

EVIDENCE REQUIRED



If you are attempting a Guinness World Records title without the presence of an official Adjudicator, then we will require the following material to evaluate and verify your record attempt:

- 1. Cover letter** – this should summarise the details of your record attempt (who, what, where, when) including its precise measurements and list of evidence you are submitting
- 2. Two independent witness statements or one signed affidavit by a civil law notary confirming the measurements and details of your claim** – in the USA, a Notary Public does not qualify under the Civil Law Notary option and therefore cannot act as sole witness for a record attempt
- 3. Video footage of your whole record attempt on DVD or Video-CD**
- 4. High-quality colour photographs of your record attempt, printed or as digital files**
- 5. Specific evidence as outlined in the Record Guidelines for your specific record.** These can include; log books, expert measurements, surveyor reports, list of all stewards etc
- 6. Signed copy of ARRA Schedule Two – Record Claimant’s Evidence Submission Release**
- 7. Signed copy of ARRA Schedule Three – Supporting Material Release**

Failure to provide any of the material listed here or in the Record Guidelines document may result in your claim being rejected. Please check the documentation before you submit it.

You can send any other materials that you would like us to review as supporting evidence, such as media coverage generated by your record attempt (newspaper articles, news videos, etc), but these are additional items only and do not replace any of the above.

1. COVER LETTER

This letter must outline the details of the record attempted and describe the evidence you are submitting.

It should outline any incidents during the event – for example, a power shortage or extreme weather conditions – and any other details you think relevant to your claim.

The letter must also confirm the full name, postal address, telephone number and e-mail address of the person(s) attempting the record, so these details are correct in our records database.

Please find a sample for the cover letter in Appendix 1.

2. WITNESS STATEMENTS

We require statements of authentication from two **independent** and **valid witnesses** who have been present throughout your whole record attempt and can confirm all details.

2.1 What is an independent witness?

An independent witness is someone who is not associated with, or related to, the record organisers, participants or any persons involved staging of the record attempt. Nor should they have anything to gain from the final outcome of the attempt. The witnesses must be independent of each other – they should not be related, nor work for the same company – the only exception is where witnesses are both members of the same professional body or officials of a national sporting organisation.

2.2 Who can act as an independent witness?

- A. **Guinness World Records official Adjudicator.** If Guinness World Records is present during your record attempt we can immediately verify and announce the success of your attempt. When an Adjudicator is present you do not need to compile some of the evidence listed in points 1–4. If you wish to invite an Adjudicator contact the team: adjudication@guinnessworldrecords.com
- B. **At least one witness must be qualified** or an **expert** member of the international body, association, group of reference governing the category under which the record takes place – for example, federated sport referees if the record is in the area of a particular sport, or university teachers with expertise in the field relevant to the record.
- C. **Civil law notary.** In countries where this figure exists, notary affidavits coming from notaries (who have the legal power to prepare contracts and act as legal witnesses before the law) are acceptable.
- D. **Audit company** or **professional services firm** contracted by the record organizers to independently verify the outcome of the record and the following of the guidelines, in a similar manner to the civil law notary.
- E. For records happening in public areas, where police presence is requested we can accept statements from **Police Departments** (but not from police officers independently).

2.3 What should the witness statement cover?

- A. Each statement must be compiled by the witnesses themselves and signed in their own hand. Whenever possible, statements should be written on headed notepaper which demonstrates the relevant credentials of the witness.
- B. Each statement must include the witness' full contact information (name, address, telephone number, e-mail address and employment details including title and stating their expertise in the area)

- C. The statements must confirm which the points of the Record Guidelines have been followed and which have not. The statements must state exact details about record measurement – dimensions, how the measurement was taken, participants involved, time taken or duration – along with the record title, name of person attempting the record, date and location
- D. For record attempts that take place over several hours or days, an unlimited number of witnesses can act. But at least two witnesses must be at the record attempt at all times. Each statement must detail exactly when that particular witness was 'on duty'.
- E. In case of **mass participation records** the official witnesses must count and confirm the total number of participants and the number of stewards. Their statement should detail the exact method of counting.
- F. In the case of **mass participation records**, one steward for every 50 participants is required to verify the number of people actively participating. Each steward must submit a signed statement with the exact number of active participants confirmed. A separate list of stewards stating full names, profession, address and phone number must be submitted.

Please find an example witness and steward statement in Appendix 2 and 3. All fields mentioned in Appendix 2 and 3 are mandatory.

3. VIDEO EVIDENCE

We require video footage to be sufficiently high-quality and it must clearly depict the action of the record attempt so our Adjudicators can assess whether the record has been successful.

