



Republic of the Philippines
Provincial Government of Laguna
LAGUNA TOURISM, CULTURE, ARTS AND TRADE OFFICE
Provincial Capitol Compound, Santa Cruz, Laguna
Telefax: 049.501.8212
Email: lcatto@laguna.gov.ph



Program Title: **ANILAG 2023**
Date: March 2023
Contest title: **ADNILAG Tourism Video Ad Competition 2023**
Theme: **LOVE LAGUNA: MAKIISA, MAKISAYA SA MASIGLANG LAGUNA**

ADNILAG Tourism Video Ad Competition is a province-wide competition for Laguna's aspiring and current film makers. It is a competition to promote Love Laguna the current tourism campaign of the Province of Laguna. The competition aims to promote the six love pillars of Love Laguna, namely Love People, Love Food, Love Shopping, Love Nature, Love Adventure and Love Culture.

MECHANICS

- ADNILAG is a juried competition, strictly open to all bona fide residents of Laguna
- Works will be considered for competition only if they are of a total running time of 1:63 seconds and were completed and submitted by March 11, 2023.
- All qualified entries must be independently produced and financed. Videos produced, financed or developed by a major film studio or television network are ineligible for the competition.
- Every entry should feature one (1) town or city in Laguna focusing on the tourism campaign of the province
- Theme Music/Background Music will be provided by the Festival Committee
- All photos/video clips must be owned by the Director or Producer.
- Countdown cues and credits, will not be taken from the time allowance. Only the main content of the video will be timed.
- All entries will be privately screened by the judges before the public screening.

*This is an individual competition, prizes and title will be credited to the Director or the Project Manager

SUBMISSIONS

- Videos will be submitted to LTCATO, saved on a USB flash drive ONLY (Digital Data Format). Entries must be in mp4 format with the minimum resolution of 1920x1080p. The submitted flash drive will not be returned after the entry submission.



Republic of the Philippines
Provincial Government of Laguna
LAGUNA TOURISM, CULTURE, ARTS AND TRADE OFFICE
Provincial Capitol Compound, Santa Cruz, Laguna
Telefax: 049.501.8212
Email: lcatolaguna.gov.ph



- A filled-up entry form must be submitted with each project together with a photocopy of any valid ID of the Director or Producer.
- Multiple submissions by the same producer/director will not be accepted.
- Upon submitting the entry, the participant agrees that the Provincial Government of Laguna and the Laguna Tourism, Culture, Arts and Trade Office reserves the right to keep copies of the videos for documentation and promotional purposes. PGL and LTCATO will assume ownership of the videos upon submission.
- The PGL-LTCATO will not be liable for any copyright liability or claims on Video, Audio and other materials used on the film.
- The Provincial Government of Laguna and the Laguna Tourism, Culture, Arts and Trade Office reserves the right to keep copies of the videos for documentation and promotional purposes.

DEADLINE

The deadline for submission of entries is on March 11, 2023.

JUDGING

- Entries are pre-screened by the Festival Selection Committee.
- An Official Jury, made up of artists, critics, writers, filmmakers, and educators views videos and awards the festival's cash, and trophy
- The decision of the Board of Judges is final and irrevocable.



Republic of the Philippines
Provincial Government of Laguna
LAGUNA TOURISM, CULTURE, ARTS AND TRADE OFFICE
Provincial Capitol Compound, Santa Cruz, Laguna
Telefax: 049.501.8212
Email: lcatto@laguna.gov.ph



Criteria for Judging:

- 30% Originality and Creativity
- 30% Engagement and Appeal
- 30% Visuals and Content
- 10% Technical Execution

PRIZES

- | | |
|-----------------------|---------------------------------------|
| 1 st Place | 30,000Php plus trophy and certificate |
| 2 nd Place | 20,000Php plus trophy and certificate |
| 3 rd Place | 10,000Php plus trophy and certificate |
| 7 runners up | 5,000Php each plus= certificate |

Entries must be submitted to LTCATO, Laguna Provincial Capitol Compound, Sta. Cruz, Laguna

049 501-8212 or 0939 786 3542 and look for Mr. Allyster Dalagan



Republic of the Philippines
Provincial Government of Laguna
LAGUNA TOURISM, CULTURE, ARTS AND TRADE OFFICE
Provincial Capitol Compound, Santa Cruz, Laguna
Telefax: 049.501.8212
Email: lcatto@laguna.gov.ph



ADNILAG Tourism Video Ad Competition 2023

LOVE LAGUNA: MAKIISA, MAKISAYA SA MASIGLANG LAGUNA

ENTRY FORM

Date: _____
Town/City Featured: _____
Producer/Director: _____
Address: _____
Contact Number: _____ Email: _____
Age: _____ Birthdate: _____ Birthplace: _____

AGREEMENT

BY SIGNING BELOW, I/WE AGREE TO THE TERMS AND CONDITIONS SET OUT ON THE COMPETITION MECHANICS. THIS INCLUDES THE VIDEO RIGHTS NOTICE BELOW.

I/WE HEREBY AGREE THAT THE VIDEOS WE SUBMIT MAY BE USED BY THE PROVINCIAL GOVERNMENT OF LAGUNA. THIS MAY INCLUDE, BUT IS NOT LIMITED TO REPRODUCTION, DISTRIBUTION, AND/OR SHOWING OF THE PARTICIPANT'S PROJECT VIDEO WITHOUT FURTHER COMPENSATION OR NOTIFICATION.

PARTICIPANT'S PRINTED NAME OVER SIGNATURE

Received by:
