

RECORD BREAKERS' PACK



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This pack sets out our expectations and requirements with regards to the Record Attempt and the potential claim you will submit. It contains vital information and legal documentation in this regard.

We strongly recommend that you take the time to read and understand the entire document.



WHAT TO SEND AND WHEN

1. You have now received the specific Guidelines to the record you applied for and you are ready for the attempt.
2. Once you have attempted the record, you must collect all the evidence requested in the guidelines. Send this package, including the Agreement Regarding Supporting Materials and the Checklist to us. Should any evidence, agreement or the checklist be missing or incomplete, your claim will automatically be rejected.
3. We will then endeavour to assess your attempt as quickly as possible. Once we have come to a decision, we will contact you by either email or, in the case of acceptance, by letter with your official GWR certificate. **(Please ensure that you include the correct address for the certificate to be sent to.)**
4. Please send all documentation in English, with translations where necessary, to:

**GUINNESS WORLD RECORDS
RECORD DOCUMENTATION
Third Floor
184-192 Drummond Street
London, NW1 3HP
UNITED KINGDOM**



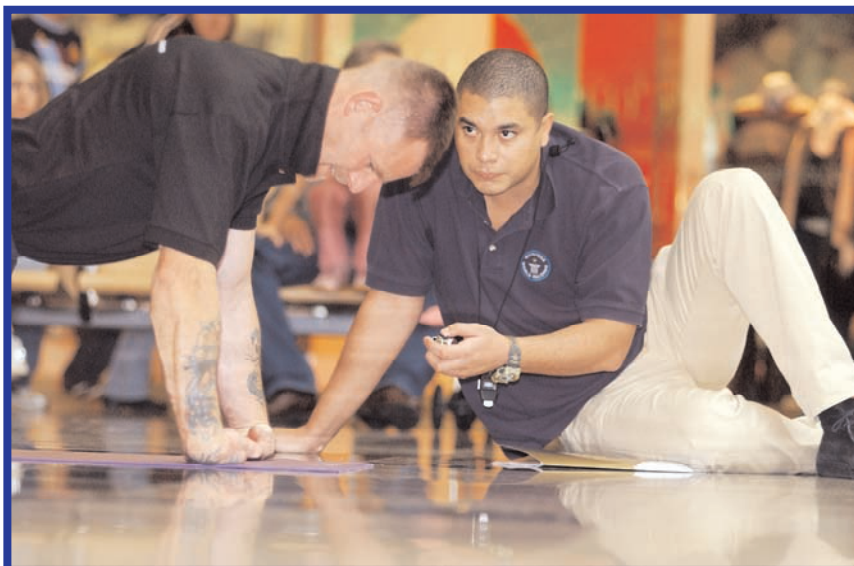
GENERAL RULES

ACCEPTANCE

It is at our sole discretion which records are accepted and/or published and our editorial decision is final. Failure to follow the requirements of these General Rules, and the guidelines set out in the record-specific Guidelines supplied separately, is likely to result in your claim being rejected. If any aspect of the Rules/Guidelines is unclear to you, it is your responsibility to contact us before your Record Attempt goes ahead.

GUINNESS WORLD RECORDS ADJUDICATOR

Note that it is not generally necessary for Guinness World Records Adjudicators to attend events. If an Adjudicator is not attending your record attempt we will authenticate your record from our offices in London, UK, using the documentation and evidence that you will have sent to our office. However, should you want a Guinness World Records Adjudicator to attend your event, please contact us using the Members Area of our website. All requests are considered on an individual basis and the organizer may incur costs such as airfares, accommodation and a daily attendance rate. It is advisable to submit your proposal to us as early as possible prior to your attempt.





AUTHENTICATION

For the purposes of verifying any claim, the following material must be provided:

1. Signed statements of authentication by two independent persons who have attended the event and can confirm all details of the claim. Where relevant, at least one of the witnesses should be qualified (or an official) in the record subject area, e.g. a vet for animal records.

