

## Spider-Man Movie Network Face of the Fan Contest

### Submission Eligibility excerpt from Official Rules

- i. They have created and successfully posted or uploaded a Submission that complies with all of the following requirements (each such Submission, an "Eligible Submission"):

- (1) is no longer than one (1) minute and fifteen (15) seconds;  
(2) contains solely the entrant (no other person and no other person's voice) reading and/or presenting and/or performing, the following script outline:

#### Script Outline

*"Hey Spider-Man Movie Network Members! It's **[ENTRANT FIRST NAME]**, with an exciting update for you. Network members can now create their own Spider-Man fan profiles with exclusive content using AOL AIM Pages. So now you can use your profile to show off your Spider-Man fan art, keep up with the Spider-Man Movie Network message boards, get breaking news about Spider-Man 3 and connect with other Spider-Man Movie Network members. Additionally, Spider-Man 3 AIM Pages are preloaded with modules including:*

- A **Countdown Clock** to opening weekend*
- A **Video Gallery** automatically updated with the latest videos*
- and a **Fan Favorites Module** featuring your favorite Spider-Man Movie moments*

*Plus you can access **AIM Page features** like your **Buddy List**, **Photo Galleries**, and **Personal Profile**. If you already have an AOL or AIM screen name you already have an AIM page reserved for you. If you don't have an AIM screen name you can sign up to get one for free."*

**[ENTRANT SHOULD FINISH THE FOLLOWING STATEMENT IN HIS/HER OWN WORDS]**

**"Network members, get working on your Spider-Man fan profiles because the Spider-Man Movie Network AIM Page community is going to be \_\_\_\_\_."**]

- (3) does not violate or infringe any copyright, trademark, privacy, publicity or other proprietary right of any person or entity;
- (4) does not contain or depict any objectionable, unlawful, defamatory, obscene, sexually explicit, threatening, abusive, harassing, hateful, discriminatory, threatening, vulgar, racially or ethnically-motivated, invasive of another's privacy, or any other objectionable material or gesture or is otherwise unfit for publication, as determined by Sponsor in its sole and absolute discretion;

- (5) does not contain any visual or audio references to alcoholic beverages, tobacco, drug paraphernalia, firearms, or any depiction or representation thereof;
- (6) does not contain or otherwise make available any unsolicited or unauthorized advertising, “commercial pitch,” promotional materials, junk mail, spam, pyramid schemes, or any other form of solicitation;
- (7) does not contain or transmit any materials that contain software viruses or other computer code, files or programs designed to impair, limit, interfere with or cause harm to any communications network operated by any of the Contest Entities or the computers of any individual or entity participating in or otherwise associated with this Contest; and
- (8) does not contain any material that: (a) would give or threaten to give rise to criminal or civil liability; (b) encourages conduct that constitutes a criminal offense; or (c) encourages or provides instructional information about illegal activities.

**Judging and Criteria excerpt from Official Rules**

All judging of entrants’ Eligible Submissions will be based upon the following criteria (the “Judging Criteria”):

<b>Presentation of Script Outline</b>	<ul style="list-style-type: none"> <li>- entrant bases his/her presentation on the Script Outline and enthusiastically communicates the Script Outline content;</li> <li>- portrays an understanding of and enthusiasm for the content presented.</li> </ul>	<b>0-35 points</b>
<b>Enthusiasm and Credibility</b>	<ul style="list-style-type: none"> <li>- demonstrates enthusiasm for the Spider-Man Movie Network and Spider-Man brand;</li> <li>- speaks with conviction, enthusiasm and understanding of the content;</li> <li>- displays self-assurance, poise and charisma;</li> <li>- forms a strong connection with the audience</li> </ul>	<b>0-35 points</b>
<b>Articulation</b>	<ul style="list-style-type: none"> <li>- demonstrates the ability to enunciate, pace, vocalize, and emphasize points effectively;</li> <li>- speaks clearly (uses minimal conversational fillers such as “like”, “you know”, “um”, “uh”, etc.);</li> <li>- presents content with a clear beginning, middle and end.</li> </ul>	<b>0-15 points</b>
<b>Quality of Presentation</b>	<ul style="list-style-type: none"> <li>- manages the setting and recording of the presentation/performance without mistakes that could be deemed distracting by the viewer (shot framing, sound quality, editing style, etc.).</li> </ul>	<b>0-15 points</b>