


# Official Video Contest Rules

## ENTRY GUIDELINES



1. General
  - Participation is open only to current Colby-Sawyer College students.
  - Only one video is permissible per student/team.
  - Students may enter as a team.
  - Prize money will be awarded only to the person(s) named in the "Video Contest Submission Form".
  - Submit the "Video Contest Submission Form" and your completed video to Hilary Ryan in the Admissions Office (Colgate Hall) by 5 p.m. on April 15, 2014.
2. Video Production
  - Videos must be at least 30 seconds in length and may not exceed 2.5 minutes in length.
  - Videos must be in a format acceptable for YouTube.
  - The video must be appropriate for all ages.
  - No commercial content is permitted (music, video, animation). Evidence of rights will be verified before a video is declared a winner.
  - Videos must be developed by students for a broad student audience. No professional (paid) assistance may be used in production of the video. Any entry doing so may be disqualified.
3. Content
  - Must address the Contest theme, "I  Colby-Sawyer College!" describing what you love about CSC and what it is like to be a student at Colby-Sawyer.
  - Must be filmed on the Colby-Sawyer College campus and facilities.
  - Must include names and class level of all participating students.
  - Must be in good taste and appropriate for all audiences.
  - Must be original content authored, composed, and performed by students identified in the entry form as participants, except for third party content for which the rightful owner has granted permission, in writing, (a) to incorporate the third party content (including, for example, background music and art work) into your video entry, (b) to reproduce and distribute such incorporated third party content through YouTube and other online media, (c) to grant to Colby-Sawyer College the license rights described in Section "Licenses, Waivers, and Releases", below.

## JUDGING CRITERIA

1. Content
  - Did the video address the theme of the contest?
  - Was the information clear and well expressed?
2. Creativity
  - Was there unexpected or innovative use of video that enhanced the power of the video's message? (Creativity of execution)
  - Did the message provide a new perspective? (Creativity of idea)
  - Did the total video presentation display a combined innovative use of design, materials, and ideas? (Creativity of total product)
3. Overall effectiveness of delivery
  - Was there one key message that was clearly stated?
  - How engaging was the message?

- Is the viewer compelled to keep watching?
- 4. Technical quality for videos
  - Lighting, Sound, Editing
  - poor sound quality can adversely affect all other judging criteria*

## SUBMITTING YOUR ENTRY

1. To submit a video you must provide a hard copy to Hilary Ryan in the Admissions Office (on a CD, USB memory stick, external hard drive, or other storage device) by 5 p.m. on April 15, 2014. Your video will then be uploaded to Colby-Sawyer College's YouTube channel and made accessible to the public by the Enrollment Management Department. Please ensure that your video is in accordance with the [Google Terms of Service](#), [Google Privacy Policy](#), and [YouTube Terms of Service](#).
2. For your video entry to be considered in the Contest, you must submit the "Video Contest Submission Form" and your video to Hilary Ryan in the Admissions Office (Colgate Hall) by 5pm on April 15, 2013.
3. Your video entry must contain "I  Colby-Sawyer College! Video Contest" in the title of the video. The format for the title should be: "I  Colby-Sawyer College!" Video Contest | *Your Unique Video Title*".


Further information concerning participants could be requested as described below.

## REPRESENTATIONS AND WARRANTIES

By entering the Contest, you represent and warrant that the video entry complies with the Contest Rules, and Entry Guidelines, and that:

1. You own or have the necessary licenses, rights, consents, and permissions to reproduce, distribute and publicly perform works of authorship or other content, including music, and images or likeness of any person, contained in your video entry, and you have the right under all patent, trademark, trade secret, copyright or other proprietary rights to grant to Colby-Sawyer College the licenses described in Section 6, below;
2. Your video entry complies with the [YouTube Terms of Service](#);
3. At the time of entry or any time thereafter, your video entry does not contravene any contractual, legal or other obligation;
4. At the time of entry or any time thereafter, your video entry does not infringe the intellectual property rights of any third party;
5. Your video entry does not contain any profane, pornographic, obscene, or defamatory materials;
6. Use of the video by Colby-Sawyer College, as contemplated by the Contest Rules, will not infringe any copyrights, rights of publicity or any other rights of any person, living or dead. The video and materials used are not subject to any prior agreements that would limit the scope of the permission granted to Colby-Sawyer College under the Rules; and
7. You have complied with all relevant laws, rules, and regulations in the production of your video entry.

## PRIZES\*

On April 22, 2014 the “I  Colby-Sawyer College!” Video Contest Award Ceremony will be held in Clemens Hall at 7:00 p.m. The winners will be announced during the ceremony and awarded the following prizes:

- First Place Prize of \$500.00
- Second Place Prize of \$250.00
- Third Place Prize of \$100.00

\*The total sum of each prize will be awarded to the entire team, not each individual member of the team.

## LICENSES, WAIVERS AND RELEASES

1. In consideration for your participation in the Contest, you, on behalf of yourself and the participants listed in the entry form, hereby grant Colby-Sawyer College a worldwide, non-exclusive, royalty-free, perpetual (for the duration of the applicable copyright), sub-licensable, and transferable license to exercise the rights in your video entry as stated below:
  - to reproduce the video;
  - to create and reproduce derivative works of the video;
  - to distribute copies of, display publicly, perform publicly, and perform publicly by means of a digital audio transmission the video and any derivative works of the video.
2. For the avoidance of doubt, where the video entry incorporates a musical composition, you and each participant named in your entry form waive any exclusive right to collect royalties for the public performance or public digital performance (e.g., webcast) of the video or any derivative works of the video.
3. For the avoidance of doubt, where the video entry is deemed a sound recording, you and the participants named in your entry form waive any exclusive right to collect, whether individually or via a performance-rights society, royalties for the public digital performance (e.g., webcast) of the video, subject to the compulsory license created by 17 USC Section 114 of the US Copyright Act (or the equivalent in other jurisdictions).
4. The above rights may be exercised in all media and formats whether now known or hereafter devised. The above rights include the right to make such modifications as are technically necessary to exercise the rights in other media and formats. All rights not expressly granted by you are hereby reserved.
5. You understand that use of the video by Colby-Sawyer College may include, but will not be limited to, the following:
  - Initially, the video will be posted on the YouTube website, which is made publicly available and subject to the applicable rules and licenses; and
  - The video entry may be displayed, reproduced, distributed, and modified for use by Colby-Sawyer College in academic settings and higher education institutions.
6. If the video entry is selected by Colby-Sawyer College as a contest winner, you understand that the prize will be made payable only to the person or persons submitting the video entry form.
7. Colby-Sawyer College reserves the right to request that the video entry be removed from the YouTube platform.