Contest Rules, Terms, And Conditions

1. To be considered, entrants must create and submit a public service announcement video of no longer than 30 seconds in length, addressing Gender Violence Prevention through bystander intervention. Ideal entries will effectively highlight how best to ensure college campus safety and an effective way to prevent violence among college students.

The entries should be targeted to University of Virginia undergraduate students, and we strongly encourage participants to create a PSA that will connect with that audience; however, students must keep in mind that their PSA should still be appropriate for a university-wide audience, and will be disqualified if it contains vulgar or inappropriate content. The winning entry will be aired as a public service announcement.

To enter, send an email to sdvs@virginia.edu as soon as you can to let us know that you intend to participate. Please put “I’m in!” in the subject line and include your name and phone number. We will let you know how to submit your video, documentation and social media campaign. Entries must be received by 11:59 pm, February 21, 2014.

2. All entrants must be enrolled as students at the University of Virginia. They may work individually or in a team of up to six people. Entry is limited to one entry per person/team. An Entry Form must be submitted with each entry.

3. All entrants and any other persons who appear in an entry must permit the University of Virginia to use their names and other personal information for publicity without payment. A completed Name and Likeness Release Form must be submitted for each entrant and any other persons who appear in an entry.

4. If a minor (anyone under the age of 18) appears in the commercial, a parent or guardian must be responsible for the supervision during filming, videotaping or photography shoots. Faculty and/or staff may participate as either team members or as actors in the final product, however they must team up with U.Va. students in order to qualify for the contest.

5. Any person under the age of 18 who appears in the submission must obtain the permission of that person’s parent or legal guardian by completing the Parental Consent for Minor Form attached to these rules.

6. All entries become the property of the University of Virginia, will not be returned to the contestants, and may be used in whole or in part by U.Va. at its discretion. Each entrant must submit a completed copyright assignment.
granting to U.Va. all rights, title, and interest in the entry without payment or further consent. Participants may also utilize their videos in the future for any personal purpose including as part of artistic portfolios or resumes.

7. The entry may not depict any third-party trademarks or copyrighted materials, logos or brand names in the background or on costumes, equipment and props, unless entrants submit proof of permission to use the protected material. A completed Contribution and Release Agreement must be submitted and signed by each member of the Production Team, as well as their sponsor (if necessary). If copyrighted music or images are used in an entry, and copyright permission is not proven through the submission of the Release as well as satisfactory evidence of permission, the entry will not be eligible.

The following Web sites may be helpful in understanding and obtaining permission to use copyrighted material:
- American Society of Composers (ASCAP): http://www.ascap.com

8. By submitting the entry, the entrant represents that: 1) the entry and everything depicted in the entry are wholly original and do not infringe upon or otherwise violate any right of any person, firm or entity; 2) he/she has all rights, licenses, permissions and consents necessary to submit the entry in the contest in accordance with these terms and conditions; and 3) no person/entity other than the entrant has any right, title or arrangement to the entry, including, but not limited to, music publishing agreement, recording agreement, production agreement or any similar agreement.

9. By entering the contest, the entrant understands that U.Va. may post his/her entry, or any part thereof, on the University’s website or an affiliated Web site and submit it for television broadcast.

10. The U.Va. Women’s Center will narrow entries to a select group, which will be posted online. The public will select the winners through online voting. The top three vote getters may be eligible for additional prizes.

11. The opinions expressed in the entry submissions are solely the opinions of the entrants and not those of the University of Virginia. The University of Virginia is not responsible for any entries provided by entrants that are deemed harmful or offensive to others.

12. All entrants agree to be bound by these terms and conditions and decisions of the University of Virginia, as applicable, which are final as to all contest-related matters. By participating in the contest or accepting any prize, entrants agree to release the University of Virginia and the U.Va. Women’s Center, from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, whether for legal or equitable (including injunctive) relief, relating to participation in the contest and/or acceptance, use or misuse of a prize.
Healthy Relationships PSA & Social Media Challenge

13. The contest is governed by the law of Virginia and any applicable local laws. Void where prohibited by law.

14. No employees or immediate family members of employees of the Governor’s Office or any other sponsors may enter the competition.

