

## **RULEBOOK**

### **for participation in the I ♥ FILM programme of the 20<sup>th</sup> Sarajevo Film Festival**

#### **1. GENERAL PROVISIONS**

I ♥ FILM programme has the goal of promoting values of cinematography and film art, as well as motivating the audiences to attend film screenings. Through this programme, Sarajevo Film Festival is celebrating the cinema-going culture and motivating audience to attend film screenings all year round.

The programme also aims at giving cinephiles an opportunity to meet and interact with authors and other professionals from the industry in order to present comprehensive understanding of the current trends in modern cinematography. Participants in the programme will have the chance to attend the most popular programme of the Sarajevo Film Festival (Open Air) and to meet film-makers of the Open Air films during the Coffee With/Career Interview programme.

I ♥ FILM programme duration is equal to that of the 20<sup>th</sup> Sarajevo Film Festival – 15 to 23 August 2014.

#### **2. SELECTION OF PARTICIPANTS**

Call for participation in I ♥ FILM programme will be published several weeks prior to the 20<sup>th</sup> Sarajevo Film Festival.

Sarajevo Film Festival Board retains the exclusive right to determine the number of participants in I ♥ FILM programme of the 20<sup>th</sup> Sarajevo Film Festival.

Persons aged 18-30 are eligible to apply for participation.

The application shall consist of applicants' contact information and a short motivation letter in which applicants shall demonstrate their interest in film. Applicants are not required to have any professional affiliation or active participation in the film industry.

The only selection criterion is the quality of applicants' motivation letter and their ability to clearly demonstrate their interests and motivation to participate in I ♥ FILM in the letter. Sarajevo Film Festival Board conducts the selection process and assesses the quality of applications. The ultimate responsibility for admission of participants into I ♥ FILM programme remains with the Sarajevo Film Festival Board.

Clear guidelines determining the content of the motivation letter shall be published with the call for participation.



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### 3. RULES OF PARTICIPATION

Participation in the I ♥ FILM programme is voluntary and unpaid.

Participants will receive special Sarajevo Film Festival accreditations, thereby will be registered with the Sarajevo Film Festival and will have access to certain Festival locations.

Participants will receive other necessary material to facilitate their successful participation in the I ♥ FILM programme.

Following successful participation in the I ♥ FILM programme, the participants will receive free of charge access to the Video on Demand (VOD) online database of films that were shown during the Festival.

#### *3.1 Open Air Screenings and Public Interviews in the framework of Coffee With Programme*

Participants are required to attend Open Air programme screenings in the !HT Eronet Open Air Cinema every night of the Festival - altogether nine screenings. Open Air programme is the most attractive and the most attended programme of the Festival. The next day following each Open Air screening, I ♥ FILM participants will have the chance to reflect and discuss films seen the previous night. They are required to attend the career interview held within the framework of the Coffee With programme during which the participants will have the chance to meet filmmakers and crew members of the films screened within the Open Air programme.

With the I ♥ FILM accreditation participants are granted free access to! HT Eronet Open Air Cinema for evening screenings, and to the Festival Square Terrace for the Coffee With/Career Interview programme. Prior to the Coffee With interview, the participants will have exclusive access to the I ♥ FILM Lounge located at the Festival Square Terrace, where they can enjoy refreshments while discussing films they have seen previous night at the Open Air screening.

#### *3.2 SFF Recommends Screenings*

Besides the Open Air/Coffee With programmes, and Wish-list screenings, the participants are encouraged to attend certain screenings recommended by the Sarajevo Film Festival. *SFF Recommends* screenings are chosen with the aim to complement the viewing experience of the I ♥ FILM participants. At *SFF Recommends* screenings the participants will have the chance to see films covering the most diverse topics and presenting different cultural experiences. During these screenings the participants will get acquainted with the role cinematography has in various parts of the world, inviting the participants to reflect on topics of cultural diversity that condition different representations of the world through the film camera lens.



