

Reel Making Competition

Balasaheb Thackeray Gorewada International Zoological Park, Nagpur is bringing a unique competition for the aspiring content creators in the world of social media. All Instagram/Facebook/Youtube users with creative minds and zeal for social impact with influential skills are welcome to participate in this ‘Reel Competition’

“Reel Wild - Feel Gorewada”

To Participate in competition, Just create a reel at Gorewada Zoo and post it in ‘collaboration’ with # **Wild Gorewada**.

Reel Themes/Subject –

- Reel Wild – Feel Gorewada.
- Let’s Go Gorewada.
- Unzoo the Zoo – Wild Gorewada.
- A Day at Gorewada Zoo.
- My experience @ Wild Gorewada.

Terms & Conditions:–

Competition Duration – 26th January 2024 to 11th February 2024.

- 1) Reel Must be shot within Gorewada Zoo premises
- 2) Every participant can post maximum 5 Reels during the competition duration.
However only 1 reel with maximum view/likes of any 1 platform shall be counted for prize per participant.
- 3) Reel must be between 15 to 90 sec. duration only.
- 4) Offensive, slang, derogatory remark or hatred content will be blocked from competition.
- 5) Use only original content with maximum resolution in portrait mode.
- 6) Competitors are required to collaborate with # **Wild Gorewada** on Instagram/Facebook/Youtube page when broadcasting their own Reel from their own account during the Contest duration.
- 7) Reels using ‘Paid promotion’ or ‘Ad Boost’ will not be eligible for the contest.
Only organic reach will be counted. Reel with maximum views on any 1 platform will be considered.
- 8) For eligibility in ‘Most Engagement category’, it is mandatory to give the post analysis screenshot of the post till midnight of 11th February 2024.
- 9) Copyright free music/Background sound tracks shall be used.
- 10) Use Instagram’s copyright reporting feature for confirmation.
- 11) Use attractive and creative hashtags for maximum views and likes.
- 12) No animal shall be disturbed or harmed during videography/shooting.

- 13) Zoo administration will not provide special arrangements safari vehicles for the participants. They are advised to book a safari from online portal www.wildgorewada.com.
- 14) All participant consent that all infographics and media generated during this competition may be used for future promotions of Gorewada Zoo without any charges or copyright claims.

Award Distribution – Date: 26.01.2024, in the afternoon 12.30

Prizes for the competition

- 1) Most Views – Rs. 50,000/- + Certificate (Min 1 lakh views compulsory)
- 2) Most Like – Rs. 40,000/- + Certificate.
- 3) Juries' Choice – Rs. 25,000/- + Certificate.
- 4) Incentive Prize – At least 5000 Views or 500 Likes Attractive prizes for every winner.
- 5) 5 Consolation prizes – Top 5 participants apart from winners.
- 6) Cash prizes are subject to Tax deduction as per rate.
- 7) Every participants get certificate of participation.