and publishing its participants' data file.

This personal data can be:

- Integrated into the online database available to Participants to enable them to prepare the event, promote their business and schedule their business appointments within the event. In this respect, Participants undertake not to use the data for any other purposes. The Organiser reserves the right to stop, by any means, any disturbance caused by any forbidden use of personal data
- Communicated to third parties that have entered into contracts with the Organiser, in particular the companies of the RX Group, service providers and partners of the Organiser, who can be located all over the world
- Communicated to Participants, such as speakers, sponsors, exhibitors, who can be located all over the world to carry out commercial prospecting
- Used on all distribution and promotional media in connection with the relevant event, including over the Internet

3. ELIGIBILITY

3.1 Pitch Entries are eligible to enter the selection process for the ATF Animation Pitch 2022, if the Pitch Entry is a new and original concept which has not been commissioned or released on linear television or non-linear television yet and for which the worldwide rights are still available.

3.2 Adaptations of books, plays, games or any other source material written by another author are not eligible under any circumstances. A script that you have adapted from individual's own book, play, or other source material is eligible if the applicants have retained all IP rights to the property.

4. REQUIRED ENTRY MATERIAL AND ENTRY DEADLINE

4.1. Each applicant must submit the following materials to RX:

- The duly completed online Pitch Entry Form, including agreement to the ATF Animation Pitch 2022 Rules and Regulations.
- The required pitch materials strictly conforming to T&C.

All required pitch materials, as set forth hereinabove, must be received by RX **no later than October 9, 2022** (the "Entry Deadline").

4.2. A sizzle reel/ pilot will also be required for the selected projects to be pitched onsite at ATF.

4.3. Incomplete or late entries may be disqualified by ruling of RX.

4.4. RX will not be responsible for late, lost, damaged, incomplete, or ineligible Pitch Entries.

5. PRE-SELECTION PROCESS

5.1 All eligible Pitch Entries received will undergo a pre-selection round of judging based on the criteria of creativity, originality and innovation and capacity of returning for multiple series. The selected projects will also have to be well structured, tightly formatted; fitting in the following genres of animation (*Comedy, Adventure, Action, Fantasy, Sci-Fi, Sports, Mystery solving*); and have potential to travel to countries small and large. RX may appoint a pre-selection committee comprised of industry experts, as RX may deem appropriate, in its sole discretion.

5.2 Only two rounds will be practiced for this pitch.

5.3 6 Finalists will be announced by RX by October 25, 2022, on the ATF website. Those who have been selected to proceed to the final round of the ATF Animation Pitch 2022 taking place on Thursday, December 8, 2022, will be notified by RX via email.

5.4 The Finalists shall ensure that any and all rights for their Pitch Entries are available at such time and provided the Finalists each agree to terms and conditions notified by RX with respect to their participation in the final round.

6. THE FINAL ROUND OF THE ATF ANIMATION PITCH 2022

6.1 The final round of the ATF Animation Pitch 2022 is scheduled to take place on Thursday, December 8, 2022, at ATF 2022, at the Marina Bay Sands, Singapore. Only Finalists will have the right to present and pitch their submitted work concept at this live pitching event onsite in front of an audience of accredited buyers, commissioners, and distributors.

6.2 The Finalist(s) accordingly authorises RX to use his/her name and likeness and if necessary, that of its representative(s) present during the ATF Animation Pitch 2022 public session.

6.3 All Finalists or their representative confirm their availability to pitch their project on stage on Thursday, December 8, 2022. All Finalists or their representative will be asked to attend a preparatory and technical rehearsal of the live pitch. This rehearsal is mandatory. Exact date and time for the rehearsal will be finalized at a later date. This will be during the same week of the LIVE Pitch. Final rehearsal schedule will be confirmed by RX to all Finalists at the announcement of the selection.

6.4 The Finalists will be responsible for accommodation, flights and expenses onsite and other costs or expenses of attending and participating in all aspects of the event.

6.5 The submitted pitch materials of those who have been selected and have accepted to participate in this final round of the ATF Animation Pitch 2022 will be made accessible for screening to all accredited buyers, commissioners, and distributors.

6.6 The finalists will get visibility during the onstage pitching in Singapore during ATF 2022; visibility via ATF communication tools (official conference programme, ATF website and social media); visibility in the ATF Show Daily magazine; and a complimentary badge to attend ATF 2022 (December 7—9, 2022).

6.7 As a condition of the competition, each finalist might have to agree to enter into a further and separate written agreement with a pitch sponsor (if any), granting the sponsor the right of first choice to buy, produce, co-produce, and/or distribute the winning project or any finalist's project, negotiating the terms and conditions of the license exclusively for a period of ninety (90) days. If the sponsor does not reach an agreement by 1st March 2023, finalist may offer it to third parties, but not in more favourable conditions than those offered to the sponsor.

In the event of a dispute between the sponsor and Finalist on any development proposal relating to a creative or editorial matter prior to the commencement of any development work or such other date set forth in the written agreement between the parties, Finalist may elect to withdraw his/her work from ATF Animation Pitch 2022 and if so withdrawn, Finalist shall have no further obligation to the sponsor thereafter in respect of the Finalist's work.

7. THE ATF ANIMATION PITCH 2022 PRIZE

7.1 Subjected to terms and conditions as notified in the further written finalist agreement entered into with each finalist and appointing the sponsor as worldwide distributor of the Winning Pitch, the prize consists of an opportunity to win *three thousand five hundred Singapore dollars (S\$3,500)* at the event for the winning Pitch Entry (the "Winning Pitch").

7.2 Applicants accept that any decisions and/or rulings made by the judging panel in respect of the Prize will be binding and final.

7.3 RX is exempted from any liability arising from the selection of Finalists and Winning Pitch, development, exploitation, and distribution rights of the format.

8. CLAIMS

8.1 RX reserves the right to change, modify or amend the Rules at any time.

8.2 If for any reason the ATF Animation Pitch 2022 is interrupted, delayed, cancelled, or cannot be completed as planned, RX reserves the right to postpone, suspend or terminate the ATF Animation Pitch 2022. The judging panel reserves the right to postpone, suspend or terminate the final round and retain the Prize.

8.3 If any provision of the Rules is declared invalid or unenforceable, all other provisions shall remain in effect.



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8.4 If an applicant fails to comply with any term and condition contained in the Rules, the applicant's Pitch Entry may be disqualified by ruling of RX.

9. GOVERNING LAW AND JURISDICTION

9.1 The Rules shall be construed under and governed by Singapore law.

June 2022



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ASIA,
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