

Energy Efficiency Video Contest Rules and Regulations

Description of Energy Efficiency Video Contest

The objective of the video contest is to create public awareness about the importance of energy efficiency and conservation habits in the home and at school. The contest is an exciting opportunity to engage middle school students to be creative and learn more about energy.

Eligibility

1. Contest is open to students attending a middle school serviced by Chugach Electric Association, Inc. (Chugach).
2. Each participating student must complete a Chugach media release form.

Contest Guidelines

1. All entries must be digital video.
2. The entry must:
 - a. Include at least one electric focused energy efficient tip.
 - b. Include at least one benefit of taking measures to make your home or school more energy efficient.
 - c. Be between 25 and 30 seconds long.
3. The entry and all elements of the entry must be original work and previously unpublished.
4. No copyrighted materials (music, images, etc.) may be used for this contest unless entrant owns the copyright or has a license to use the material for this contest. Written permission must be obtained and provided upon request for all copyrighted materials.
5. Entries must be in good taste and must not contain obscene or offensive statements. The judges reserve the right to disqualify any entry they determine to be inappropriate for any reason.
6. Each participating entrant must complete a Chugach media release form and submit it along with their video entry.

How to Submit

1. Students will submit video entries to the teacher who is the contest sponsor at their Middle School.
2. Teachers who are the contest sponsors will submit all video entries to Chugach by October 27, 2014.

Judging Criteria

Judges will include representatives from Chugach and REAP. Winners will be determined by November 7, 2014. Videos will be judged on the following criteria:

1. Adherence to all contest guidelines outlined above.
2. Originality of approach.
3. Creativity, design and style.

Prizes

First, second and third place prizes will be awarded. The judges reserve the sole right to make the final determination of winners. In the event of a tie, a random drawing will be held amongst those tied to determine the winner.

- 1st Place: Students awarded the first place prize will have the opportunity to work with an award winning advertising agency to re-create their video to be shown on television. In addition, the recreated video will be posted to the Chugach and REAP Websites.
- 2nd Place: The second place entry will be posted to the Chugach and REAP Websites.
- 3rd Place: The third place entry will be posted to the Chugach and REAP Websites.

Other Considerations

The only compensation for submitting a video is the opportunity to be awarded a prize if the entry wins. Chugach will pay filmmakers no additional compensation nor be liable to the filmmaker under any circumstances. Students should keep at least one copy of their video. Chugach is not responsible for any films that are lost, damaged, or that do not upload properly.

Ownership of the underlying intellectual property of the project remains with the entrant, with the following exceptions:

- Entrants grant Chugach and REAP the right to use their names, photographs, statements, quotes, testimonials, and video submissions for advertising, publicity, and promotional purposes without notification or further compensation.
- Entrants also grant Chugach and REAP the right to use, reproduce, reprint, distribute, perform, and/or display the entrant's project video without further compensation or notification to the entrant.
- Chugach and REAP maintains the 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.

By accepting the prizes, winners agree to hold Chugach and all Chugach 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.

Entrants agree to be bound by the official contest rules and decisions of the judges.