

# Amazon Studios

## Contest Rules

*for the*

### **Best Comedy Punch-Up of America's Ben Franklin for January 2012**

**NO PURCHASE IS NECESSARY TO ENTER OR WIN. THIS IS NOT A PRIZE DRAW BUT A SKILL-BASED COMPETITION.**

Welcome.

Amazon Studios runs a number of best movie, best script and other competitions.

The rules provided below and the rules provided in the [Amazon Studios General Contest Rules Version 2010.1](#) (the “**General Contest Rules**”) are the rules for the Amazon Studios **Best Comedy Punch-up of America's Ben Franklin for January 2012** (the “**Contest**”). These rules and the General Contest Rules are referred to together as the “**Contest Rules.**”

You accept the Contest Rules by clicking to confirm acceptance or by asking that content you contribute to Amazon Studios be considered for the Contest. If you are accepting the Contest Rules on behalf of a company or other legal entity, you represent that you have the legal authority to bind that company or legal entity to the Contest Rules. If you do not have the legal authority or do not agree to the Contest Rules, you may not participate in the Contest and will not be eligible to receive a Contest award.

The Contest Rules have important information about how we will run the Contest and about rights you grant and obligations you accept by participating in the Contest. Please read them carefully and make sure you understand and agree with them before participating.

1. **Your Eligibility.** To enter the Contest, an Amazon Studios participant must meet the eligibility requirements in the General Contest Rules. Each participant who does so is called an “**Eligible Entrant**” in these Contest Rules. We have the right, but not the obligation, to disqualify entries that do not satisfy all eligibility requirements.
2. **Entry Eligibility.** To be eligible to be considered for a Contest award, a script must meet the general entry eligibility requirements in the General Contest Rules and the following specific entry eligibility requirements (each script that does so is referred to as an “**Eligible Script Entry**”):



- a. be contributed by an Eligible Entrant;
  - b. be uploaded as a script revision of the script, *America's Ben Franklin (version 3)*, available at <http://studios.amazon.com/scripts/4134> (the "**America's Ben Franklin Script**"), but otherwise be wholly original and not contain any material from any later revision of the America's Ben Franklin Script;
  - c. be a comedy punch-up of the America's Ben Franklin Script (i.e., a revision of the script to make it funnier through the insertion of jokes, gags, funny situations, scenes, sequences etc.);
  - d. contain, on the first page of the script, a list of the page numbers on which changes from the America's Ben Franklin Script have been made ; and
  - e. be between eighty-five (85) and one hundred sixty (160) pages in length, in twelve (12) point font and in compliance with the Amazon Studios formatting requirements described at <http://studios.amazon.com/help/submitting-a-script>.
3. **Contest Period.** The contest period commences at 12:00 a.m. Pacific Time on October 27, 2011 and ends at 11:59 p.m. Pacific Time on January 31, 2012 (the "**Contest Period**").
  4. **Award.** The total award for the Contest is **\$20,000 USD** (the "**Contest Award**"), which may be split among multiple Eligible Entrants as more fully described below.
  5. **Entry Procedures.** All Eligible Script Entries will be automatically entered into the Contest. If you do not want your Eligible Script Entry to be entered into the Contest, you can request that it not be entered using the means we provide on Amazon Studios.
  6. **Selection of Eligible Scripts.** We will use the process described below and the Evaluation Criteria described below to select (a) one Eligible Script Entry as the best Eligible Script Entry, (b) five Eligible Script Entries as finalists, and (c) 15 Eligible Script Entries as semi-finalists.
  7. **Division and Payment of the Contest Award.** We will allocate and pay (a) \$5,000 to the Eligible Entrant who submitted the best Eligible Script Entry, (b) \$1,500 to each Eligible Entrant who submitted one of the five finalist Eligible Script Entries, and (c) \$500 to each Eligible Entrant who submitted one of the 15 semi-finalist Eligible Script Entries.
  8. **Process for Determining the Best Scripts.** We may use up to three rounds (any of which we may elect to split into two or more stages) to determine the Best America's Ben Franklin Script: (i) Audience Feedback; (ii) Analyst Review; and (iii) Judging Panel Determination.



- i. *Audience Feedback.* In this round we will use a variety of audience metrics to narrow down the field of Eligible Script Entries. One or more of the Eligible Script Entries selected as a result of this process may advance directly to the Judging Panel Determination round.
  - ii. *Analyst Review.* In this round an analyst will review part or all of an Eligible Script Entry and score the Eligible Script Entry using the Evaluation Criteria to further narrow down the field of Eligible Script Entries.
  - iii. *Judging Panel Determination.* In this round our panel of judges will each review each Eligible Script Entry and score the Eligible Script Entry using the Evaluation Criteria to determine the Best America's Ben Franklin Script.
9. **Evaluation Criteria.** Eligible Scripts will be considered based on their relative merit as to any of the following criteria: Creativity and Humor, as expressed through Dialogue, Character, and Structure.