- Such witnesses must have 'standing' in the local community, meaning that they must be prominent and respected. Examples of such persons include public notaries, Justices of the Peace, police officers, judges, mayors or town councilors, Members of Parliament, doctors, ordained ministers of religion, newspaper editors, etc. The job or position of each witness must be clearly stated on his or her witness statement.
- Except where both the witnesses are members of the same professional body, or are officials of a national sporting organization (or similar), the witnesses must be independent of each other as well as independent of the person(s) attempting the record. Independent means that they are not normally associated with, or related to, the record organizers or participants.
- These statements of authentication may not take the form of pre-prepared printed statements that are simply signed by the witness. Each statement must be compiled by the witnesses themselves, and must be signed in their own hand. Each statement must include full contact information (name, address, telephone number and/or email address) and should be on headed notepaper, where possible.
- The statements should confirm that the specific rules – set out in the record-specific Rules applicable to the event – have been followed as well as stating the exact details pertaining to how the record is quantified – dimensions, participants involved, etc.
- For record attempts that take place over several hours or days, it is possible for more than two witnesses to be present in 'shifts'. However, all the witnesses must meet the criteria set out above and must submit statements as described above. Each statement must make clear exactly when that particular witness was 'on duty'. There should always be at least two independent witnesses present at any time.

2. Independent corroboration in the form of media coverage.

This may include cuttings from local or national newspapers, specialist or general interest magazines and recordings of television or radio news reports.

3. Video footage of the Record Attempt on VHS (PAL or NTSC), DVD or CD-ROM.

Where possible, the original footage should also be supplied on DV or Mini DV.



4. High quality colour photographs.

Photographs may be submitted in digital format on CD-ROM or DVD (taken at 300 dpi in a 15 cm x 15 cm size), or in traditional photographic print or slide format. Colour photocopies are not acceptable. Printouts of digital images are only acceptable if the photograph is also provided in digital format (for further information on photographs, see the Notes Regarding Photographs).

5. Where appropriate to the event, a signed and dated logbook showing that the attempt has been the subject of unremitting surveillance.

Time and duration of rest breaks taken, where relevant, should be shown.

6. Measurements should be made by suitably qualified Individuals and witnessed by the Independent Witnesses (see above), where applicable.

Accurate professional equipment should be used for measuring and all relevant measures must be given.

Failure to provide any of the material listed will severely delay the processing of a claim, so please check the documentation before submittal (you may wish to use the checklist in this pack).

RETURNING YOUR CLAIM MATERIALS

Due to the large volume of materials we receive it is not possible for us to return items that you have submitted. For original documents such as passports, birth certificates etc., copies may be submitted, provided they are certified as true copies of the original documents (this process differs from country to country but normally involves the document being copied in the presence of a public notary, police officer, lawyer, etc., who signs and stamps the copy to certify that it is an accurate version of the original).

REGISTRATION

Please send all documentation in English, with translations where necessary to:

**GUINNESS WORLD RECORDS
RECORD DOCUMENTATION
Third Floor
184-192 Drummond Street
London, NW1 3HP
UNITED KINGDOM**

Clearly mark all documentation and photographs with your name and address, Reference/Claim ID and stating which record has been attempted. All material will be retained for possible archiving, unless we are notified otherwise.

RECOGNITION

- Any attempt that is successfully accepted as having broken and/or set a record will be awarded an exclusive certificate recognizing the achievement.



- If it is recognised, details of the achievement will be added to our world-famous and internationally recognised database collection of records. **Inclusion in the database does not mean that the achievement shall be featured in any Guinness World Records publication.**
- The record details will be freely given to interested third parties, without prejudice, such as the press, media and general public.

COPYRIGHT

Please note that GUINNESS WORLD RECORDS and the Star and column logo are Trade Marks of Guinness World Records Limited, a wholly owned subsidiary of HIT Entertainment Limited. Their use in any form of advertising, promotion and publicity and use on clothing or other merchandise is strictly forbidden without prior written permission. If you would like to apply for permission please contact the Licensing Department at the address on Page 5 of this section, or through the form available in the Members Area of our website.



FREQUENTLY ASKED QUESTIONS (FAQs)

Will my record be published in the Guinness World Records book?

Unfortunately, due to the very large number of records we maintain on our database and the limited amount of space in our book we are unable to guarantee that any record will appear in our book. However, exciting records that are supported by good quality photographs have a better than average chance of appearing.

