



MFRC Youth Video Contest

Rules and regulations

Official entry form

General information.....	1
Selection of awards	3
Entry information	3
Official entry form	Error! Bookmark not defined.
Visual/audio image release form.....	6
Checklist – Are we ready to submit our video?	7
Appendix: Judging criteria.....	Error! Bookmark not defined.

Eligibility

Esquimalt MFRC invite youth in the CFB Esquimalt community to create a 30-second video about a pet in their military family. You must use the theme, “What Our Pet Means to Our Military Family”. Credits must be within 30-second limit.

Contest closes at 4 p.m. Friday, Aug 21, 2020.

1. The contest is open to all CFB Esquimalt youth ages 10-17. You must enter as an individual. Each person may only enter one submission.
2. The video must be an original creation. You must certify that you are submitting an original work.
3. Do not violate any laws or third-party rights. This includes copyright, patent, trademark, trade secret or other proprietary rights. It must not lead to any cause of action, including libel, defamation, privacy violation, contract breach or tort.

You must obtain all necessary permissions, licenses, clearances, releases, waivers of moral rights and other approvals from third parties. This includes all music, copyright holders and all individuals appearing in the video.

Attach all permissions, licenses, clearances, releases, waivers of moral rights and approvals with your entry.

General information

4. **Your personal safety and the safety of your team, cast, crew and others involved with the production of the video is of the utmost importance. You**

must maintain safety at all times. Do not endanger anyone during the making of your video. Follow all applicable health and safety policies and regulations.

5. Your video must be respectful and courteous. You are responsible for what you submit. To protect your privacy and the privacy of others, do not include personal information like phone numbers, social insurance numbers, banking information, resumes, emails, etc.

Esquimalt MFRC will not tolerate videos that are offensive to an individual or organization, rude in tone or abusive. We do not discriminate against any views, but reserve the right to refuse, edit or remove any of the following:

- Video or audio content contrary to the principles of the Canadian Charter of Rights and Freedoms.
- Racist, hateful, sexist, homophobic, transphobic, biphobic, slanderous, insulting or life-threatening content.
- Serious, unproven, unsupported or inaccurate accusations against individuals or organizations.
- Abusive, aggressive, coarse, explicit, vulgar, violent, obscene or pornographic content.
- Content that encourages or suggests illegal activity.
- Announcements, solicitations, advertisements or endorsements of any financial, political, labour, commercial or non-governmental organizations and agencies.
- Attempts to defame or defraud any individual, group or agency.
- Content from labour or political organizations.
- Content in a language other than English.
- Unintelligible or irrelevant content.

6. Esquimalt MFRC encourages you to use social media to promote the contest and your entry. Use the hashtag #MyMilitaryPet

7. All submissions become the property of Esquimalt MFRC.

8. Prizes:

Categories		Best Overall	Most Creative	The funniest	The youngest contestant
		\$200	\$100	\$100	\$100

9. If you appear on screen you must have a parent or guardian's signature. You can't receive prize money if we don't have a consent form.
10. To enter the contest, you must consent to the use, reproduction, publication, transmission and/or broadcast of your name, address, likeness, school, age, grade and/or prize information, without compensation. Esquimalt MFRC may use them in any marketing, publication or promotion, for general news or other information purposes.

Winners must consent to photographs we take for the same purposes, without further compensation. You (with the consent of a parent or legal guardian) grant Esquimalt MFRC, without compensation, the right to use the video.
11. The chance of winning a prize depends on the total number of eligible entries.
12. We reserve the right to cancel, terminate, modify or suspend the contest for any reason, without prior notice.

Selection of awards

13. A panel chosen by Esquimalt MFRC will judge the entries. The decisions of the judges are final and not open to dispute. We will base judging on the judging criteria in the appendix.
14. The panel will judge eligible entries as follows:
 - 20 per cent creativity
 - 20 per cent humour
 - 30 per cent overall presentation
 - 30 per cent technical quality (technical considerations)
15. We will notify the family winning a prize.
16. Esquimalt MFRC reserves the right not to award any prizes if entries are not of sufficient quantity or quality.

Entry information

17. Carefully read all the rules. Complete all appropriate sections of the official entry form. Get all required signatures and obtain any necessary third party permissions. Attach them to your entry.
18. Each team and team member may only submit one video. Esquimalt MFRC will not accept multiple entries.

In the case where you provide us with a link to your video on a publicly accessed site, you are responsible solely for ensuring the link is valid. It must take us directly to the video. The link must remain valid for the duration of the contest. You must ensure that the video is downloadable. We will not accept entries that do not meet these criteria.

19. Esquimalt MFRC must receive your entry by email by 4 p.m. Friday, August 21, 2020.

Send your email to ekaterinagregory@emfrc.com

Subject: Youth Video Contest

Include a PDF attachment of the entry form (one completed entry form for each person), including the required signatures and permissions. Hold on to the originals. If your entry places, we will need the originals.

Include the hyperlink to your video. You can upload your video to YouTube, Dropbox or Google Drive. Ensure that the URL address you include to access your video is valid and takes us directly to the video.

Do not send us physical copies of videos (i.e., do not send us a DVD or a USB stick). **Please ensure that the link to your video is valid or we cannot accept your submission.**

To be a valid entry, your email must include:

- your video's title
- your video's URL address
- the parents/guardians' telephone number(s) and email addresses

Do not submit a physical video.

