

Deep Summer Photo Challenge 2019 Photographer Agreement
*6 Photographers / 3 Days in the Sea to Sky Corridor and the Whistler Mountain
Bike Park / 1 Slide Show Event*

Welcome to Crankworx Whistler and mountain biking's preeminent photo competition, the Deep Summer Photo Challenge. A crowd favourite every year, this contest captures the best of Whistler's mountain bike culture in just one weekend. Over the course of the challenge, six elite mountain bike photographers – five invited shooters, plus the winner of the Pinkbike Deep Summer Wildcard Photographer Search – will have three days to put together an epic slideshow. Each presentations will then light up the night under the stars at Whistler Olympic Plaza – and a massive crowd will experience Deep Summer in Whistler through six different lenses. With a total prize purse of \$5,000, and the prestige of joining the elite ranks of past Deep Summer winners, photographers will be putting it all on the line.

PRIZING:

This year, we opt for a single prize of \$5000.

Shooting Dates: Friday, August 9 / Saturday, August 10/ Sunday, August 11

Slideshow Handed In: Monday, August 12 at 1pm, Aava Whistler Hotel

RULES & REGULATIONS - SHOOTING

- Each Photographer will have three (3) days to shoot, starting on the morning of Friday, August 9 and ending on Monday, August 12. By Monday, August 12, photographers will have to have edited and handed in their slideshow by 1pm at the Fairmont Hotel, Portobello restaurant.
- Each photographer and their team are required to attend the pre-meeting of Deep Summer on Friday, August 9 at the Fairmont Hotel.
- Teams are permitted to begin shooting their shows immediately after the meeting on Friday, August 9 and not before.
- All photographers will be given Whistler Mountain Bike Park lift tickets for themselves and up to five team members per day. Actors and extras are permitted, but additional lift access must be purchased.
- Lift tickets are non-transferable and team members for each shoot day must be declared by August 3 at 9 am, so lift tickets can be assigned. Please email Jennifer Smith (jaswrites@gmail.com) as soon as you know

who needs tickets and how many are needed. Please provide your riders' full names and birthdays, for the Whistler Blackcomb ticket system.

- Shooting within the bike park is limited to within normal operating hours and all participants in the event are required to obey all permanent closures and on-mountain rules and signage. Camping overnight in the bike park will result in disqualification.
- All photos must be taken within the Sea to Sky corridor, the northern boundary being Joffrey Lakes and the southern boundary being Horseshoe Bay, with the Sunshine Coast included:
 - At least 25 percent of the overall show must be taken from within the official Whistler Mountain Bike Park riding zones **or** include the Crankworx festival and area. Modifications to features or trails in the bike park are forbidden and teams must remain within the boundary of the marked bike trails.
 - "Poaching" Provincial Park/ no mountain biking areas will result in disqualification.
- "No Ride Zones" consist of bike park mountain roads, ski runs and lift lines, as well as bear habitat east of the Village Gondola (Emerald Express area). These also include Provincial Park boundaries.
- Please respect existing trails and, if you are creating anything new, do it in the spirit of the long-term viability of the trail and the nature that surrounds it. Don't adjust or change any existing trail or surrounding area.
- Access to Peak Chair will be granted for one day (your choice of Sat/ Sun/Mon). You must declare what day you are shooting in alpine by August 3, if you choose to make use of this option.
- Shooting in the Village and around Crankworx Expo /Demo/Tech Zones is permitted at any time, but all "no ride" zones must be respected.

RULES AND REGULATIONS - SLIDESHOW

- Each Photographer will create a 3-5 minute slideshow, set to music or script, that will be shown and judged at the Deep Summer event held on **Tuesday, August 13**.
- Photographers will produce a slideshow using the computer program of their choice. Photographers are free to engage assistance with the creation and editing of their submission, but all photographs must be taken by the photographer only.

- Slideshow must be submitted on an external hard drive in a format able to play on QuickTime or VLC. File submission guidelines below.
- All music must be royalty-free. It is the photographers' role to find and secure valid music for their slideshow and failure to do so will be the sole responsibility of the photographer. Photographers will be asked to present evidence that they have secured the rights to music and it is their responsibility to keep track of any receipts or legally binding communication with artists, managers, publishers, etc. A good resource for royalty free music sources is Dare Dreamer Entertainment - check out their free ebook: <http://daredreamer.com/resources/ebooks/music-in-film/>
- Multiple music tracks may be used in the final slideshow edit so long as each track is royalty free.
- Photographers must submit a slide show on Monday, August 12 at 1pm for technical rehearsals. Content of show, including a total show percentage of (minimum) 25 per cent within the Whistler Mountain Bike Park or Crankworx festival, will also be verified by operations judges for any other possible rule infringements. Anyone breaking any of the rules will be disqualified from final judging, but their show will still be shown on the night.
- Photographers can (and should) view their show with VNR operator on Tuesday, August 13 before the evening showing. You can set up appointment for this when you drop your show off on Monday, August 12.

