

THE BRATTLE THEATRE'S TRAILER TREATS PRESENTS
TRAILER SMACKDOWN 08!

COMPETITION MENU

Your fictional film must be named "86 / EIGHTY-SIX"
 Please select one item from each column to include
 in your trailer. You may use one wild card per entry.

Genre	Location	Character	Action
<input type="checkbox"/> Action	<input type="checkbox"/> The 'Burbs	<input type="checkbox"/> Assassin	<input type="checkbox"/> Boating
<input type="checkbox"/> Coming of Age	<input type="checkbox"/> Dive Bar	<input type="checkbox"/> Fisherman	<input type="checkbox"/> Crying
<input type="checkbox"/> Melodrama	<input type="checkbox"/> Forest	<input type="checkbox"/> Geek	<input type="checkbox"/> Driving
<input type="checkbox"/> Horror	<input type="checkbox"/> Harvard Sq.	<input type="checkbox"/> Musician	<input type="checkbox"/> Gardening
<input type="checkbox"/> Musical	<input type="checkbox"/> High School	<input type="checkbox"/> Psychic	<input type="checkbox"/> Kissing
<input type="checkbox"/> Mystery/Thriller	<input type="checkbox"/> Hospital	<input type="checkbox"/> Puppet	<input type="checkbox"/> Magic
<input type="checkbox"/> Rom-Com <small>(aka romantic comedy)</small>	<input type="checkbox"/> Library/Museum	<input type="checkbox"/> Repairman	<input type="checkbox"/> Pie/Food Fight
<input type="checkbox"/> Sci-Fi/Fantasy	<input type="checkbox"/> Office	<input type="checkbox"/> Senior Citizen	<input type="checkbox"/> Showdown
<input type="checkbox"/> Exploitation	<input type="checkbox"/> Prison	<input type="checkbox"/> Talking Animal	<input type="checkbox"/> Slap
<input type="checkbox"/> Western	<input type="checkbox"/> Restaurant	<input type="checkbox"/> Vampire	<input type="checkbox"/> Testifying
<input type="checkbox"/> Wild Card <small>(please write in)</small>	<input type="checkbox"/> Wild Card <small>(please write in)</small>	<input type="checkbox"/> Wild Card <small>(please write in)</small>	<input type="checkbox"/> Wild Card <small>(please write in)</small>
_____	_____	_____	_____
_____	_____	_____	_____

Go to Brattlefilm.org for full rules & regulations

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 Please select one item from each column to include
 in your trailer. You may use one wild card per entry.

Genre	Location	Character	Action
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<input type="checkbox"/> Coming of Age	<input type="checkbox"/> Dive Bar	<input type="checkbox"/> Fisherman	<input type="checkbox"/> Crying
<input type="checkbox"/> Melodrama	<input type="checkbox"/> Forest	<input type="checkbox"/> Geek	<input type="checkbox"/> Driving
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_____	_____	_____	_____

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THE BRATTLE THEATRE'S TRAILER TREATS PRESENTS
TRAILER SMACKDOWN 08!

REGISTRATION FORM

Principal Contact/Filmmaker:

Name of Team (if applicable):

Mailing Address:

Phone: _____

Email: _____

Running Time: _____

I have read and agree to the rules and regulations
 for The Brattle's TRAILER SMACKDOWN '08
 (available at brattlefilm.org) _____ (please initial)

Please complete a copy of this form and the "Competition Menu"
 for each trailer submitted (maximum of 2 per team/filmmaker).
 Send along with \$10/trailer entry fee (cash or check) and your DVD
 to THE BRATTLE THEATRE (Attn Smackdown '08, 40 Brattle
 Street, Cambridge, MA, 02138) no later than July 3, 2008. If you
 have any questions or if you wish to pay the entry fee via credit
 card (MC or Visa), please call Ned or Andrea at 617-876-8021

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**CREATE YOUR OWN MOVIE TRAILER!
COMPETE FOR CASH AND FAME!
ENTRIES ARE DUE BY JULY 31
\$10 ENTRY FEE GOES INTO THE PRIZE POT!
SEE WWW.BRATTLEFILM.ORG FOR FULL DETAILS**



**THURSDAY, JULY 17, 2008
A CHAMPION WILL RISE**

TRAILER SMACKDOWN



THE BRATTLE THEATRE'S TRAILER TREATS PRESENTS

THAT'S SOME WICKED SMALL PRINT!