Will I get my materials back?

Due to the large volume of materials we receive it is not possible for us to return items that you have submitted. For original documents such as passports, birth certificates etc., copies may be submitted, provided they are certified as true copies of the original documents (this process differs from country to country but normally involves the document being copied in the presence of a public notary, police officer, lawyer etc., who signs and stamps the copy to certify that it is an accurate version of the original).

Does an official from GWR need to attend my Record Attempt?

No. The proof requirements listed in the General Rules and Guidelines are intended to provide GWR with enough evidence to evaluate your record claim from our London offices.

Can I request that a GWR official attend my Record Attempt?

Yes. However, we would expect you to bear the costs of business class flights and accommodation, and in most instances we will also expect you to pay a daily fee to cover the cost of the official's time. Please email us for further information.

What happens once my record is approved?

You will be sent a certificate in recognition of your world record and your record will be added to our electronic database of records. Note that we cannot guarantee that your record will appear in our book (see above).

Do I receive payment of achieving a world record?

No.

Can I order additional certificates?

Yes, additional certificates can be ordered by logging onto the Track Your Record Attempt section of the GWR website (www.guinnessworldrecords.com). Please do not photocopy or replicate the GWR certificate for each participant involved.

Can I use the GWR logo and/or brand name on my products, letterhead, publicity material, etc.?

No, not without express permission from GWR. See Clause 8 of the Agreement Regarding Record Attempt.

Why must all my claim documentation be submitted in English?

We receive claims from all over the world. It is simply not possible for us to have every piece of documentation translated into English ourselves, or to have Researchers who can speak every conceivable language.

Important Notes Regarding Photographs

You will need to submit photographs as part of your world record claim (see the **General Rules** for more information). Your record will have a far greater chance of appearing in our book if you supply us with interesting, high-quality photographs of your record attempt. We recommend that you obtain the services of a professional or expert photographer to document your Record Attempt. We do not pay for such images, but will credit the photographer.

Media

Slides, traditional print (negative) photographs, as well as digital images are suitable. Digital images must be at least 15 cm x 15 cm in size and taken at 300 dpi. Colour photocopies and prints of digital images are not acceptable unless accompanied by digital versions of the images on CD-ROM or DVD.

Get in close and keep it simple

Zoom in on the subject of the record, and try to eliminate any unnecessary clutter or background scenery, as this simply distracts attention away from the record itself. The exception to this rule is for records where a sense of scale is relevant (see below). Make sure that photographs are in focus and well lit.



Show a sense of scale

If you have constructed the world's biggest mousetrap, photograph it next to a regular-sized mousetrap or some other common object that helps viewers to appreciate its scale (e.g. a matchbox, drinks can). Sometimes the best solution is to photograph the record object along with a person, and in such instances it is best if this person is the maker of the object. If your record involves a large gathering of people or objects, try to photograph the event from an angle that captures its large scale.



Capture the action

Where the Record Attempt involves action, try to capture the participants in action (for example, if the record is for the world's largest pillow fight, try to photograph the participants pillow fighting).

Variety

Try to include a wide variety of photographs of the record object or event. This might include photographs taken from various angles and positions, as well as photographs taken at different stages of the Record Attempt (i.e. at the start, during the attempt, at the end, and afterwards). The more photographs that are available, the greater the chances of one being suitable.



Label the pictures

Where possible, tell us who the people are in the pictures.

Note that photographs are a compulsory evidence requirement for all record attempts (see the Record Claim General Rules section). We will not reject your claim simply because your photographs are not of publication quality, but they must be of sufficient quality to allow us to evaluate your record claim. Although we will do our best to include good photographs in our book, we are unable to guarantee that even very high quality photographs will be published.

Notes Regarding Video Footage

Although we do not expect video footage to be of broadcast quality, it should be of sufficiently high quality to enable GWR's Researchers to evaluate your world record attempt. This means that it should clearly depict the action of the world record attempt from an angle (or angles) that will enable our researchers to make a judgment on whether or not the record has been broken. We strongly recommend that you obtain the services of a professional or expert camera operator, since footage of sufficiently high quality may be considered for inclusion in GWR's television shows or products such as DVDs, quiz games etc., although we are unable to guarantee that even very high quality footage will be used and we do not pay for such footage.

