

## Brief for submissions

“Spiritus Concordia Victoria.”

Calling all filmmakers. Nike and The Homeless World Cup are offering a \$50,000 fund to produce a short film (5 minutes, no more than 10 minutes) capturing the *Spirit, Unity, Victory* of The Milan 2009 Homeless World Cup. This is from 6-13 September 2009 at Arena Civica, Sempione Park, at the heart of one of the most football-crazed cities in the world. The film may be used for broadcast, digital channels and public screenings. Submit your treatment (using the mandatory entry form at [www.homelessworldcup.org/milanfilm](http://www.homelessworldcup.org/milanfilm)) to [Milanfilm@homelessworldcup.org](mailto:Milanfilm@homelessworldcup.org) by midnight GMT, 31 July 2009 for a chance to win the opportunity.

The Homeless World Cup is an annual, world-class international football tournament energizing people who are homeless with the opportunity to change their lives. Players wear their shirt for their country, stand proud and over 70% change significantly by coming off drugs or alcohol, moving into homes, finding jobs, resuming their education, or becoming coaches, football players, leaders in their communities, or social entrepreneurs. The Homeless World Cup has triggered and supports grassroots football projects in over 70 nations working with over 100,000 players since the first Graz 2003 Homeless World Cup.

Founded by world-leading social entrepreneur Mel Young, the Homeless World Cup partners and supporters include UEFA, Nike, Vodafone Foundation, Inter Milan, Italian Football Federation, Global Ambassador Eric Cantona and international footballers Didier Drogba, Rio Ferdinand, Marcel Desailly and Emmanuel Petit.

We're looking for a film that will bring those who don't know about the Homeless World Cup immediately into the energy, action and force of change. In telling the story of the Homeless World Cup we want you to capture the real issues and real changes in a fun, energetic way. As they step away, people should feel the truth of this quote from a Homeless World Cup player, “We destroyed the stereotype. We were cool.”

Nike and Homeless World Cup will judge the submissions based on creativity, storytelling inventiveness, as well as, practicality, sensitivity and timing. The judges' decisions shall be final.

Submissions should include outline script, storyboard, music suggestions, requirements for access to Homeless World Cup teams and players, access to the event itself, travel arrangements, timing, examples of previous work and filmmaking team bios. Submissions must include the official entry form, or they will not be considered.

The film and b-roll will remain the property of the filmmakers while Nike and the Homeless World Cup will retain the rights to use the film across all media in perpetuity.

The finished film must be delivered in English 30 days following the Milan 2009 Homeless World Cup Final Championship match.

For the official Entry Form and Rules, Terms and Conditions go to [www.homelessworldcup.org/milanfilm](http://www.homelessworldcup.org/milanfilm)