15. All required application and entry forms must be completed in full.

16. All entries must be submitted by February 21, 2014 at 11:59 pm and must include the PSA, the social media proposal, a completed Entry Form, completed Name and Likeness Release Forms for everyone involved with and/or appearing in the PSA, completed Contribution Release Agreement, and completed Parental Consent for Minor forms (if necessary). To begin, send an email to sdvs@ virginia.edu as soon as you can to let us know that you intend to participate. Please put “I’m in!” in the subject line and include your name and phone number. We will reply with instructions about how to submit your video, documentation and social media campaign.
Entry Form

Use one Entry Form per submission. For more information, or to get a copy of the Contest Flyer, the Rules, Terms, and Conditions and the Releases, visit bit.ly/sdvs-challenge, email us at sdvs@virginia.edu, or call us at (434) 982-2774. The Entry Form, Terms & Conditions and Releases are attached to this PDF.

Please specify the full title, as it should be credited.

Title of Campaign: __________________________________________________________________________

Running time (max. 30 seconds): ________________

Team (Limit 6):

1. Name: __________________________________________________________________________________
   Year: ___________________ Age: ___________ Major: ____________________________________________
   Role(s) on Team: _________________________________________________________________________
   E-mail: _______________________________ Phone: _____________________________

2. Name: __________________________________________________________________________________
   Year: ___________________ Age: ___________ Major: ____________________________________________
   Role(s) on Team: _________________________________________________________________________
   E-mail: _______________________________ Phone: _____________________________

3. Name: __________________________________________________________________________________
   Year: ___________________ Age: ___________ Major: ____________________________________________
   Role(s) on Team: _________________________________________________________________________
   E-mail: _______________________________ Phone: _____________________________

4. Name: __________________________________________________________________________________
   Year: ___________________ Age: ___________ Major: ____________________________________________
   Role(s) on Team: _________________________________________________________________________
   E-mail: _______________________________ Phone: _____________________________
Healthy Relationships PSA & Social Media Challenge

5. Name: __________________________________________________________________________________
   Year: ______________ Age: ______________ Major: ________________________________________________
   Role(s) on Team: ____________________________________________________________________________
   E-mail: ______________________________________________ Phone: _______________________________

6. Name: __________________________________________________________________________________
   Year: ______________ Age: ______________ Major: ________________________________________________
   Role(s) on Team: ____________________________________________________________________________
   E-mail: ______________________________________________ Phone: _______________________________

Entries must include:
1. The PSA video.
2. Additional campaign materials, including social media campaign proposal (do not actually create your web
   pages, or activate the campaign—this is a proposal only)
3. A completed Entry Form
4. Completed Name and Likeness Release Forms for everyone involved with and/or appearing in the PSA,
   Completed Contribution and Release Agreements (if necessary), and
5. Completed Parental Consent for Minor forms (if necessary).

Your video, social media plan and documentation must be submitted no later than February 21, 2014 at
11:59 p.m. Once we receive your intent to participate email, we will reply with submission instructions.
Name and Likeness Release Form


I understand that the primary purpose of this contest is to create public service announcements promoting power based gender violence prevention. The public service announcements may be broadcast on network or cable television or distributed via the Internet. The public service announcements and social media campaign may also be used in print advertisements and circulars, in press releases, and in other forms of mass media promotional or advertising materials. The public service announcements may be distributed throughout the Commonwealth of Virginia and in other states.

I hereby grant __________________________________________ (Person(s) conducting the recording of the public service announcement) and those acting pursuant to his/her/its authority permission to record my likeness on videotape, film, photograph or any other medium and to use my name, likeness, and biographical material in connection with these recordings. I grant the University of Virginia permission to exhibit or distribute such recordings and biographical material in whole or in part without restrictions or limitation and in perpetuity for any educational or advertising purpose related to its Gender Violence Prevention initiative. I will make no monetary or other claim against the University of Virginia or the U.Va. Women’s Center for the use of the recordings.

Name: ____________________________________________________________________________________
Address: __________________________________________________________________________________
Phone Number: _____________________________________________________________________________
Email Address: ______________________________________________________________________________
Signature: __________________________________________________________________________________
Parental Consent For Minor Form

I hereby warrant that I am the parent or legal guardian of _____________________________________________ _____________________________________________, and attest that I have the legal authority to execute the above assignment on behalf of said minor. I have read the above assignment before signing it and I am fully familiar with its contents. This assignment shall remain binding upon the minor and me, our successors, assigns, legal representatives and heirs.