Format

We require all video footage to be submitted on preferably DVD but VHS (PAL or NTSC) can also be used. If possible, the original unedited footage should also be submitted on DV or Mini DV.



AGREEMENT REGARDING SUPPORTING MATERIALS

This must be signed and returned to GWR after you have made your attempt. Do **NOT** send it before you have done so. This allows you and anyone else who is supplying material, such as photographs and videos, to give GWR permission to republish those materials (see the "Important Notes on Supporting Materials" page).

This should be completed by the person who made the original application by web or post – i.e. the person organizing or attempting the record and those supplying visual evidence. Witnesses, medical staff and any others who contribute to your evidence do **NOT** need to sign this.

Independent media coverage will not be republished, so you do **NOT** need newspaper or TV crews to sign this. If we are interested in using their material, we will contact them direct.

You **MUST** enter your **CLAIM ID** number on the Agreement, otherwise, we will not be able to accept your claim. If the Agreement is not signed, similarly, we will not be able to accept your claim.

The Agreement must not be altered or changed in any way. If it is, then we again will not be able to accept your claim.

Please send the full claim to:

**GUINNESS WORLD RECORDS
RECORD DOCUMENTATION
Third Floor
184-192 Drummond Street
London, NW1 3HP
United Kingdom**



AGREEMENT REGARDING SUPPORTING MATERIAL

Once you have finished your Record Attempt, please send in all information as requested in the Record Claim Guidelines and Rules, and this Agreement.

The following people must read this form, fill in their name and contact information below, and sign:

- The person who is ultimately responsible for organising and/or managing the Record Attempt (if the attempt is being arranged by a company or organisation, an authorised senior official within that company or organisation must sign); and
- anyone who has produced any of the materials such as photographs, videos that have been submitted in support of this record claim.

CLAIM ID Number:

Description of Record Attempt*:

(the "Record Attempt")

(* Title as defined by GWR)

.....

.....

Agreement Dated: 200

This Agreement is between:

Guinness World Records Limited (Company Number 00541295) whose registered address is at Maple House, 149 Tottenham Court Road, London W1T 7NF, UK ("GWR")

and

Name:

Company/Organization:

Number/Street:

Town/City:

State/County/Province:

Country:

Email:

Telephone:



and

Name:

Company/Organization:

Number/Street:

Town/City:

State/County/Province:

Country:

Email:

Telephone:

and

Name:

Company/Organization:

Number/Street:

Town/City:

State/County/Province:

Country:

Email:

Telephone:

(each person in respect of themselves, "I/me/my")

Every person who is submitting their details in connection with the creation of any of the materials for submission in connection with the Record Attempt must complete and sign this Agreement. If more than three persons are involved, please use further copies of this page as necessary to submit their details.

All that are submitting their details need to sign Page 4 of this Agreement (Agreement Regarding Supporting Material).



In respect of GWR considering my Record Attempt:

1) I grant to GWR the right to use the materials I am sending to GWR in connection with my Record Attempt including the materials set out in the attached list for use by GWR in connection with the business of GWR only, which includes, without limitation, use in any GWR publication, encyclopedia, production or website;

2) I acknowledge that I have read and understood the 'Important Notes on Supporting Materials' which accompany this Agreement and confirm that no part of the materials referred to in paragraph 1 above has been copied from materials owned by third parties;

3) I agree that I do not and will not require GWR to identify me as the author or creator of any of the materials I am sending to GWR in connection with the Record Attempt, and that I do not and will not object to the manner in which GWR treats those materials;

4) I acknowledge that so far as I am aware the information and facts I am providing are true;

5) I agree that the personal information I am providing may be held and used by GWR and its agents or affiliates for all and any purposes connected with the publication and commercialisation of Guinness World Records, and to the transfer of that personal information to countries outside the European Economic Area for these purposes;

