

## **Key points of the „Let’s Go Ludicrous X” package**

### **Preamble**

With the project „Mediennetzwerk.NRW“, Mediencluster NRW GmbH (Mediencluster NRW) offers the central service and information platform for the digital media scene in North Rhine-Westphalia. Among other things, Mediennetzwerk.NRW makes the digital media location NRW and its companies visible at trade fairs and markets at home and abroad.

The games.nrw e.V. (games.nrw) is an association and network initiative with around 40 players in the digital games industry and the only regional industry association for companies from the games scene based in NRW. It thus has a unique selling point as a link between the industry and politics/administration, in order to establish contact with the companies in this economic field and to represent their interests in a bundled manner. games.nrw wants to make the diversity of industry players, games initiatives and events in North Rhine-Westphalia visible and promote cooperation.

games.nrw and the Mediennetzwerk.NRW are cooperating in the awarding of so-called „Let’s Go“ packages in order to give North Rhine-Westphalian companies from the games industry the opportunity to present themselves at various events, as well as trade fairs and markets at home and abroad, thus increasing their visibility and promoting their economic development.

### **Implementation of the „Let’s Go“ packages**

The implementation of the „Let’s Go“ packages consists of three phases.

In the first phase, games.nrw and Mediennetzwerk.NRW will publish a call for participation for a specific “Let’s Go” package via the respective and common communication channels. Companies from the games industry with headquarters or branch office in North Rhine-Westphalia can apply for the call for participation.

In a second phase, the applications received are reviewed to determine whether they meet the minimum requirements listed below.

If more applications meet the minimum requirements than there are „Let’s Go“ packages available, the decision will be made by drawing lots in a third phase. Otherwise, all applications received that meet the minimum requirements will receive a „Let’s Go“ package.

Should a winner not be able to participate in the „Let’s Go“ package, the respective „Let’s Go“ package will be raffled again among the applicants who were not drawn in the first draw. If there are no further applications, the „Let’s Go“ package can be publicly re-drawn.

### **Minimum requirements for the applicant/application**

The applicant must be a company consisting of at least two natural persons. The company should have at least the legal form of a UG or GbR. In justified exceptional cases this requirement may be deviated from.

The applicant’s company must be assigned to the games industry and have its headquarters or a branch office in North Rhine-Westphalia.

The applicant's company must be geared to an economic activity.

The applicant may not be the winner of the previous „Let's Go“ package for the same event. Previous wins for other or older, identical events do not constitute a criterion for exclusion.

### **Implementation of the „Let's Go“ package**

The winners will be informed immediately about the prize and the further process. If a winner is unable or unwilling to participate in the „Let's Go“ package, one must inform games.nrw in writing (E-Mail) immediately after becoming aware of this. The winners are obliged to participate in all measures within the „Let's Go“ package. This includes, but is not limited to, coaching or pitch training, presence at the exhibition booth, participation in the event as well as a joint photo session on site and participation in a final evaluation.

By submitting the application, the winners agree that, as part of the „Let's Go“ package, image, sound or image/sound recordings may be produced (hereinafter referred to as „recordings“) and/or broadcast simultaneously. The winners hereby irrevocably grant the cooperation partners the right to use the recordings produced free of charge and irrevocably and comprehensively, without restriction in terms of content, space and time.

If the winners communicate via the cooperation of games.nrw and Mediennetzwerk.NRW and the respective „Let's Go“ package via the respectively available communication channels, the hashtags **#MedienDigitalLandNRW** (and/or **#DigitalMediaRegionNRW**) and **#gamesnrw** and the accounts **@MedienNRW** and **@games.nrw** must be used.

If the „Let's Go“ package includes an expense allowance, this will be paid to the respective winner in the amount of the actual expenses, but no more than the amount of the awarded expense allowance.

Payment will be made after proper invoicing including invoice number and VAT statement.

Should a winner violate one or more of the regulations contained in this key point paper, one may be excluded from further applications for „Let's Go“ package or the payment of the expense allowance may be reduced partially or completely.