



GENERAL INFORMATION ON RECORD BREAKING

PROCEDURE

As you have received this document, this means that your proposal has been put on to our systems.

At Guinness World Records, we take great care to evaluate every claim we receive. Before we accept or reject a new record proposal, we always carry out claim-specific research, which may require the expertise of external consultants. As a consequence, a Standard Application requires **4 weeks** to be reviewed.

Nevertheless, we understand that you may desire an answer sooner than our standard service can guarantee. That's why we've created a premium **Fast Track** service.

Fast Track ensures that your record application is considered by our expert team in **just 3 working days**. Using Fast Track will give you access to a dedicated Records Manager who will be of assistance throughout the process, answering all the enquires immediately and helping you to look for suitable alternatives if your initial record proposal is not acceptable. To upgrade your claim to Fast Track, please log in on our website, click on your claim and choose the option: 'Upgrade to Fast Track'.

If you did not choose Fast Track, we will contact you within 4 weeks. **PLEASE NOTE** that occasionally it may take longer as we may need to consult external experts, but we will endeavour to keep you informed as to the progress of your claim.

We will contact you with our decision **by email** and our reply could be one of four different types:

- 1) We reject your record category proposal, outlining our reasons for this decision.
- 2) We let you know that your suggestion is still under consideration, but we are awaiting further details from external experts.
- 3) We do not accept your suggestion exactly as your proposed it, but suggest a similar record that you may be interested in.
- 4) We accept your idea as a new record category OR your proposal is an existing record already.

If your application is successful, our email will contain details of the current record to beat or the minimum required to set an inaugural record. Attached to our email you will receive two documents

- 1) the **Guidelines** specific to that category
- 2) the **Records Breakers Pack**

These must be read very carefully as they outline how to set up and then prove your record attempt.

World records can be broken at any time. **We strongly recommend that the organisers of any attempt check with Guinness World Records shortly before their attempt to ensure that the relevant record has not been broken or set in the interim.**

Once you have received the Guidelines and the Records Breakers Pack you can go ahead with your record attempt. After you have attempted the record, you need to send in the requested evidence and we will assess your claim within around 6-8 weeks. A quicker answer can be given by using our **Fast Review service**, but this is only available after your evidence has been received.

It is possible to **hire an official GWR adjudicator** to verify your record attempt on site. If you require an adjudicator to be present, a dedicated Records Manager will be responsible for your claim and it will be fast tracked instantly. You will have support in finding the right record category for you, and any questions you may have – for example, about specific rules for your record attempt – will be answered straight away. You will also have the opportunity to have an article published on our website to cover the build-up to your record attempt, along with your photos of the event. For more information, visit:

http://www.guinnessworldrecords.com/member/services_adjudications.aspx

ACCEPTANCE

It is at our sole discretion which records are accepted and/or published and our editorial decision is final.

Failure to follow the evidence requirements or the record-specific guidelines 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.

RECOGNITION

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

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PREMIUM SERVICES

FAST TRACK

It currently takes between 4 and 6 weeks for Records Management Team to reply to a record application. However, if you need quicker answer, we are able to offer a premium **Fast Track Service**, which ensures that your application is reviewed **within 3 working days**.

You can Fast Track the processing of your claim at any time.

If you Fast Track the initial application, the cost of the service is **£400**. This service includes:

- **review of the proposal** within 3 days and response from Guinness World Records
- **priority answers** to any subsequent enquiry you post about the Fast Track claim using the Members Area of the website
- **priority examination of the evidence** you send as proof of your record breaking

If you decide to Fast Track your record application at a later stage, that is, after you have sent the evidence of your attempt to us, we can **review your record evidence** with priority within **3 working days**. The fee for this service is **£300**.

To upgrade to Fast Track, go on www.guinnessworldrecords.com and log in. Once you have accessed the Members Area, you can choose the Fast Track option:

FAST TRACK SERVICE

If your record suggestion is **not suitable** for a Guinness World Record, or the evidence you provide is not sufficient to verify the what you did, we'll get back to you with an explanation. Whilst the Fast Track fee guarantees a response within the three working days, **it is not a guarantee that your proposal will be accepted by GWR** as a potential record category or that an attempt with missing or inconclusive evidence will be certified. The proposal will be considered and reviewed, as all proposals are, on its individual merits. A refund, therefore, will NOT be given solely on the grounds of your proposal being rejected by us.

Credit card payment can be made online by our secure server. To find out more:

http://www.guinnessworldrecords.com/member/services_fast_track.aspx

ADJUDICATION

You can request a **Guinness World Records** representative to attend your event, please contact us via the website. All requests are considered on an individual basis, and incur costs such as airfares, accommodation and an overall or daily attendance rate. It is advisable to submit your proposal to us as early as possible prior to your attempt. Note that it is not generally necessary for **Guinness World Records** adjudicators to attend events. The guideline and General Evidence Requirements documents are intended to enable us to process your record claim from London, UK.

http://www.guinnessworldrecords.com/member/services_adjudications.aspx



LOGO USAGE

Once you have received your guidelines you can apply via our website to use the Guinness World Records™ and logo to promote your attempt.