Minor’s Name: ______________________________________________________________________________
Parent/Guardian’s Name: ______________________________________________________________________
Phone Number: ________________________________ Relationship to Minor: ___________________________
Parent’s Signature: ________________________________________________ Date: ______________________

Witness #1: Name: ___________________________________________________________________________
Phone Number: ________________________________ Relationship to Minor: __________________________
Witness Signature: ________________________________________________ Date: ______________________

Witness #2: Name: ___________________________________________________________________________
Phone Number: ________________________________ Relationship to Minor: __________________________
Witness Signature: ________________________________________________ Date: ______________________
Contribution and Release Agreement

I/We hereby submit my audio, video, photographic, graphic, text, multi-media, or a combination thereof work entitled: __________________________________________________________________________________ (the “Work”) for entry into the “SDVS Healthy Relationships PSA & Social Media Challenge” sponsored by the Avon Foundation and the U.Va. Women’s Center. I/We consent to the use, display, and broadcast of my/our Work if accepted, which decision shall be made in the sole discretion of the U.Va. Women’s Center.

I/We understand that the primary purpose of this contest is to create a public service announcement (PSA) and/or social media campaign promoting power based gender violence prevention. I/We understand that the Work may be broadcast on network or cable television, distributed on the Internet, or distributed by other social media sources. The Work or portions of it also may be used in print advertisements and circulars, in press releases, and in other forms of mass media promotional or advertising materials. The Work may be distributed within the Commonwealth of Virginia and beyond it. The rights I/we am/are granting are perpetual but non-exclusive. I/We retain all copyrights in the Work including the rights to allow others to use the Work at my discretion as long as the Work’s submission to the “SDVS Healthy Relationships PSA & Social Media Challenge” is noted.

I/We hereby represent and warrant that I/we have appropriate and sufficient rights to authorize the use and display of the Work described above, including signed releases from any persons recorded or depicted in the Work and permissions for any third party materials (i.e., materials that I/we did not create or author myself/ourselves) such as images, audio, or video that I/we have used in the Work. I/We represent and warrant that the Work does not infringe the privacy, intellectual property, or other legal rights of any other person or entity. I/We authorize the use my/our names and biographical information in connection with the use and posting of my/our Work.

I/We understand and agree that I/we am responsible for the representations and warranties I/we make above:

1. Name: __________________________________________________________________________________
   Year: ______________ Age: ______________ Major: ________________________________________________
   Role(s) on Team: ____________________________________________________________________________
   E-mail: ______________________________________________ Phone: _______________________________

2. Name: __________________________________________________________________________________
   Year: ______________ Age: ______________ Major: ________________________________________________
   Role(s) on Team: ____________________________________________________________________________
   E-mail: ______________________________________________ Phone: _______________________________
Healthy Relationships PSA & Social Media Challenge

3. Name: __________________________________________________________________________________
   Year: ______________ Age: ______________ Major: ________________________________________________
   Role(s) on Team: ____________________________________________________________________________
   E-mail: ______________________________________________ Phone: _______________________________

4. Name: __________________________________________________________________________________
   Year: ______________ Age: ______________ Major: ________________________________________________
   Role(s) on Team: ____________________________________________________________________________
   E-mail: ______________________________________________ Phone: _______________________________

5. Name: __________________________________________________________________________________
   Year: ______________ Age: ______________ Major: ________________________________________________
   Role(s) on Team: ____________________________________________________________________________
   E-mail: ______________________________________________ Phone: _______________________________

6. Name: __________________________________________________________________________________
   Year: ______________ Age: ______________ Major: ________________________________________________
   Role(s) on Team: ____________________________________________________________________________
   E-mail: ______________________________________________ Phone: _______________________________

Entries must include:
1. The PSA video.
2. Additional campaign materials, including social media campaign proposal (do not actually create your web
   pages, or activate the campaign--this is a proposal only)
3. A completed Entry Form
4. Completed Name and Likeness Release Forms for everyone involved with and/or appearing in the PSA,
   Completed Contribution and Release Agreements (if necessary), and
5. Completed Parental Consent for Minor forms (if necessary).

Your video, social media plan and documentation must be submitted no later than February 21, 2014 at
11:59 p.m. Once we receive your intent to participate email, we will reply with submission instructions.