

# 1<sup>st</sup> International Social Television Advertising Competition

## *"ZURE VISION, SOCIALVISION"*

### **Presentation:**

The Non-governmental Organization for Sustainable Development (ONGD) Mugarik Gabe, organises "**Zure Vision, SocialVision**" ("your view, a social view"), the first International Social Advertising Competition with a social range of topics with the aim to promote a different independent way of communication contrasting with popular globalization and alienating cultures. This competition is addressed to people and groups that have the aim to promote a social transformation through commercial advertisements.

### ***Competition themes:***

Gender equality  
Women  
Cross-cultural  
Individual and collective human rights  
Ecology  
Sustainable Development  
Neo-liberal Globalization

### **Awards:**

- 1) Best commercial will win **1.000 euro**
- 2) Public gratification

The winning commercial will be subtitled in Spanish, Basque or English, depending on its original adaptation.

All the selected commercials will be screened during the Cinema Cooperation Festival organized by Mugarik Gabe in March 2009.

### **Conditions:**

- 1) They participate to the festival all persons and groups which own the broadcasting right of the works presented at the Festival.
- 2) The works featured can be no longer than 45 seconds.
- 3) Every commercial must have a script with original dialogue in Spanish or Basque.
- 4) Each work must be presented in DVD at the highest transparency grade.
- 5) The DVD sent to the Festival will be part of the documentary file of Mugarik Gabe.
- 6) The artist would allow Mugarik Gabe to use these works in his activities carried out during the year.
- 7) All participants will pay the postage to send the copies.

8) Registering form:

Fill in the registration form below.

-Send a DVD copy to this address. Include title and artist/group of the work:

**“ I Concurso Internacional ZureVision Social-Vision”**

**Mugarik Gabe**

**C/ Zumarraga 7, Bajo**

**48006 Bilbao –Spain-**

If you send from abroad do not forget to specify and write on the box “No Commercial value, just Cultural interest”

**All works must be received by January 31<sup>st</sup>, 2009.**

9) Taking part in the “**I Concurso Internacional Zurevision Social-Vision**” means to accepting all conditions and terms described above.

### Registration form

Spot Advertisement Details	
TITLE:	
COUNTRY:	
YEAR:	
SINOPSIS:	
Contact details of the person in charge of the spot	
NAME:	
ADRESS:	
PHONE NUMBER:	
EMAIL ADRESS:	