

# Adventures of Maldives (Dhivehi Aahitha)

## Facebook Video Competition

### Terms and Conditions

#### INTRODUCTION

As part of the marketing activities planned for this year, MMPRC in association with Red Bull is proud have launched the 2<sup>nd</sup> Edition of the Adventures of Maldives (Dhivehi Aahitha) Facebook Video Competition today. Adventures of Maldives is co-sponsored by Euro Store and Tech Street.

The Adventures of Maldives (Dhivehi Aahitha) is a co-promotional marketing activity that was initiated in 2017, aimed at showcasing personally shot video stories of locals and tourists engaging in adventurous activities in Maldives which will have positive promotional value to the Maldives as a tourism destination.

We define “Adventures of Maldives” as conventional adventure related activities in the Maldives such as scuba diving, island excursions, festivals, free diving, surfing, snorkeling, watersports, etc. and also as unconventional adventure related activities in the Maldives, the likes of which, we leave up to your creativity and imagination for definition.

The conventional and unconventional activities should be activities that can be undertaken or learned to be undertaken by locals and tourists alike. You can also choose to submit a mix of both conventional and unconventional adventure related activities portrayed in a **one-minute** long video story.

The winners of this competition are set to receive over MVR 120,000 as prize money. The top 10 videos selected after judging will also be featured on the official YouTube channel of MMPRC (Visit Maldives) and promoted on other social and online media channels of MMPRC (Visit Maldives) as well as International Travel and Trade Fairs.

#### 1. OBJECTIVES

- 1) To promote Maldives as an exciting Destination
- 2) To offer an international platform to showcase creative and highly original personal videos
- 3) To create a co-promotional platform between MMPRC and the general public

#### 2. ELIGIBILITY

People of all ages, **nationality** and **gender** - open to both locals and tourists. (Note: participation is for individuals only. You cannot participate as a company, brand, group, etc.).

#### 3. VIDEO TYPE AND SUBMISSION

- I. Video submissions are limited to one video per entrant. The video title of the video that you submit should only include the name of the entrant and the ID Card No. /Passport No.
- II. Only videos shot in Maldives from **1st January 2016 onwards** can be submitted.
- III. Entrant must only use live action video footage they have shot themselves or of themselves (the video should include the entrant (doesn't have to be throughout the video) and it can also include additional people) and submit as an individual only. Please note that if other people are featured in the video written consent should be obtained beforehand. You do not need to upload this document along with the online registration form or send this document to us, but it should be in your possession should a dispute arise. Please refer to section 10a, point (V) for more information regarding this.

- IV. The videos should not contain any form of a watermark.
- V. The video is not expected to be professionally produced but can be done using any technology (cameras, smartphones, etc.) and edited by the entrants themselves.
- VI. The videos can be produced in any language. However, if any language other than English is utilized, subtitles in English should be provided in the video.
- VII. The videos are allowed to be boosted (sponsored) through Facebook. However, it is strictly not allowed to purchase likes/views/shares, etc. for the videos. **Please note that only nonmanipulated organic likes and views will be considered for judging purposes.** Please refer to section 7 (winner select and judging criteria) and section 10 (terms and conditions) for more information.
- VIII. The videos have to be submitted through the online portal. After filling of the online registration details form, a **unique number for the entrant will be assigned and emailed to the entrant. This number will be added to the title of the video** and re-uploaded; we will remove the ID Card No/Passport No. Please ensure to remember and save this number for future reference

#### 4. TIMELINE

Video Submission Period	26 <sup>th</sup> October - 26 <sup>th</sup> December 2018 (till 2pm)
Voting Period	2 <sup>nd</sup> January 2019 - 10 <sup>th</sup> January 2019 (till 2pm)

#### 5. VIDEO LENGTH and SIZE

- 1 minute or less
- 700 MB or less

#### 6. VIDEO QUALITY

- 1080 HD (minimum)

#### 7. COPY OF NATIONAL ID CARD (FOR MALDIVIANS) OR PASSPORT (FOR FOREIGNERS)

A copy (scanned or photograph - front and back) of your National ID Card (for Maldivian) or the personal particulars page of the Passport (for Foreigners) has to be uploaded as a supporting document after filling of the online registration form through the following link: [www.visitmaldives.com/adventures](http://www.visitmaldives.com/adventures)

