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# Rules and Guidelines

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## 1. Eligibility:

- Contest is open to full or part-time students. Proof of enrollment in a high school or institution of higher education is required.
- Entrants under the age of eighteen (18) years of age must submit a signed/completed Parent Permission Form with their entry.
- Students may work together in groups or submit entries as individuals
- Must be a resident of Ogden City.
- Employees of Ogden City (full or part time) are not eligible. (Family members of employees are eligible).
- Each submission must identify one Lead Producer to serve as the main point of contact. Recognition and prizes will be equally divided between the lead producer and all those listed as co-producers on the entry form.
- No professional assistance is allowed. For students under the age of eighteen (18), adults may assist with production but are limited to verbal guidance only. Adults are allowed to be actors or cameramen, but not content contributors.

## 2. Content:

- The length of the video must not exceed four (4) minutes, not including the 10 second title screen.
- All entries should begin with a 10 second full-screen "title screen" that includes the following information:
  - Lead Producer and Co-producer names
  - School name
  - School city, state
  - Title of video
  - Total running time (not including the 10 second title screen)
- The video should focus on the Ogden City Budget process and present the information in an engaging format that will educate residents on this important policy-making tool. Additional information on the budget process is included here or available at [ogdencity.com/budgetprocess](http://ogdencity.com/budgetprocess).
- Videos should complement Ogden's brand. Additional information on Ogden's brand can be found at: [ogdencity.com/ogdenbrand](http://ogdencity.com/ogdenbrand).
- No copyrighted materials (music, images, etc.) may be used for this contest unless the copyright is owned by the Lead Producer or associates, or the Lead Producer or associates has

a license to use the material for this contest. Written permission must be obtained and provided upon request for all copyrighted materials.

- Videos shall not contain material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous, or libelous.
- Videos shall not contain material that promotes bigotry, racism, hatred, or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation, or age.

### **3. Video Format:**

- Videos must be uploaded to YouTube for submission. YouTube supports the following file formats: .MOV, .MPEG4, MP4, .AVI, .WMV, .MPEGPS, .FLV, 3GPP, WebM.

### **4. Video Application and Submission:**

- Video Submission
  - Create an account with YouTube and upload video on your YouTube page
  - Make sure your video's privacy is set to "Unlisted" and comments are disabled
  - Tag your video with the following keywords: Ogden City Council Budget Process
- Submit video as link in application form, which can be found at [ogdencity.com/studentvideocontest](http://ogdencity.com/studentvideocontest).

### **5. Deadline:**

- Entries may be submitted beginning **Monday, April 17, 2017**. The deadline for submissions is 5:00 pm (mountain time, US) on **Thursday, June 15, 2017**.  
Winners will be announced no later than **Tuesday, August 1, 2017**.

### **6. Judging Criteria:**

- Videos will be judged on the following criteria:
  - Accuracy in describing Ogden's budget process
  - Creativity in presenting information in an interesting, engaging, and useful format for residents
  - Incorporation of Ogden's brand character
  - Quality of the video
- Entrants agree to be bound by the official contest rules and decisions of the judges. The judges' decision is final.

### **7. Pre-Submission Meeting:**

- A non-mandatory pre-submission meeting will be held  
Friday, March 31, 2017, 4:00 p.m.  
City Council Work Room  
2549 Washington, Room 310  
Ogden, Utah
- Interested parties may attend to ask questions about the process.

## 8. Additional Information for Finalists

- I. Finalists must submit a signed/completed Actor Release Form for each person appearing in the submitted video (if applicable). Forms can be submitted online at: [ogdencity.com/studentvideocontest](http://ogdencity.com/studentvideocontest), emailed to: [CityCouncil@ogdencity.com](mailto:CityCouncil@ogdencity.com) or mailed to: Ogden Video Contest, c/o Ogden City Council, 2549 Washington Blvd., Suite 320, Ogden, Utah, 84401.
- II. The only compensation for submitting a video is the opportunity to be awarded a prize if the entry wins. Ogden City will not pay any additional compensation or be liable to anyone under any circumstances.
- III. Awards will be presented as follows:
  - One (1) First Place: \$500
  - One (1) Second Place: \$250
  - Two (2) Honorable Mentions: \$100
- IV. Students should keep at least one copy of their video. Ogden City is not responsible for any films that are lost, damaged, or that do not upload properly.
- V. Ownership of the underlying intellectual property of the project remains with the entrant, with the following exceptions:
  - a. Entrants may use the video for educational or portfolio submission purposes only. Entrants may not sell or otherwise receive compensation for the video.
  - b. Entrants grant Ogden City the right to use their names, photographs, statements, quotes, testimonials, and video submissions for advertising, publicity, and promotional purposes without notification or further compensation.
  - c. Entrants grant Ogden City the exclusive right to use, reproduce, reprint, distribute, perform, and/or display the entrant's project video without further compensation or notification to the entrant.
  - d. Ogden City maintains the exclusive right to reproduce, reprint, distribute, perform, display, or exhibit the project for advertising, publicity, and promotional purposes on their website, at conferences, or at any other venues.
- VI. By accepting the prizes, winners agree to hold Ogden City and all Ogden City employees harmless against any and all claims and liability arising out of use of such prizes. Winner assumes all liability for any injury or damage caused from participation in the contest or use/redemption of any prize.
- VII. The selected winner shall be required to enter into an Agreement for Digital Media. A copy of the proposed Agreement is attached.