



RECORD BREAKERS PACK

GENERAL EVIDENCE REQUIREMENTS

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

- 1. Cover letter**
- 2. Two witness statements or signed affidavit by a public notary**
- 3. Independent corroboration in the form of media coverage**
- 4. Video footage of the record attempt on VHS, DVD or CD ROM video**
- 5. High quality colour photographs**
- 6. Guideline-specific evidence: log books, official statements and measurements**
- 7. Schedule One - Guidance On Supporting Materials & Evidence**
- 8. Schedule Two - Record Claimant's Evidence Submission Release**
- 9. Schedule Three - Supporting Material Release**

Failure to provide any of the material listed here and in the guidelines document may result in your claim being rejected, so please check the documentation before submittal.

Other materials may be sent in as back-up evidence, but cannot be used to replace any of the above.

COVER LETTER

This should outline the details of the record that you are claiming and describe the evidence you are submitting. This should also outline any specific incidents during the event – e.g. power shortage, extreme weather conditions – and any other details you think may be relevant to your claim. You should also submit the full name, postal address, telephone number and email of the record holder, so that we can send them the certificate direct and have their contact details should we be interested in working with them for PR purposes.

WITNESS STATEMENTS

For every record attempt, we must have signed statements of authentication by **two independent persons** who have attended the event and can confirm all details of the claim or **one** sworn statement from a witness, validated by a **public notary**.

- 1) 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.
- 2) Preferably, the witnesses must have 'standing' in the local community, meaning that they must be prominent and respected. Examples of such persons include: Justices of the Peace; police officers; judges; mayors or town councillors; Members of Parliament; doctors; ordained ministers of religion; newspaper editors etc. We understand that this is not always possible (especially in the case of endurance marathons), so we would accept statements **so long as the witnesses are truly independent**. (see below)
- 3) Except where both the witnesses are members of the same professional body, or are officials of a national sporting organisation (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 organisers or participants, nor have anything to gain from the attempt** e.g. bar owners where the event is taking place would not be deemed 'independent' as they have something to gain from the publicity of the record.
- 4) These statements of authentication may **not** take the form of pre-prepared printed statements that are simply completed 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, employment details and/or e-mail address) and should be on headed notepaper, where possible.
- 5) The statements should confirm that the guidelines have been followed and state the exact details pertaining to how the record is quantified - dimensions, participants involved, etc. along with the date, location, record title and holder.
- 6) 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 in chronological order, where possible. 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.
- 7) If providing notarised statements, they should follow the details outlined above in terms of content.

MEDIA COVERAGE

This must include cuttings from local or national newspapers, specialist or general interest magazines, and recordings of television or radio news reports. We are not interested in articles before the attempt (as this does not prove that the record was successful), but prefer reports afterwards in order to compare their details compared to yours.

Please only include the articles themselves, the name of the newspaper and the date. **Do not send the entire newspaper/magazine.**

VIDEO EVIDENCE

Although we do not expect video footage to be of broadcast quality, it should be of sufficiently high quality to enable the Record Management team 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 judgement 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, website etc. – although we are unable to guarantee that even very high quality footage will be used.

If the record attempt takes longer than one hour, then we require a highlights package, as we simply do not have the time to watch, for example, 24 hours of footage. You should tape the entire event and then edit the footage to reflect the event. You should include:

- Footage of the start of the attempt
- Various points throughout the record attempt e.g. if it is a 24 hour attempt, footage every six hours and especially any incidents mentioned in the cover letter
- The point at which the record is broken
- The end of the attempt.

Format

We require all video footage to be submitted on DVD/CD-ROM (region 2) but VHS (PAL only) can also be used. If possible, please keep the original unedited footage on DV or Mini DV, which we will request if there are any problems.

STILL PHOTOGRAPHS

You will need to submit photographs as part of your world record claim. Photographs may be submitted in digital format on CD-ROM or DVD (taken at 300dpi in a 15cm x 15cm size), or in traditional photographic print or slide format. Note that colour photocopies are not acceptable. Printouts of digital images are only acceptable if the photograph is **also** provided in digital format.

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 15cm x 15 cm in size and taken at 300dpi. 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. 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. 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.

GUIDELINE SPECIFIC EVIDENCE

With many of our record categories, specific evidence to show us continual monitoring and high standards of measurement must be given. Here is a brief list of some of these, however, you should consult the guidelines document in order to find out the specific additional material you need to send in. Examples of these are:

- **Log books**
 - Where appropriate to the event, a signed and dated logbook showing that the attempt has been the subject of unremitting surveillance. These would include details of rest breaks, changeovers of staff or team, scoring, game times, lists of songs/music, ingredients, details of collection etc.
- **Expert statements**
 - These can be from many sources – e.g. environmental health officer or public health official for food records, vets for animal records, sporting officials, surveyors for distances and sizes
 - Accurate professional equipment should be used for measuring and all relevant measures must be given.
 - Measurements should ideally be given in metric (meters, grams, kilograms), if not then in imperial (feet, pounds, ounces) or preferably both.

10. Schedule One , Two and Three

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 of the Agreement).

This should be completed by **the person who made the original application** by web or post – i.e. the person organising or attempting the record attempt – and **those supplying visual evidence** only. 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 Schedules, otherwise we will not be able to accept your claim. If the Schedules are not signed, similarly, we will not be able to accept your claim.

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

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).

SENDING IN YOUR CLAIM

- Please send all documentation **in English**, with translations where necessary to:
 - ***Guinness World Records***
3rd 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 may be retained for possible archiving.
- When sending your documents internationally please state that the overall value of what you send does not exceed \$10, otherwise you might be asked to pay duty.