



FRMEFEST 2025 Event Reel Competition Terms & Conditions

Overview

The FRMEFEST Event Reel Competition invites attendees to create and share a captivating social media reel that showcases the energy, creativity, and essence of FRMEFEST 2025. One standout creator will walk away with a **MEGA PRIZE valued at AUD \$10,000**, plus official FRMEFEST 2025 bragging rights.

Eligibility

- Open **only to FRMEFEST 2025 attendees**.
 - Entrants must be **18 years or older** or have **parental/guardian permission** to participate.
 - FRMEFEST staff, volunteers, committee members, and judging panel are **not eligible**.
 - Entrants must **follow @frmefest**, **@canonanz** and **@camerahouse** on Instagram or TikTok and have a **public profile** for entry validation.
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Competition Period

- **Opens:** Saturday 19 July 2025 at 9:00am AEST
 - **Closes:** Monday 28 July 2025 at 5:00pm AEST
 - **Winner Announced:** Wednesday 30 July 2025 on Instagram **@frmefest**
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How to Enter

1. **Immerse Yourself**
Attend FRMEFEST and explore the activations, workshops, stages, and exhibits to capture dynamic content.
2. **Create Your Reel**
Shoot and edit a short-form video (reel) using your own footage from the event.



Judges will look for:

- Content variety (workshops, activations, atmosphere)
- Angles & movement
- Editing flair & transitions
- Colour grading & sound design
- Creativity, narrative, and connection to FRMEFEST

3. Post Your Reel

Upload your final reel to your **Instagram feed and/or TikTok** using the hashtags:

#FRMEFEST2025

#FRMEFESTReelChallenge

4. Tag **@frmefest @canonanz @camerahouse** in your post.

Judging Criteria

A panel of FRMEFEST reps and industry professionals will judge submissions based on:

1. **Creativity** – Originality and innovation of the concept
2. **Storytelling** – How well the reel captures the FRMEFEST spirit
3. **Technical Skill** – Edits, transitions, and overall polish
4. **Connection to Event** – How the reel reflects the FRMEFEST experience
5. **Engagement** – Bonus points for reels with strong music, captions, and audience interaction

Prize Details

One (1) winner will receive a **MEGA PRIZE valued at AUD \$10,000**, including:

- **Canon EOS R6 Mark II Premium Kit** (with RF 24-105mm f/4L IS USM lens)
- **1-Hour Virtual Mentorship Session** with a Canon Circle Mentor of winner's choice
- **Rode VideoMic NTG**
- **ProMaster 30P Video Tripod Kit**
- **ProMaster Professional Cinebag (Medium)**
- **ProMaster HGX Prime 77mm Filter**
- **US AND IRIS Noir Mirage Camera Bag**



- **FRMEFEST 2025 Official Winner Trophy**

All accessories are supplied by Camera House.

Prize is fixed, non-transferable, and not redeemable for cash.

Winner Notification

- The winner will be **DM'd via Instagram or TikTok** prior to public announcement on **30 July 2025** to arrange prize collection and content sharing.
 - The winning reel may be featured on FRMEFEST's platforms and Canon and Camera House channels.
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Additional Conditions

- Only **one entry per person** will be accepted.
 - Entries must be original and free of offensive or copyrighted material.
 - Late entries (after 5:00pm, 28 July) will not be considered.
 - By entering, participants grant FRMEFEST and partners permission to use their content for promotional purposes.
 - This competition is not affiliated with Instagram, TikTok, or Meta.
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Contact Information:

Email: **hello@frmefest.com**

Subject: Event Reel Competition