

## **- Application Submission Guidelines - Getty Images Grants for Good: 2010**

The intent of this grant is to provide funding for a photographer or filmmaker and marketing or advertising communications professionals to collaborate in developing imagery which furthers the strategic communication objectives and mission of a nonprofit organization.

### **Eligibility:**

- Individual photographers or filmmakers who are presently engaged in the business of creating and selling or licensing imagery, and marketing or advertising communications agencies or individual professionals who create communication campaigns for nonprofits may apply for this grant.
- Contributors to Getty Images are eligible.
- Getty Images employees may not apply.

The application must be submitted by either the photographer or the communications professional. Non-profit organizations may initiate a grant project, but the application must be submitted by the photographer or filmmaker or creative agency with whom they wish to work

A photographer or filmmaker or agency may submit only one application per year.

Each submission may contain only one project proposal.

Applications will not be automatically carried forward from one year to the next. However, an applicant may re-submit a project that was not awarded a grant in a previous year.

### **Important information:**

- Application deadline: Applications must be uploaded to the designated FTP site before midnight (GMT) on March 1<sup>st</sup>. (Applicants are encouraged not to wait until the last minute to submit their projects.)
- Fees: There is no fee to apply for this grant.
- Format: Only digital applications for this grant will be judged.
- Language: All applications must be submitted in English.

Applicants should not send prints, books, slides or transparencies; only digital images and applications will be judged. We regret that any other materials cannot be reviewed by judges and cannot be returned to applicants.

Applications that do not meet all submission guidelines will not be judged.

Once the application and proposal is submitted, exchanges or substitutions of content are not permitted.

Getty Images and its agents are not responsible for misdirected submissions. Applicants are urged to keep copies of their application files for their records.

### The application folder:

Applicants will upload a folder to the FTP site. This folder should first be created on a computer desktop with all application materials inside and then uploaded as a whole into the FTP. We recommend using an ftp program such as Fetch (for Mac users) or Filezilla (for PC users). The folder must be titled only with the applicant's first and last name and must contain all the following items:

- The application form
- A supporting portfolio of the photographers or filmmaker's work

- A short statement indicating the non-profit partner's support for the application and intent to use the imagery in their future communications.

Format for each item in the folder:

**A. Completed digital version of the application form.**

The document file name should be the applicant's name followed by the word "application" with the appropriate file format suffix. **(Example: davidjonesapplication.doc)**

**B. Portfolio of digital images (in JPEG or QuickTime file format).**

Portfolios of the photographer or filmmaker's previous work should consist of **no more than 15 images or QuickTime files**, and can be photo essays, single images or a combination of these formats. The purpose of the portfolio is to demonstrate the photographer/filmmaker's style and that their level of technical expertise is sufficient to execute the grant project. Please send images in accordance with the following specifications: image files sized to longest dimension at 3000 pixels, 300 dpi, saved as JPEGs with standard compression no lower than 8 on the JPEG scale. Video submission files should be compressed Quicktime .mov files instead of or in addition to JPGs. Each .mov video file can be up to 20MB. We suggest very short samples of your work, out of respect for the judges' time.

All imagery must be in **one** folder along with the other application documents – do not use subfolders to divide stories or themes. Portfolio image files must be named according to the following protocol: **Each image file name must only be a consecutive three digit number starting with 001.jpg (002.jpg, 003.jpg, 004.mov, 005.mov ... 015.jpg)** – please do not include any caption information in image file names (but see caption section below). Image files should be numbered and named in the order in which the applicant would like the images to be viewed. (See screen shot below for examples.)

For each image, **caption information should be included in the "File Info" description section of the image file.** Captions must be written in English and should include the photographer/filmmaker credit line, exactly as they would wish to have it appear on a selection of their portfolio imagery at the Getty Images Grants website, should the applicant be awarded a grant.