We can offer use of our tm and logo on specific items for up to two weeks before your attempt for a fixed fee of £275.

Alternatively we can offer you a bespoke licensing deal more suited to your needs.

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COMPUTER GAMES RECORD ATTEMPTS

With the launch of the Guinness World Records Gamer's Edition book, we now receive a high volume of video games-related record applications, which are handled slightly differently to general record attempts. Details of the Gamer's Records applications process are included below in a step-by-step guide.



1. Do your research. There are some world record attempts that we don't recognise for various reasons, so it's worth consulting the Gamer's Edition website (<http://gamers.guinnessworldrecords.com/>) to make sure we'll accept your record. It'd be a shame to miss out on a Guinness World Record because of a technicality.
2. Before you do anything else, tell us who you are by registering on the Gamer's Edition Website. Then follow the links to tell us what you're planning to do.
3. We'll get in touch with you to let you know the guidelines for the attempt, and if there's an existing record you need to beat. In some cases, we may have to reject your claim but we'll always let you know why.
4. Carry out your record attempt. For us to consider an attempt as valid, you'll need to convince us that your claim is for real. We insist on the following as a minimum:
 - a. An Audience
Normally a record attempt needs to be carried out in front of an audience of 5 or more people (your friends are fine for this).
 - b. Two Witnesses
You'll also need two witnesses who are prepared to testify that you've actually done what you claim. Both witnesses need to be over 18 and we'll need some evidence of their integrity (for example, they may have some standing in the local community, or be associated with a profession). Also, at least one of them has to be considered an expert in video games - the manager of your local video games store is a good example, but we'll also accept journalists, programmers, designers, or publishers. We find many video games stores are happy to host a world record attempt so don't be afraid to ask!
5. Send us the proof. Once the record attempt has taken place, you need to let us know how you did. For us to consider your record, you'll need to send us hard copies of the following:
 - a. The footage

- A video (DVD format) of the entire record attempt from start to finish. Make sure it's as high-quality as possible - we may reject your claim if the footage isn't clear enough.
- b. **Witness statements**
We need a signed statement from each of your witnesses that details exactly what they saw you do, including times, scores, dates and the location where your attempt took place. Each statement needs to be on letterheaded paper from the witness' company, and include their contact details.
 - c. **Photos**
You'll need to include some photographs of the attempt in progress, and of the venue where it took place
 - d. **Screenshots**
If your record is of an in-game achievement, you can support your entry with screenshots. While we don't use these as evidence (they're too easy to tamper with), we may use them to illustrate your achievement on our website or in the book if we approve it.
 - e. **Any other supporting evidence**
If there's anything else that you'd like to submit that you think will help us determine that your claim is the real deal, feel free to include it, but bear in mind we can't return anything you send us.
6. Leave it to us, but remember that our word is final. In most cases, we'll approve your record based on the evidence you send us, but sometimes we may ask for more info, or even invite you to attend an official Guinness World Records adjudication to verify your claim in person.

OTHER FREQUENTLY ASKED QUESTIONS (FAQS)

Where are the headquarters of *Guinness World Records*?

Any postal correspondence should be sent to:

**Guinness World Records Ltd,
3rd Floor,
184-192 Drummond Street,
London,
NW1 3HP
United Kingdom**

Tel: +44 (0)207 891 4500

How much does it cost to set a *Guinness World Record*?

Generally, nothing! The only time Guinness World Records might expect payment is if you need to use our Fast Track or Fast Review service – and if members of our staff have, by arrangement, attended your event. Also, while all successful record breakers receive, free of charge, a certificate recognizing their achievement, we do make a charge for any **additional copies** if they're requested.

Why must all my claim documentation be submitted in English?

We received 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 Record Managers who can speak every language.

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 should 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).

How can I get my record 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.

Can I order additional certificates?

Yes, unframed certificates can be ordered by logging onto the Track Your Record Attempt section of the GWR website at a cost of £10.

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 7 of the Agreement Regarding Record Attempts which you have accepted online and have received by email after to your application.

Do I receive payment for achieving a world record?

Guinness World Records never pay record breakers for their achievements – we also do not cover expenses, offer sponsorship or provide equipment. We believe that the prestige and international recognition of being an official *Guinness World Record Holder* is reward enough. Also, our record holders are fuelled not by financial gain but **the satisfaction of setting, achieving and surpassing their goals** – and receiving the official *Guinness World Records* certificate.