3.1 Length

Video evidence must cover the **entire record attempt**. Even for record attempts lasting longer than 24 hours (such as marathon records) we must receive footage of the entire attempt.

Where a record attempt lasts for at more than 24 hours the following points must be listed in a supporting letter:

- The start of the attempt
- Any significant incidents that occur during the attempt
- The point at which the record is broken
- The end of the attempt

3.2 Format

All video footage must be submitted on DVD/CD-ROM, in Windows Media, QuickTime or VHS format.

4. PHOTOGRAPHS

Photographs are a compulsory evidence for all record attempts. Guinness World Records will not assess a record attempt without photographs.

We accept photographs in digital format on CD-ROM or on DVD, or in photographic print or slide format. Colour photocopies of existing photos are not acceptable. Print-outs of digital images are only acceptable when submitted along with the digital files.

*Your record has a much greater chance of appearing in the Guinness World Records book or on www.guinnessworldrecords.com if you supply us with interesting, high-quality photographs.

What kind of pictures should you send?

- **Variety** – Include photographs from various angles and positions, and ones taken at different stages of the record attempt (start, during, end)
- **Show a sense of scale** - If your record involves a large gathering of people or a large object, you need to capture its large scale.
- **Capture the action** - Aim to capture the participants in action and in the act of attempting the record
- **Label the pictures** - Tell us who the people are in the pictures

5. SPECIFIC GUIDELINES EVIDENCE

Every Guinness World Records title has a set of specific Record Guidelines which are unique to that record title. The Record Guidelines will detail additional evidence, aside from the above-mentioned list (Sections 1–4), that is specific to your record title and required for our Adjudicator to assess your attempt.

It is your responsibility to read the Record Guidelines for your record and determine what additional evidence is required. It is compulsory to provide the additional evidence outlined in your Record Guidelines.

6. AND 7. THE ARRA SCHEDULES

When you originally applied to Guinness World Records you completed the ARRA (Agreement Regarding Record Attempt). When submitting evidence of your record attempt you must provide printed and signed copies of ARRA Schedules Two and Three.

The Schedules must be completed **by the person who made the original application** – i.e. the person attempting or organising the record attempt – **and those supplying visual evidence**, where they are different. Witnesses and stewards do NOT need to sign the Schedules, nor do journalists or TV crews who attended the record attempt.

If the Schedules are not signed, we will not be able to accept your claim. You must enter your Claim ID number on both Schedules – otherwise we will not be able to accept your claim.

ARRA Schedules Two and Three are linked to your evidence you are submitting to us as part of your record claim and gives Guinness World Records permission to republish those materials in our books or company websites.

WHERE SHOULD I SEND MY EVIDENCE?

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

Guinness World Records
184–192 Drummond Street
London
NW1 3HP
UNITED KINGDOM

Clearly mark all documentation, photographs, DVDs with your name and address, Claim ID and record title which has been attempted.

When sending your documents from outside the United Kingdom, please state that the overall value of the package does not exceed \$10. Otherwise, you might be asked to pay duty.

OTHER IMPORTANT INFORMATION

Should I include media coverage in the evidence package?

If you wish to share cuttings from any media or recordings of television or radio reports, we are happy to review them, but this is not compulsory.

Will Guinness World Records return my claim evidence?

Due to the large volume of materials we receive, it is not possible for us to return the evidence items you submit. For original documents such as passports or birth certificates, copies may be submitted, provided they are certified as true copies of the original documents.

COVER LETTER FOR RECORD CLAIM

This is a sample of the cover letter you must include with your record claim evidence. It is acceptable to use this form as your cover letter, provided that all information is supplied in full.

This is the cover letter for my claim to Guinness World Records™.

CLAIM ID NUMBER: _____

RECORD TITLE: _____

CURRENT OFFICIAL (PRIOR TO YOUR RECORD ATTEMPT) RECORD:

Example: 453.59 kg (1,000 lb)

YOUR CLAIMED (AFTER YOUR RECORD ATTEMPT) RECORD:

Example: 680.39 kg (1,500 lb)

IF THIS CLAIM IS SUCCESSFULLY ACCEPTED BY GUINNESS WORLD RECORDS, THE NEW RECORD HOLDER WOULD BE:

Name: _____

Nationality: _____

Address: _____

E-mail address: _____

Tel: _____

Age: _____

**IN ORDER TO BE CONSIDERED FOR THIS CLAIM, I AM SENDING
TO GUINNESS WORLD RECORDS:**

Witnesses' statements generated by: _____

- Video of the record attempt
- Photographs of the record attempt
- Specific evidence as requested in the guidelines for this record attempt
- ARRA Schedule
- Media articles / newspaper cuttings / news videos and similar
- Other material: _____

COMMENTS

Please remember to include here:

- background of the record attempt
- why you decided to break a record
- description of the event
- description of the record attempt itself
- details of who took part in the record attempt
- description of how the record was measured – for example, with a surveyor's wheel, using turnstiles, with an industrial scale, etc.