**C. Non-profit partner's statement of support for the application.**

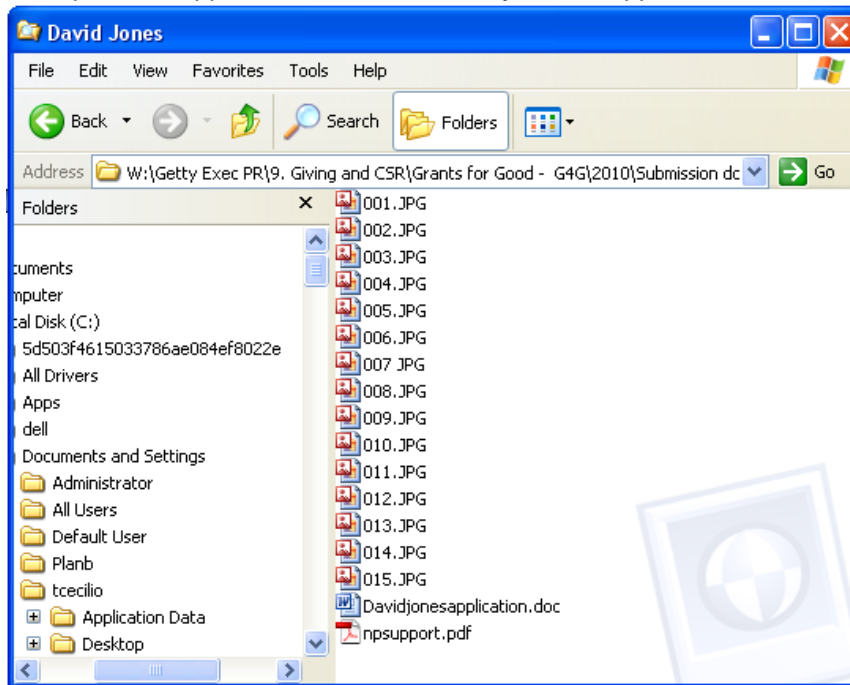
This can be a word document or a PDF. The statement should be signed by the person who leads the non-profit's communications efforts. This statement should also confirm the organization's intent to use the imagery as planned by the agency and the photographer, in the application.. The filename for this should be "npsupport" with the appropriate file format suffix. **(Example: npsupport.doc or npsupport.pdf.)**

**SUBMISSION:**

Once you have your submission folder together, send an email to [grantapps2@gettyimages.com](mailto:grantapps2@gettyimages.com) to request delivery instructions and credentials enabling you to transfer your submission folder to our FTP site.

Be sure that your folder contains a digital copy of this application form with your images. Send one submission folder, containing all documents and images.

Example of all application materials as they should appear in the folder:



Your folder will not be visible to you after the upload. To confirm the upload, applicants may email [grants2@gettyimages.com](mailto:grants2@gettyimages.com). We will respond as quickly as possible.

#### IMPORTANT NOTES:

**Privacy:** Getty Images will make every effort to assure that no applicant's files will be visible to any other applicant at any time.

**The grants of \$15,000** will be divided between the photographer or filmmaker and the agency, with each receiving up to \$7,500, and are intended to cover the costs of planning and production for the project imagery. The photographer or filmmaker and agency may charge up to \$2500 USD for their time, and up to a total of \$2,500 USD may be advanced to the photographer or filmmaker and agency for planning and pre-production costs.

**To claim final expenses,** the photographer or filmmaker and agency will submit actual receipts to Getty Images within 30 days post shoot, for up to \$7500 USD each.

**If the total expenses add up to less than \$15,000 USD,** Getty Images will donate the difference directly to the non-profit.

**The grant is flexible,** so that if the photographer or filmmaker or agency wish to contribute all or part of their project expenses to the nonprofit, they simply do not request an advance or submit receipts for reimbursement. Getty Images then automatically donates any unclaimed amount to the non-profit organization, after the thirty day post-shoot reimbursement deadline.