#### 8. WINNER SELECTION and JUDGING CRITERIA

- I. The videos that have generated the most Facebook likes (organic/non-manipulated) and views (organic/non-manipulated) at the end of the voting period shall be sent for review by a judging panel and the panel will then select the winning video.
- II. The judging panel will judge the videos based on the creativity, originality and marketability of the video. The judging panel will have the authority to access and review the relevant analytics to check for manipulation.
- III. Judging Criteria:

Creativity:	25 marks
Originality:	25 marks
Marketability of destination:	25 marks
Storyline:	25 marks

## 9. PRIZE MONEY & GIFT

- I. The winners will receive a total of MVR 120,000 in prize money and a GoPro between the top three positions.

First prize	MVR 100,000
Second Prize	MVR 20,000
Third Prize	GoPro Hero 5
- I. The winner will be contacted by telephone and email to arrange particulars regarding the awarding of the prize money
- II. If the entrant is unable to collect the prize money by themselves, they may issue a signed authorization letter to collect the prize money on behalf on the entrant. In this case, MMPRC may still contact the winner to verify the authorization letter.

## 10) GENERAL TERMS AND CONDITIONS

### a) General

- I. Submission of an entry will be taken to mean acceptance of the terms and conditions.
- II. MMPRC shall not be responsible for IT failures, entries lost, damaged or delayed and proof of transmission, posting or sending will not be accepted as proof of receipt.
- III. MMPRC reserves the right to check the validity of entries and proof of identity in addition to the required scanned National ID Card (for locals) or Passport (for foreigners) copy/photograph may in some cases be requested from the entrant.
- IV. By submitting your Videos to MMPRC, the entrant irrevocably grants MMPRC, a worldwide non-exclusive, royalty free license to: download, copy, reproduce, adapt, translate, alter, rearrange, edit, cut, dub or subtitle in any language, and add to or delete from your Video.
- V. If the video features any other person, other than the entrant, written consent shall be obtained from all such persons. Any and all disputes related to such an issue shall be borne solely by the entrant. MMPRC will not offer assistance or be part of the dispute resolution process.
- VI. MMPRC shall not be liable for any physical or emotional damage incurred by the entrant, or caused to other people, or caused to any property, as a direct or indirect result of the filming of content utilized in the video submitted for the Adventures of Maldives video competition.
- VII. You waive all claims against MMPRC, its personnel and agents arising out of any oral or written publication or republication of any statement made in connection with the present contest, your person or your video entry.
- VIII. You agree to indemnify and hold MMPRC, its personnel and agents, harmless from any third party claims for loss, damage, prejudice, liability or expense suffered as a result of or in any manner in connection with your video entry, any other of your acts or omissions or any information which you provided.

### b) Disqualification

MMPRC reserves all the rights (in its absolute discretion) to reject entries and disqualify entrants, including but not limited to where there is cause to believe that:

- I. There has been a breach of the terms and conditions; or
- II. The entrant has interfered with the fair running of this Competition, including manipulating entries or the results, attempting to buy likes/views/shares for their videos through any means, the usage of providing false information or acting unethically in any way; or
- III. The video submitted includes profanity, nudity, sexually explicit, culturally inappropriate, irreligious, violent or unethical content; or
- IV. The video submitted contains plagiarized content; or
- V. The video submitted exceeds the given time and size parameters; or
- VI. The video includes commercial music that you do not have rights to use. (The participant shall thus provide proof of the authorized usage of any commercial music

which the entrant does not have rights to use. These documents can be submitted as a supporting document along with the online registration form); or

- VII. Registration and submission is late, illegible, incomplete, invalid, defaced or corrupt; or
- VIII. The video is sent through agencies, or by groups or third parties

#### c) Jurisdiction

The exercise of the rights granted hereunder shall be governed by and construed in accordance with the law of the Republic of Maldives. In case any dispute, controversy or claim arising out of or relating to the subject matter hereof cannot be settled amicably between the entrant and MMPRC shall be submitted to the exclusive jurisdiction of the Court of the Maldives.