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### 3.3 Wish-list Screenings

Participants also have the chance to attend screenings of their own choice. They are invited to submit a wish list in which they can list up to 3 films in order of priority, which they wish to attend any given day of the Festival. The participants will submit the wish list to the I ♥ FILM Coordinator one day in advance, every day for the duration of the Festival. The participants will be granted free access to one screening per day from the wish list **pursuant to the availability of tickets**. Based on the wish list, I ♥ FILM Coordinator shall request tickets from the Festival's Box Office for the screenings participants indicated in their wish lists. In cases when there are no tickets available for the screening indicated as first choice in a participant's wish list, I ♥ FILM Coordinator shall request tickets for the second-choice screening, or the third-choice screening. Participants will not be provided with tickets for the wish-list screenings that are in time slots overlapping with the Open Air screening or Coffee With interview.

### 3.4 Attendance rules

The core aim of the I ♥ FILM is to give free access to a selected group of film enthusiast to the most desired and attractive programme of the Festival – Open Air programme. Besides the experience of watching the Open Air screenings, the participants are given the chance to contemplate, reflect and discuss the films they watch with the authors of the Open Air programme selection. Therefore, participants of the I ♥ FILM programme are required to attend the majority of the Open Air screenings and Coffee With interviews. Failure to attend two Open Air screenings or two Coffee With interviews results in cancellation of participants' I ♥ FILM accreditation.

Participants are highly encouraged to attend *SFF Recommends* screenings. *SFF Recommends* screenings have to goal to introduce the I ♥ FILM participants to the cultural diversity of the world represented in cinematography. The majority of the *SFF Recommends* screenings will be followed by a questions & answers sessions during which I ♥ FILM participants will have the opportunity to share their impressions and discuss the content of the films with the authors and the crew. I ♥ FILM participants that attend 80% of the *SFF Recommends* screenings will receive a gift bag provided by Sarajevo Film Festival Sponsors.

Participants are highly encouraged to attend *Wish-list* screenings they choose themselves.

Attendance records of the Open Air screenings, Coffee With interviews and *SFF Recommends* screenings will be kept by the I ♥ FILM Coordinator.

## 4. COORDINATION AND ORGANISATION

Participation in the I ♥ FILM programme is granted by the the Sarajevo Film Festival Board and is under its jurisdiction.



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Day-to-day management of the I ♥ FILM programme lies with the Protocol Office of the Sarajevo Film Festival and is the responsibility of the Head of Protocol.

The Head of Protocol shall appoint one person, permanently employed with the Protocol Office, to act as the I ♥ FILM Coordinator. I ♥ FILM Coordinator shall not have any additional tasks.

I ♥ FILM Coordinator is the exclusive point of contact for the participants of the I ♥ FILM programme. The Coordinator shall organise everyday meetings of the participants, keep track of the attendance at Open Air screenings, Coffee With interviews, and *SFF Recommends* screenings. According to the attendance register kept by the Coordinator, the Festival shall issue certificates and other awards to the participants that regularly attend programme activities.

I ♥ FILM participants shall meet every morning at least one hour prior to the Coffee With interview at the I ♥ FILM Lounge in order to coordinate their daily activities and reflect on the films seen in the Open Air. During this meeting, the participants shall submit their wish list of desired screenings for the next day.

## 5. AWARENESS RAISING AND SOCIAL MEDIA PROMOTION

The central aim of the I ♥ FILM programme is to promote the cinema-going culture and educate the audience on the importance of watching film on large screen. Participants of the I ♥ FILM programme are invited to participate in this mission. Therefore, they are highly encouraged to share their experiences and promote the goals of the I ♥ FILM programme via social networks. In this way, I ♥ FILM participants could multiply the impact by informing their friends, families and online contacts on their activities. The social media promotion can be done on Facebook, Instagram by publishing user-generated content (photos, videos, status messages) accompanied by **#20THSFF** and **#I<3FILM**.



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