TRAILER REQUIREMENTS:

- The goal of the Brattle's Trailer Smackdown is for teams or individuals to create an original trailer for the fictional movie "86".
- Each trailer must include one item from each column listed on the entry form ("Genre", "Location", "Character", and "Action"). One written-in "Wild Card" will be allowed per entry. Please note: selecting one item does not preclude using other items from the same list.
- All films submitted must be less than two (2) minutes in length.
- The films may contain violence or nudity, but we cannot allow anything that would be deemed pornography. You may not harm real animals or unwilling people in the making of your video.

ENTRY FEE: An entry fee of \$10 is required to participate. Entry fee must be received at the same time as the registration form. 80% of entry fee will contribute to final cash prizes to be awarded on July 17, 2008.

ENTRY DEADLINE: All completed films must be post-marked OR delivered by hand no later than Thursday, July 3, 2008 to the Brattle Theatre (Attn: Smackdown, 40 Brattle St., Cambridge, MA 02138).

FORMAT: All films must be submitted on DVD (NTSC format) that is compatible with a consumer level DVD player. A backup copy on VHS may be submitted along with DVD entry. At the discretion of the organizers, an alternate DVD copy may be requested if technical problems are apparent.

LABEL: Each film must bear a label stating YEAR, TEAM/FILMMAKER NAME, TITLE OF FILM ("86" trailer), RUNNING TIME, CONTACT INFO (phone and/or email).

ASPECT RATIO: All films will be screened in 4:3 aspect ratio. Teams may shoot in widescreen or other aspect ratios, but it is highly recommended letterboxing the film to 4:3 so it won't appear distorted at the screenings.

CREDITS:

- Written credits for key technical and talent positions should be provided to organizers (i.e. director, cinematographer, editor, writer, actors/actresses) including any music and/or footage sources. On screen credits for technical and talent positions are not required.
- If on-screen credits are included, they should be listed on one screen at the end, trailer-style, and not rolling for minutes like they would at the end of a feature.
- All films MUST include both a title treatment for the film "86" and a separate card credit reading: "Created for the Brattle Theatre's Trailer Smackdown 2008 www.brattlefilm.org"

JUDGES & JUDGING:

- A preliminary judging round will determine a number of finalists to be screened on July 17, 2008 for Audience Award consideration. A maximum of 20 films will be screened.
- The judges of the preliminary round shall be individuals with experience in the motion picture industry, such that they are qualified to select winning films, as determined by the organizer in its sole discretion. The judges will be the sole arbiters deciding which entries are screened for Audience Award consideration. No one will be allowed to be a judge if he/she has any demonstrable bias or conflict of interest with respect to any of the Contest Entrants, as determined by the organizer in its sole discretion.
- Final awards will be determined by audience ballot after the screening of the finalist films on July 17, 2008. An announcement of the winner and any runner-ups will be made at that time.

JUDGING CRITERIA: Entries will be judged on creativity, technical merit, adherence to criteria, and "How badly they make us want to see '86.'" These are clearly subjective categories and will be treated as such. The judges will not use a point system. The final Audience Award and any runner-ups will be awarded based solely on a score obtained by averaging all scores awarded by audience ballot.

OWNERSHIP OF MOVIES: The filmmakers maintain the rights to their finished trailers. However, The Brattle Theatre reserves the right to broadcast the trailers, post them on the internet, include scenes from trailers in future promotional materials, and include trailers in DVD compilations.

ONLINE DISTRIBUTION: No movies may be posted online prior to the contest. If we find your movie online (YouTube, etc) before the screening, you will be ineligible for the competition. After the screening, however, filmmakers are free to post their trailers online. The Brattle will feature the winning trailer as well as a few runner-ups on brattlefilm.org.

DISQUALIFICATION: The organizer reserves the right to disqualify any Team, Contributor, Entrant, or Entered Film that does not comply with the Official Rules and other Contest requirements communicated by the organizer.

ELIGIBILITY: Anyone can enter the Trailer Smackdown contest. There are no age restrictions and entry is open to amateurs and professionals alike. No one working on the film, however, can be paid. The screenings and award ceremonies will be held at the Brattle Theatre in Cambridge, MA, but you can still participate even if you aren't a Cambridge local. If you don't live in the area and still want to participate, just make sure your movie is mailed or in our hands by July 3, 2008.

Paid employees of the Brattle Film Foundation are welcome to participate in the contest but are not eligible for the Audience Award cash prize. A special Staff Section of the July 17 screening will be set aside for any such entries and a special prize may be awarded.

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