WITNESS OF A GUINNESS WORLD RECORDS ATTEMPT – STATEMENT

I, _____ declare that I am not associated with, or related to, the record organizers or participants, nor have anything to gain from the final outcome of the attempt. Therefore I have acted as a witness of the Guinness World Records™ attempt for the record:

This attempt has the Claim ID number: _____

My current job title/profession is: _____

I work for: _____

My contact details are:

Name: _____

Address: _____

City: _____

Province/State: _____

Country: _____

Telephone number: _____

Email address: _____

I am willing to be contacted by Guinness World Records to discuss any details regarding this record claim.

I acted as a witness in this record attempt because my field of expertise is:

I am including my business card to this witness statement: YES NO

(Place your business card here)

WHERE the record attempt took place?

Venue: _____

City: _____

State/Province: _____

Country: _____

WHEN were you present at the record attempt (dates and times)?

Final measurement:

WHAT DID YOU SEE / MEASURE / EVALUATE AS A WITNESS?

I am willing to be contacted by Guinness World Records to discuss any details regarding this record claim.

Signature: _____

Date: _____

STEWARD OF A GUINNESS WORLD RECORDS ATTEMPT – STATEMENT

I, _____ have acted as a steward of the Guinness World
Records™ attempt for the record: _____

My current job title/profession is: _____

I work for: _____

My contact details are:

Name: _____

Address: _____

City: _____

Province/State: _____

Country: _____

Telephone number: _____

Email address: _____

I am willing to be contacted by Guinness World Records to discuss any details regarding this record claim.

Attempt location:

City: _____

State/Province: _____

Country: _____

When were you present at the record attempt (dates and times)?

What was your role as a steward?

How did you count the participants?

How many participants did you observe in total?

How many of these participated fully, as per the specific guidelines of the record?

How many participants did you have to disqualify and why?

Are you aware of the specific guidelines of the record attempt?

I am willing to be contacted by Guinness World Records to discuss any details regarding this record claim.

Signature: _____

Date: _____

SCHEDULE ONE

GUIDANCE ON SUPPORTING MATERIALS & EVIDENCE

PLEASE READ IN FULL THESE IMPORTANT NOTES ON THE PROCEDURE OF SUBMISSION OF MATERIALS & EVIDENCE:

If you are submitting materials and evidence AFTER your Record Attempt has taken place, to accompany the submission of Materials, please ALWAYS sign and return the “RECORD CLAIMANTS EVIDENCE SUBMISSION RELEASE” attached as Page 4.

If you are submitting materials and evidence (which does not belong to you) AFTER your Record Attempt has taken place, to accompanying the submission of Materials, please ensure that the ‘SUPPORTING MATERIAL RELEASE(S)’ attached as Page 5 is/ are ALWAYS signed and returned.

Please note that without the submission of these signed releases, we will be unable to process your Record Claim.

PROCEDURE TO SUBMIT MATERIALS & EVIDENCE:

- The below Materials should be sent, for the attention of the Records Management Department with the Claim ID Number clearly marked to **Guinness World Records Limited, 184-192 Drummond Street, London, NW1 3HP, United Kingdom**. All Materials should be in **English** (with translations where necessary) and clearly marked with your **name, address and Claim ID Number**.
- GWR will be under no obligation to return any Materials to you in any circumstances.
- If the documentation you provide is not sufficient we may reject your claim for insufficient evidence and destroy the Materials you sent in within one month. It is your responsibility to make sure we receive a full claim.
- All Material submitted for Records that cannot be accepted is kept only for one month and then it is destroyed.
- You should note that we may be unable to confirm your status as a Guinness World Records® Record Holder until satisfied that we can use the Materials you have submitted in support of your Record Attempt in any media 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, licensed merchandise, 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 Record 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 rights 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 Materials & Evidence list below (1-6) carefully including the details of Material which is owned by you (or others who have signed the appropriate form) as well as other Materials which you have included but may not own.
- Copies of video, photographs, official certificates and most other evidence are suitable, although original witness statements and log books must be sent in – photocopies of these will not be acceptable.