**Taxable Compensation:** The Getty Images Grants for Good are considered compensation. As such, the amount of funding that the grant recipient claims for their expenses may be subject to withholding tax. Grant recipients should be prepared to provide a US Taxpayer Identification Number shortly after their grant is awarded in order that the grant can be presented to them in a timely manner. Getty Images will provide grant recipients outside the US with detailed information

and assistance in securing this number if they do not already have such identification. Grant recipients living in the US will be supplied with appropriate reporting information in the form of a 1099. Grant recipients living in other countries will receive 1042 income reporting forms.

**Contact and Communication:** Grant judges and/or Getty Images employees may contact grant applicants for further communication relating to their application.

**Intellectual Property:** Materials and ideas contained within the application will not be used by Getty Images or grant judges for any purpose other than the grant review and selection process and for publicity (as outlined below) without expressed written permission from the grant recipients.

**Selection Criteria:** Grants will be awarded by independent judges, invited by Getty Images based on his or her reputation, talent and industry experience. Selection of grant winners will be based on judges' determination of applicants' ability to execute the submitted project with compelling visual narrative. Applications will be judged based on portfolio imagery that is very strong, technically and conceptually, and whose clear, concise proposals demonstrate a close collaboration with the creative communications agency and the nonprofit, to ensure that the new imagery meets the organization's strategic communications needs. Proposals should be very clear about how the imagery would be developed and about how the organization would use the images effectively.

**Grant Recipient Notification:** Winners of the grants will be notified after the judging, which takes place in March and April. Grant winners may share the news of their winning proposal with others involved with the project, but are asked to keep news of their award confidential until the grant winners are publicly announced in late June, at the Cannes International Advertising Festival and on our website. Due to the large number of entries, individual email announcing the winners will not be possible unless specifically requested after June 25<sup>th</sup> 2010.

**Publication of Final Project:** Each grant recipient will have six months to complete their project, with a start date to be mutually agreed upon by the recipients and Getty Images.

**How the imagery produced with the grant can be used:**

The goal of this program is to generate positive awareness for the philanthropic endeavors of photographers or filmmakers and creative agencies, while at the same time generating awareness for the non-profit partner. Therefore, the project imagery is intended to be used as follows:

- The non-profit may use the images in their communications, with acknowledgement of the applicants, the Getty Images grant and with the appropriate photo/film credits.
- The photographer or filmmaker retains the copyright and the right to use the imagery in their portfolio.
- The communications agency is also able to showcase the project on their website, as well, with reference to the Getty Images grant that enabled it, and to the photographer or filmmaker.
- Getty Images will have permission to showcase the project and imagery on its website and other communications, for the purpose of promoting the grants program.
- The imagery produced with the grant is not intended to be licensed to others unless the photographer or filmmaker, creative agency and non-profit all agree to do so.
  - If a grant recipient is a Getty Images contributor and wishes to offer the imagery for licensing through Getty Images, the normal releases must be secured, and the imagery must be submitted as per normal processes.
  - If a grant recipient is a Getty Images contributor, and if parties agree to make the imagery available for licensing through [gettyimages.com](http://gettyimages.com), the content provider may also request that 100% of *the royalties* earned from any licensing be paid

directly to the non-profit, which could create additional revenue to support their mission.

**Publicity:** Each grant recipient and nonprofit named in the application allows Getty Images the right to use his or her name, likeness and biographical information, as well as the right to select and use portfolio and grant project images in connection with any and all Getty Images promotions and publicity, including the website and exhibitions of the Getty Images Grants for Good.

**Changes:** Getty Images reserves the right to amend grant rules and submission guidelines for the Grant for Good program, from time to time. If any such amendments should occur, they will be posted to [www.gettyimages.com/grants](http://www.gettyimages.com/grants) no later than 30 days prior to each application deadline date.

**Questions?** Please review the FAQ for this grants program to see whether your issue is covered in that frequently updated document. If not, please email us at [grants2@gettyimages.com](mailto:grants2@gettyimages.com) and include your name and a phone number, as well as your question. Please be aware that a heavy volume of inquiries near the entry deadlines may delay our response, but that we will reply as quickly as possible.