6) I acknowledge that the words "GUINNESS WORLD RECORDS" and the star and column logo are trade marks of GWR, protected by trade mark registrations or applications for registrations throughout the world. I understand that if GWR confirms my record, GWR will license me to use the words "GUINNESS WORLD RECORDS" in referring to myself as a "Guinness World Record Holder" for personal, non-commercial purposes only and for commercial purposes subject to my entering into a licence agreement with GWR in a form provided by GWR and paying a fee to GWR for such commercial purposes. I may not use the star and column logo or any other trade mark or logo used by GWR without GWR's further consent. If I do enter into such licence agreement with GWR I will not authorise any other person to use the words "GUINNESS WORLD RECORDS" and I will stop using these words at any time if so requested by GWR. I will include the TM symbol after each use of the words "GUINNESS WORLD RECORDS" to show that these words are a trademark of GWR;

and

7) This Agreement shall be governed and construed in accordance with the laws of England and the parties hereby submit to the exclusive jurisdiction of the English Courts.



(Each person submitting their details who created any of the materials for submission to GWR in connection with the Record Attempt must sign this Agreement below or a parent/guardian if any such person is 18 years of age or under.)

Signature:

Signature:

Signature:

Note:

Until GWR has received a signed copy of the Agreement Regarding Record Attempt from the applicant, GWR in no way encourages, authorises or permits any Record Attempt to be carried out and it will have absolutely no connection with or authorise any Record Attempt carried out before such acknowledgement.



IMPORTANT

REGISTRATION

Does your claim contain all the necessary items?

PLEASE INCLUDE ALL ITEMS LISTED BELOW IN YOUR CLAIM:

please tick

- Cover letter
- Two witness statements
- Photographs
- Video footage
- Media coverage
- Additional evidence listed in the record-specific Guidelines
- Signed Agreement Regarding Supporting Materials
- Translations of documents (where relevant)

Please note we cannot consider your record claim unless you have supplied the relevant material (see the General Rules for more detail)

Please send all documentation in English to:

**GUINNESS WORLD RECORDS
RECORD DOCUMENTATION
Third Floor
184-192 Drummond Street
London, NW1 3HP
UNITED KINGDOM**

- Clearly mark all documentation, photographs AND with your name and address, Reference/Claim ID and stating which record has been attempted.
- Clearly mark the outside of your packed with your CLAIM ID
- All material will be retained for possible archiving, unless we are notified otherwise



IMPORTANT NOTES ON SUPPORTING MATERIALS

You should note that we may be unable to confirm your status as a Guinness World Record Holder until satisfied that we can use the materials you have submitted in support of your attempt in all and any media throughout the World in perpetuity without further reference to you or any third party. This not only includes our world famous publications, but all manner of uses (by us or others) such as on television, radio, videocassettes, DVDs and the internet. Therefore in advance of your Record Attempt you should consider carefully the type of materials you intend to submit. This may be more difficult to do after the event if you lose contact with any of those involved. In many ways it is as important as the attempt itself.

It is for you to decide what to submit. We receive all forms of materials including photographs, videotapes, audio cassettes, newspaper clippings and printed reports. Whatever you do, please try to keep your materials as simple as possible to ensure that you control what you submit. If you include any photographs or video in your submission ensure that the photographer or camera operator has signed this form as he or she may own rights in those photographs or images. This should all be relatively easy to organise and describes most of the material we receive. However as soon as you start adding other materials such as music, film clips and recordings from television broadcasts you may encounter difficulties. Depending upon the nature of your Record Attempt this may be impossible to avoid. But unless this further material is essential to your submission you should try not to include it.

Please consider the attached list carefully including the details of materials which is owned by you (or others who have signed this form) as well as other materials which you have included but may not own.

Guinness World Records do not return any material that is sent in support of a claim. Copies of video, photographs, official certificates and most other evidence are suitable, although original witness statements and log books must be sent in - copies of these will not be acceptable.



List of Supporting Materials being submitted to GWR in connection with Record Attempt

Description of material (e.g. photograph, video clip etc.)	Name of person who created material (e.g. photographer, film-maker)

(All persons who have created material for submission to GWR in connection with the Record Attempt should sign the Agreement that accompanies this list, or if any such person is 18 years of age or under, a parent/guardian should sign)