JUDGING CRITERIA

Judging is a personal decision, based on the person's own perceptions and experiences. Our panel of judges are selected to ensure that a range of personalities, preferences and industry experiences are represented in the final judging decision. We have five judges to ensure strong personalities and alliances are kept in check.

Our judging panel will not be made public until the day of the final show, but will consist of five judges who have experience judging these types of events and extensive experience with mountain bike photography, either as riders, photographers or creative workers.

Technical / Composition

This category will be based on the overall technical merits of each individual image including: exposure, focus, use of colour and light, composition. Judges will keep the focus on this category, based on the actual quality of the photography. Any use of stop-motion and other video-editing devices will be marked down by the judges.

Storytelling

Judges are looking for slideshows that balance excellent photography with a theme or narrative arc. Much like a commercial or editorial assignment, where there is a specific brief laid out for you, we want to see Deep Summer photographers develop an incredible story, drawing the viewer into an idea, a concept, plot or worldview. We appreciate that judging this is very subjective, but points will be awarded to well-executed, original, creative and interesting themes and a heavy focus placed on storytelling.

Originality/Creativity

This category will be based on the soul and emotion of the work. In addition to the original subject matter, it can include new ways of approaching the subjects, such as original / unique vantage points or perspectives or creative uses of the camera to capture distinctive images that provide a fresh look at the Deep Summer theme. The judges will also look at multimedia content and new approaches to the contest in this category as the contest seeks to grow and adapt to new technology, art forms and approaches to visual content.

A Sense of the Sea to Sky and Crankworx

The Deep Summer Photo Challenge, and the images created during this event, all relate to Crankworx, and its home base in the Sea to Sky summer riding scene. Judging for this category will be based on the photographer's ability to translate and stay within this theme.

Overall

Judging for this category is based on the photographer's ability to fuse everything together, with a consideration to the story, soundscape, image transitions, flow of the images, order and ability to inspire and wow the crowd. This is a photo competition, but it is really the show that makes it. Judges will consider the whole package, so contestants need to make it count.

The decisions of the judges will be final and binding.

Costs

Upon submission of their slideshow, each photographer will receive \$800 to help cover the expenses of shooting.

File Submission Guidelines

There are a few simple things you will need to do to ensure that your presentation is displayed and amplified in the best possible form. Listed below are some of the things you can do, prior to creating your final presentation, to ensure your photos and/or video will be seen and heard by the public in the best possible way.

- First and foremost, you **MUST** calibrate any and all display monitors that will be used during the creation of your presentation. This website link, www.lagom.nl/lcd-test/, provides an easy to follow, but comprehensive display calibration for all LCD monitors. It is very easy to do and is the single most important thing that you can do, prior to the event, to ensure that the display systems we utilize will display your images in the best possible form. Please note: Our display devices will be calibrated to Unity Gain on Colour, Contrast, Brightness, Gamma, Red, Blue and Green. We will ensure that all display devices will be matched and ready to display the native image provided by the presenter. There will be absolutely no adjustments made to any of the display devices or switcher inputs to accommodate contrast or brightness issues created by over or under scanning, Photoshop modifications or incorrectly calibrated workstation monitors.
- At all costs, please avoid MP3 or iTunes Audio files. We suggest that you use WAV. files or any other uncompressed Audio files. Although MP3's or iTunes tracks may sound good with headphones, or through your small computer speakers, the track will sound muddy and thin when played back through our concert audio system. Audio level between tracks is also important. Please work towards an even audio level (overall volume) when mixing between tracks. Our audio system is a Rock & Roll Tour-Grade Line Source array capable of 110db, C- weighted at the back of the venue. All

audio should be rendered as a stereo source; surround sound will not be used.

- When rendering your final copy for submission to Crankworx Inc, please ensure that there are 10-seconds of colour bars with audible tone prior to 5 seconds of black before your first audio or video cue point. We require this to ensure that we can properly cue your presentation for display after event Graphics or Logos. We will work towards providing the best possible display system for your imagery. We ask that you understand that regardless of how your image looks when viewing it on your editing system or laptop monitor, it WILL look different on our display systems. We will use a 13'6" x 24' Rear Projection Screen with an 26,000 Lumen 3-chip DLP Projector.

IMAGE & SLIDESHOW USAGE RIGHTS

While we acknowledge that some photographers may not want his or her own show put online for eternity, we would like to be able to promote the show on crankworx.com, Crankworx social media streams, pinkbike.com and other interested media in the 7 days directly following the event.

Upon request from Whistler Blackcomb and Crankworx, each photographer will provide ONE (1) image from their presentation for use in the Crankworx press release and social media channels post-event.

Whistler Blackcomb and Crankworx may, at their option, feature TWO (2) selected images from any slideshow (photos to be determined by organizers and the selected photographer) for unlimited, exclusive use in the direct marketing of the 2020 Deep Summer Photo Challenge (website, poster, advertisements, press releases).

Whistler Blackcomb and Crankworx will provide photo credits wherever possible. By entering the competition, you acknowledge further documentation will be required to be signed by you to give effect to the rights set out above.

Photographer Name

Date