

## Fresh Films Video Challenge

### General Information, Rules and Eligibility

- The Fresh Films Video Challenge is a video challenge series consisting of four (4) challenges that encourage youth grades 5th - 12th to create and edit videos from home.
- The four (4) submission categories are as follows:
  - Share Your Feelings. Connect. Share the Good. (Open April 14 - 27 at 11:59pm PT)
  - Me, My Strengths, and I (Open April 28 - May 11 at 11:59pm PT)
  - Social Impact & Social Justice (Open May 12 - May 25 at 11:59pm PT)
  - Fun. Free. Play. (Open May 26 - June 8 at 11:59pm PT)
- Youth can submit up to one (1) submission per category.
- The video submissions are segmented into two age brackets:
  - 5th - 8th grade
  - 9th -12th grade
- There will be two (2) winners per submission category (one winner for each age bracket).
- Additionally, there will be two (2) overall winners at the end of all four video challenges (one winner for each age bracket):
  - Each individual submission will increase your chances of winning the overall prize, so you are at an advantage if you submit a video for each of the four categories!
  - If you miss one of the above video challenge deadlines - no problem! While you will no longer be eligible for the prize for that specific category, you can still submit your video past the deadline to increase your chances of winning the overall prize.
  - All submissions must be received by June 8th at 11:59pm PT in order to be considered for the overall prize.
- The Fresh Films Video Challenge is produced by Fresh Films along with each of their affiliates, agents, and/or assigns and their respective directors, employees, officers and agents, hereinafter called the "Participating Entities"

### Eligibility / Application Requirements

- This video challenge is open to youth grades 5th - 12th at the time of submission who are residents of the United States.
- Teachers may promote it to their class, but youth must enter as individuals.
- There is no fee to enter the Contest.
- No previous filmmaking experience is required.
- Youth ages 8 - 12 must have parent approval and have their parents upload a COPPA Parental Consent form when submitting their entry.
- Youth must submit their video via a YouTube link.
- In the spirit of distance-learning and providing a fair opportunity for all youth to submit a high-quality video, all video submissions **must be recorded on a mobile device.**

### How to Enter

- All submissions must be submitted online at [freshfilms.org/videochallenge](https://freshfilms.org/videochallenge)
- Entrants must
  - Completely and accurately fill out all required fields on the online submission form
  - Upload the COPPA Parent Consent Form (if 12 years old or younger)
  - Provide a YouTube link for their video
  - Entrants will also name a teacher or youth club personnel that they would nominate to win a grant; and if the entrant is chosen as a Grand Prize Winner, then the entrant's named teacher will win the grant along with the student.

- Collect a copy of the Non Entrant Waiver Form from any other individuals participating in the submitted. If multiple individuals are featured in your video, this form will be sent to you by Fresh Films.
- Entries must be received by the deadlines listed above and online at [freshfilms.org/videochallenges](https://freshfilms.org/videochallenges) to be considered.
- Fresh Films has the right to collect additional information from entrants to verify eligibility.

## Additional

- The Participating Entities will have the right to edit, publish or otherwise duplicate any submissions entered into the application process without payment or notification to the entrant. This includes the right of Participating Entities to publish on the websites, YouTube pages, social media pages, in press or marketing collateral.
- By submitting responses to the application, entrants agree to the following: "I am submitting an original entry to the 'Fresh Films Video Challenge.' I certify that my entry is my own work and that I have abided by all guidelines and requirements of the 'Fresh Films Video Challenge.' I understand that my entry, consent form and video, will not be returned to me and will become the property of Fresh Films and the Participating Entities to use at its discretion in activities related to publicizing the program, showcasing in social media, YouTube or on websites and/or within other marketing and promotions. I further understand that judges' decisions are final and that if I am selected as a Grand Prize Winner for the program, I will receive prizes noted below.
- All winners will be notified by email before they are publicly announced
- All judging decisions are final.

## Judging

Video submissions will be segmented into grade categories of 5th - 8th grade and 9th -12th grade based on the grade of the entrant at the date of submission. Submissions within each category will then be reviewed by a panel of qualified judges, selected by Fresh Films in its sole discretion. The panel will judge each submission based on the following four criteria, with each video able to earn up to 20 points in total:

- Your overall creativity when responding to the prompt (up to 10 points)
- Your uniqueness (up to 10 points)

The entrants who submitted the two highest scoring Video Submissions in each age category will be deemed the Grand Prize Winners. In the event of a tie, the entrant whose submission received the higher score for judging criteria #1 shown above will be deemed the Grand Prize Winner. One Grand Prize Winner in each category will each receive a prize to be used by the winner at his or her sole discretion. The Parent/Guardian of each Grand Prize Winner will be required to complete, sign and return a prize affidavit on behalf of their winning child. Additionally, the teacher or youth club leader named in the Grand Prize Winner's application will also receive a grant to utilize in purchasing technology related supplies, hardware or software for his or her classroom or club. Technology grant checks will be written to the school or non profit youth organization that employs the winning teacher or club leader. Fresh Films reserves the right to revise procedures mentioned in these rules at any time. Prize is not transferable or redeemable for cash. Fresh Films reserves the right to substitute a prize of equal or greater value.