MATERIALS & EVIDENCE

1. Signed statements of authentication (“Statements”): by two independent persons (“Witnesses”) who have attended the Record Attempt and can confirm all details of the claim:

- where applicable, at least one of the Witnesses should be qualified (or an official) in the subject area of the Record Attempt;
- the 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 councillors and newspaper editors. 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 organisation (or equivalent body), the Witnesses must be independent of (i.e. not normally associated with or related to) each other as well as independent of you. Witnesses may not take part in the organisation or planning of the Record Attempt nor be a participant in it;
- You can replace the requirement for two witness statements, with **ONE** statement by a notary public, or a statement authenticated by a notary public;
- the Statements 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 (on their

own headed notepaper where possible) and include the Witnesses' signature and full contact information (including name, address, telephone number and/or email address);

- the Statements should confirm (with detail where necessary) that you have abided by the Guidelines;
- all statements must be in English Language or professionally translated;
- for record attempts that take place over several hours or days, or cover a large area and several locations it is possible for more than two Witnesses to be present in "shifts". In this case GWR expects to see log books signed by the witnesses on duty, but two overall statements covering the event as a whole and indicating place, date, time, names of participants, record details, and confirming that the overall witnesses have spoken with all parties involved and have sufficient elements to attest to the authenticity of the claim.

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 300dpi in a 15cm x 15cm size), or in traditional photographic print or slide format. Colour photocopies are not acceptable. Print-outs of digital images are only acceptable if the photograph is also provided in digital format.

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 (where applicable) should be made by suitably qualified individuals and witnessed by the Witnesses:

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

SCHEDULE TWO

RECORD CLAIMANT'S EVIDENCE SUBMISSION RELEASE

Name of Record Claimant:

Claim ID:

In respect of GWR considering my Record Attempt and submitted Materials:

1) I grant to GWR the right to use the Materials I am sending to GWR in connection with my Record Attempt for use by GWR in connection with the business of GWR, which includes use in any GWR publication, encyclopaedia, production, website or any other media;

2) I acknowledge that I have read and understood Schedule One, including the 'Important Notes' section which accompanies this Agreement and confirm that no parts of the Materials referred to in paragraph 1 above have 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 Attempts, 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, including my name and photograph, 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 trademarks 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 Records® Record Holder" for personal, non-commercial purposes only. I may not use the star and column logo or any other trade mark or logo used by GWR without GWR's further consent.

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.

(If you created any of the Materials for submission to GWR in connection with the Record Attempt, you must sign this Agreement below or get a parent/ guardian to sign if you are under 18 years of age).

Signature: Parent/ Guardian (If applicable):

SCHEDULE THREE

SUPPORTING MATERIAL RELEASE

To: GUINNESS WORLD RECORDS LIMITED (“Guinness World Records”)
3rd Floor, 184-192 Drummond Street, London NW1 3HP

From: Name of Owner of Material (the “Owner”).....
Address.....

Dated:

Dear Sirs

“RECORD ATTEMPT – CLAIM ID: [_____]”

In consideration of the sum of One Pound (£1) (receipt of which and the adequacy of which is acknowledged), I assign to Guinness World Records Limited absolutely with full title guarantee free from all third party rights (where relevant, by way of present assignment of future copyright) the entire copyright and all other intellectual property rights of whatsoever nature (whether vested, future or contingent) in all Material (as outlined below) submitted by me or the Record Claimant in connection with the Record Attempt throughout the world for the full period of copyright and all renewals, revivals, reversions, reinstatements and extensions of the same and after that, so far as possible, in perpetuity. In addition, I hereby waive my entitlement to all so-called “moral rights” in the Work as provided for by the Copyright, Designs and Patents Act 1988 and any other such similar rights in any other country throughout the world.

I warrant that I am the sole author of the Work, that I am entitled to enter into this Assignment and that I have not disposed of or encumbered the rights in the Work in any way which would derogate from the assignment of rights under this Assignment.

THIS AGREEMENT SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF ENGLAND AND THE PARTIES AGREES TO SUBMIT TO THE EXCLUSIVE JURISDICTION OF THE ENGLISH COURTS. YOU AGREE TO WAIVE ANY AND ALL OBJECTIONS YOU MIGHT OTHERWISE HAVE TO VENUE, OR TO THE PERSONAL JURISDICTION OF THE ENGLISH COURTS.

I agree that I shall do all such acts and execute such documents as Guinness World Records may require to vest in or confirm to Guinness World Records or its successors in title and licensees the said rights.

Signed:

Print Name:

Description of Material:

Date Material was created: