



## COMPETITION FOR DIGITAL CONTENT CREATORS RULES

### ARTICLE 1 – OBJECT AND PURPOSES

The Tiramisù World Cup is organising an international Competition to select n.1 Digital Content Creator with the aim of promoting the event Tiramisù World Cup - edition 2022 (hereinafter: the Event) with the dessert Tiramisù and the tourist destination "Treviso, Garden of Venice". The Competition is open to all Digital Content Creators or aspiring ones as better specified in the following articles. The content of the selected Digital Content Creator or aspiring one (hereinafter: the Applicant) will be used by Tiramisù World Cup for promotion on its social platforms. In addition, the selected Applicant will be designated official Content Creator for the Event to be held in Treviso on 7, 8 and 9 October 2022, with related obligations and remuneration as per art. 11 below.

### ARTICLE 2 – PARTICIPANTS

The Competition is open to all Digital Content Creators or aspiring ones meeting the following prerequisites:

- To have signed the specific disclaimer (Annex A);
- To have filled in Annex B with their own data;
- Be of legal age;
- Have at least the social profiles Facebook and Instagram;
- Be fluent in Italian or, eventually, in English.

### ARTICLE 3 – SELECTION PHASES

There are two phases in the selection of the winning Applicant for the Competition: the first phase involves the judgement of a Technical Jury, the second phase the preference expressed by users of the Instagram platform.

The Technical Jury involved in the first phase will be composed of representatives of the local tourism industry and communication experts, who will be able to select up to n. 6 finalist Applicants, of which at least one will be a resident of the province of Treviso.

The second phase will take place on the social Instagram channel of the Event where the video contents of the finalists will be uploaded.

From Wednesday 29 June 2022 at 12 pm until Wednesday 13 July 2022 at 18 pm, users in possession of an Instagram account will be able to express their preferences on the Competition contents by viewing the content and adding a "like" button to it. At the end of the above-mentioned period, the Competition will be won by the Applicant whose content will have totalled at least n. 100 likes and the highest number of views compared to the other competing content. The aforementioned content will be used by Tiramisù World Cup as promotional content on its social platforms.

### ARTICLE 4 – OBJECT OF THE APPLICATION

The content proposed by the Applicant should be created according to the following guidelines:

- To promote the Event and the tourist destination "Treviso, Garden of Venice", in order to stimulate visits during the days of the Event;
- Last from 10 to 60 seconds;
- Have proportions between 1,91:1 and 9:16;
- Have a minimum frame rate of 30 FPS and a minimum resolution of 720 Pixels;
- Be in mp4 format;
- Have a maximum size of 650 MB;
- Follow the guidelines of the Instagram Community, which can be found at the following web address: [https://help.instagram.com/help/instagram/477434105621119/?locale=en\\_GB&helpref=faq\\_content&maybe\\_redirect\\_pol=true](https://help.instagram.com/help/instagram/477434105621119/?locale=en_GB&helpref=faq_content&maybe_redirect_pol=true). Video content submitted that does not comply with these guidelines will not be considered.

In addition, the Applicant is advised the following:

- Use of sound, compulsorily free of Copyrights;
- (Possible) use of text, graphics and/or captions;



The Independent Tourism Company S.r.l.s.  
Unipersonale  
CF e P.IVA IT04819380264  
REA TV400581  
Cap.Soc. € 3.000,00 i.v.

MAIL [info@twissen.com](mailto:info@twissen.com)  
PEC [titc@poste-certificate.it](mailto:titc@poste-certificate.it)  
tel. +39 0422 183 4463

Sede amministrativa, operativa  
e corrispondenza:

@ B-WORK by BHR Via Postumia Castellana, 12  
31055 Quinto di Treviso (TV)  
Treviso, Venice - Italy

Sede legale:

Viale Trento e Trieste, 10A c/o Studio Boller  
31100 Treviso, Venice, Italy

- (Possible) insertion of video content provided by the Event, available at the following web page <https://tiramisuworldcup.com/en/news-en/competition-content-creator/>

## ARTICLE 5 – APPLICATION PROCEDURE

Participation in the Competition is strictly conditional on compliance with these rules and regulations and transmission of the video content in accordance with the provisions set out below. Any other form of proposal will not be admissible.

**You can send your video content from Monday, 23 May at 12:00 pm until Monday, 20 June at 12 am via the WeTransfer website to the mailbox [digital@tiramisuworldcup.com](mailto:digital@tiramisuworldcup.com)**

To send the content via the WeTransfer website, the Applicant is advised to perform the following steps:

### 1) VIDEO CONTENT

Rename the final file to be proposed to the Technical Jury with "CANDIDATE'S SURNAME – COMPETITION CC".

### 2) TRANSFER LINK

- Type in your search browser [www.wetransfer.com](http://www.wetransfer.com);
- Upload the video content you wish to submit to the Technical Jury in the "Upload files" section;
- Click on the bottom left button depicting three blue dots and select "Get transfer link";
- Copy the generated link.

### 3) SENDING CONTENT

- Prepare a new e-mail with the Applicant's e-mail address (valid and working) that will be used as reference for any future communication from the Event;
- Fill in the recipient field with the e-mail address [digital@tiramisuworldcup.com](mailto:digital@tiramisuworldcup.com);
- Fill in the subject field with " Competition for Content Creators - CANDIDATE'S SURNAME AND NAME";
- Attach Annex A (disclaimer) and Annex B (Applicant's data) to the e-mail, which annexes must include the Applicant's signature and must be in PDF format and are available at the following web page <https://tiramisuworldcup.com/en/news-en/competition-content-creator/>.

The Applicant will receive confirmation of receipt and eligibility of the video content within 72 hours of receipt of the e-mail. If the Applicant does not receive any communication, please send an e-mail to [digital@tiramisuworldcup.com](mailto:digital@tiramisuworldcup.com) specifying as subject " Competition for Content Creators– problem" and in the body of the text the potential problem encountered.

Please note that only 1 video content per candidate will be accepted. Contents subsequent to the first one will not be taken into consideration.

## ARTICLE 6 – EVALUATION CRITERIA OF THE TECHNICAL JURY

The Technical Jury will evaluate the video contents according to the following criteria:

- Relevance (30 points): coherence of the video content with the objectives of this selection as per art. 1;
- Quality (30 points): originality, effectiveness and technique of the video narration;
- Realisation (30 points): quality of the definition and technique of the video content;
- Community (10 points): number of followers of the Applicant's Instagram profile;

## ARTICLE 7 – PARTICIPATION FEES

Participation in the Competition is free of charge. Any expenses relating to the production of the video content shall be borne by each candidate.

## ARTICLE 8 – RANKING

The Technical Jury will determine with its vote the access of maximum n. 6 video contents to the second selection phase of the above-mentioned Competition. The result expressed by the vote of the Technical Jury is unquestionable. If the standards required in art. 6 are not met, the Technical Jury may decide not to proceed with the selection.

The final ranking of the video content published on the Event's Instagram channel will result from the preferences of the public of the same platform expressed through the viewing of the content and the "like" button left on it, in accordance with the rules and voting conditions set out in art. 3. The result expressed by the public vote is unquestionable.

**ARTICLE 9 - NON-QUESTIONABILITY OF JUDGEMENT**

The judgement of the Technical Jury and the public on the Instagram platform is final and unquestionable.

**ARTICLE 10 – AWARD**

The official Digital Content Creator of the Event will be chosen through a public vote and views on the Instagram platform.

**ARTICLE 11 – OBLIGATIONS AND REMUNERATION**

The selected Digital Content Creator undertakes to travel to Treviso at his/her own expense on 7, 8 and 9 October 2022 to create and publish at least n. 5 contents suited for social platforms relating to the Event. Accommodation expenses shall be borne by the organisation of the Tiramisù World Cup, which shall pay the same an additional compensation of € 1.000,00 gross. This relationship does not in any way constitute employment.

**ARTICLE 12 – ADDITIONAL INFORMATION**

Further details and information can be found at:

- Website of the Event: [www.tiramisuworldcup.com/en](http://www.tiramisuworldcup.com/en)
- Facebook profile of the Event: <https://www.facebook.com/TiramisuWorldCupIt>
- Instagram profile of the Event: <https://www.instagram.com/tiramisuworldcup/>
- Website of Veneto Region: [www.veneto.eu/EN/Home](http://www.veneto.eu/EN/Home)
- Website of Treviso Municipality: [www.comune.treviso.it](http://www.comune.treviso.it)
- Website of Fondazione Marca Treviso: [www.marcatreviso.it](http://www.marcatreviso.it)
- Website of Treviso per te: <https://www.trevisoperte.it/>

**ARTICLE 13 – TIMELINE**

The Competition for Digital Content Creators will take place according to the following timeline:

- From Monday 23 May to Monday 20 June 2022 – applications;
- From Monday 20 June to Wednesday 29 June 2022 - first selection phase;
- From Wednesday 29 June to Wednesday 13 July 2022 - second selection phase;
- Thursday 14 July 2022 - announcement of Competition winner;
- 7, 8 and 9 October 2022 - Grand Final of the Tiramisù World Cup 2022 in Treviso.

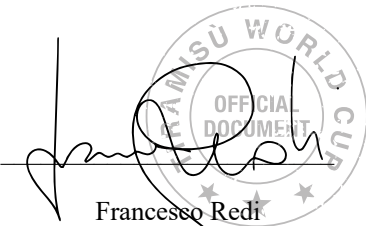
**CONTACTS AND INFORMATION**

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Treviso, 23 May 2022



Francesco Redi  
Founder of the Tiramisù World Cup