20. All entries must meet the criteria outlined in the checklist.

21. These rules may change without notice or reason to comply with any applicable law. By entering this contest, you agree to abide by these rules and acknowledge that Esquimalt MFRC are not responsible for any damages, costs, demands, claims or losses of any kind, incurred by any youth because of participation in MFRC's video contest.

Official entry form

Each contestant must complete an entry form. Remember to sign the form. Contestants under the age of majority (18 years of age) require the consent of a parent/guardian. Please include their signature, too.

Contestant's name (please print in block letters)	Characters in the video
Parent or guardian's phone number	Parent or guardian's email address
City	Postal Code
Contestant's age:	Title of the video:
URL:	
Consent and release: I have read, understand and agree to abide by the rules that govern the MFRC Video Contest, as set out in this entry form. I certify that all information is true and accurate. By signing this form, I grant Esquimalt MFRC permission to: (1) publicly disclose and use my name, likeness, age and/or prize information for promotion or other purposes, without compensation; (2) copy, modify, play and use the video in whole or in part, without compensation. I created an original video. The use, modification, play or reproduction of the video by Esquimalt MFRC, will not give rise to any third-party claims for infringement or violation of copyright, trademark or any right of any third party claims including libel, defamation, violation of privacy or contract breach. I have obtained all necessary permissions, consents, licenses or other approvals of third parties (including all individuals appearing in the video and all holders of copyright in any copyrighted music, images or other materials) necessary or appropriate for the preparation or use of the video. I have enclosed these approvals. I release Esquimalt MFRC from any liability in connection with my participation in this contest or the preparation or use of my video. I agree to indemnify Esquimalt MFRC for any liability and all reasonable costs arising from any third party action, claim or proceeding commenced against Esquimalt MFRC because of the video.	
Contestant's signature (Please complete form and sign) X	Date:
Consent of parent or legal guardian: I, the parent or legal guardian of the above named minor, agree that they may participate in the Esquimalt MFRC Video Contest and, by signing below, hereby voluntarily join in the foregoing consent and release.	Date:
Name (print)	Signature
All personal information is kept secure in a confidential and secure manner in accordance with the Director Military Family Services (DMFS) Privacy Code for Military Family Services Program and the Personal Information Protection Act (PIPA).	

Visual/audio image release form

I grant permission to Esquimalt Military Family Resource Centre, its employees and agents to take and use visual/audio images of me.

Visual/audio images are any type of recording, including photographs, digital images, drawings, renderings, voices, sounds, video recordings, audio clips or accompanying written descriptions. The EMFRC will not alter the original images. The EMFRC may use the images in any manner or media without notifying me, such as EMFRC - sponsored websites, publications, promotions, broadcasts, advertisements and posters, as well as for EMFRC uses. I waive any right to inspect or approve the finished images or any printed or electronic matter that the EMFRC may use with them. I release the EMFRC, its employees and agents, including any firm authorized to publish and/or distribute a finished product containing the images, from any claims, damages or liability that I may ever have in connection with the taking of use of the images or printed material used with the images.

I am at least 10 years of age and competent to sign this release (or have a parent/legal guardian consent). I have read this release before signing, I understand its contents and I freely accept the terms.

Printed name of contestant:
Signature of contestant:
Parent or legal guardian:

Telephone or email address:
Date:

Checklist – Are we ready to submit our video?

The Contestants:

- ☐ Are you aged 10-17?
- ☐ Is the entry form complete? Does it include the video's title and URL location, all names, telephone number(s) and email addresses?

The video:

- ☐ Does the video reflect this year's theme, ***My Military Family Pet?***
- ☐ Is the video within the 30-second timeframe?
- ☐ Is the video your own original creation and does not violate any laws or any third-party rights (e.g., copyright)?
- ☐ Is the URL link functional and is the video downloadable?
- ☐ Have you made a copy of the video for yourself?

The forms:

- ☐ Is the official entry form complete and include a parent/guardian signed it?
- ☐ Has the contestant filled out an entry form and sign it?
- ☐ If applicable, are all permissions, licenses, clearances, releases, waivers of moral rights and approvals attached with your video entry?

Questions? Contact ekaterinagregory@emfrc.com

Email: (Subject: Youth Video Contest)

MFRC Video Contest Judging Criteria

Requirements	Criteria				
To be judged in the contest, the video must: 1. Include a completed entry form. Contestants must meet eligibility requirements (CFB Esquimalt military youth ages 10-17). 2. Be received by the contest deadline - August 21, 2020. 3. Be no longer than 30 seconds. 4. Have a military family pet/s theme. 5. Include all permissions (including copyrighted material used in the video). 6. Ensure that there aren't any safety violations and that no one's personal safety was put at risk.					Team/project name: Does the entry meet all the contest rules and eligibility requirements? (No = eliminated. Do not proceed to grade/judge). Yes _____ No _____
Score video for each category on a scale from 1 to 4. See below for a description.					
		1	2	3	4
Creativity	20%	Low	Re-uses techniques, messages and methods used in previous videos or campaigns in new ways	Uses novel techniques, message and methods	Excels by using unique techniques, messages and methods
Persuasiveness and impact	20%	Weak	Clear messages that get the attention of the audience	Memorable messages and images	High impact, youth appropriate, motivational
Overall presentation	30%	Coverage of topic is sketchy	Topic presented with basic points covered	Topic presented with good insights	Topic explored thoroughly with interesting supporting information or unique point of view
Technical quality (technical considerations, e.i. camera work, sound, editing skill etc.)	30%	Mostly 1's	Mostly 2's	Mostly 3's	Mostly 4's

Overall Score: _____