



## Official Rules of the Real Food Is Video Contest

Complete rules for the “Real Food Is” Video Contest.

### **SUMMARY**

#### **THE CHALLENGE**

To produce a 30 second to 3 minute video that informs, inspires, and encourages student advocacy to restore connections to community, food, land, and place through Farm to Cafeteria programs. It’s recommended to include the following elements:

1. What does real food mean to you?
2. How does what we eat affect our culture, health, economy, or environment?
3. Make the case for why your cafeteria should start or continue buying local food.

#### **THE PRIZE**

- Two winners, one k-12 and one college video entry, will receive \$1,000 for their cafeteria food project;
- One representative from each winning video entry and a select chaperone win an all expense paid trip (registration, travel, and lodging) to the 5<sup>th</sup> National Farm to Cafeteria Conference in Detroit, Michigan May 17-19, 2010.
- The winning videos will be viewed at the conference and prominently displayed on the Farm to School website.

#### **THE TIMELINE**

- SUBMISSION DEADLINE – March 29, 2010. Entries will start being accepted at 12:00AM February 9, 2010.
- Challenge finalists will be selected by a panel of prestigious judges, including leaders in food and film in early April 2010.
- The general public will vote online for the winning videos from March 29—April 9, 2010.
- The winning videos will be announced on April 13, 2010.

#### **THE DETAILS**

- This contest is limited to K-12 and college students.
- Videos can be any style: fiction or documentary, animated or live action.
- Videos cannot be longer than three minutes or shorter than 30 seconds.
- Videos can be in any language but must have English subtitles if not in English.

*These are the Official Rules for the 2010 "Real Food Is" user-generated video contest.*

## **Sponsors**

The 2010 "Real Food Is" video contest ("Contest") is sponsored by the National Farm to School Network and the Lunch Box Project. All inquiries should be directed to [deb@onetray.org](mailto:deb@onetray.org).

## **Eligibility**

The Contest is open to youth currently enrolled in an academic institution (k-12 or college). The Contest is subject to all federal, state and local laws and regulations. Judges and members of the Review Panel (and their immediate family members and members of the same households, whether related or not) are not eligible to participate. Void where prohibited by law.

Participants agree to abide by the terms of these Official Rules and by the decisions of the National Farm to School Network which are final and binding on all matters pertaining to this Contest.

## **Contest Procedure and Rules**

The National Farm to School Network created a user-generated video contest that addresses the state of our food system as it pertains to school meals. The videos submitted to the contest should speak to this issue, while also promoting farm to school/cafeteria programs.

This is a chance for youth to voice their ideas about food system change, while offering positive alternatives in a creative and entertaining medium. Contest participants are encouraged to express their own words, with their own voices.

## **How to Enter the Contest**

Beginning at 12:00:01 am midnight EST on February 9, 2010 and continuing until 12:00 am EST on March 29th, 2010 ("Contest Entry Period") you can submit your video to the Real Food Is Contest by posting it on Farm to School's video channel and submitting both the url and embed code to [deb@onetray.org](mailto:deb@onetray.org) along with true name, source user name (i.e. Vimeo, YouTube, etc.), age, school name, and contact information to be officially entered in Contest and eligible for a prize.

To enter your video in the Contest, simply and complete the following process during the Contest Entry Period:

- a. Upload your video ("Submission") by clicking on the button "Submit A Video."
- b. Submissions that do not include all required information and adhere to the foregoing and following requirements will be considered void and will not be considered in the judging of this Contest.

### ***Helpful Hints for Submitting:***

- The URL can be from YouTube, Vimeo, or blip.tv.  
<http://www.youtube.com/watch?v=wuGbLY-I930>
- If there is a video with <embed> code available, just enter the URL of the page containing the video and you will be prompted for <embed> code on the next screen.
- The URL can also be a video file itself. <http://www.ted.com/clips.mov>

**NOTE:** Save your Submission in the original format after uploading it to the Farm to School Contest Channel. If you are a winner, you will need to provide Sponsor with your Submission in its original format in order for the Submission to be valid.

You can submit as many submissions as you would like. Submissions must be made in English or subtitled in English. Each video must be submitted in the name of one, and only one, entrant. An entrant may be an individual or a student group/organization. You must also provide your email address, school name, mailing address, phone number, and confirmation of your eligibility when you submit an entry (above requirements). By entering the Contest you grant the National Farm to School Network the right to contact you regarding your entry, publicize your entry, promote your entry for any other purpose related to the Contest and/or broadcast your entry.

Submission constitutes agreement to the rules of the Contest. Submissions with non-working links to videos will not be considered. The National Farm to School Network is not responsible for technical problems on the host site. Entrants must comply with the technical and all other requirements of source sites such as YouTube.

**Videos may NOT contain:** Any copyrighted material for which you do not demonstrate the rights to use; 3rd party voice-overs for which you do not demonstrate the rights to use; 3rd party stock photography or artwork for which you do not demonstrate the rights to use; Nudity, lewd or vulgar behavior; offensive language and/or gestures. Note: Avoid wearing brands.

All entries must be appropriate for all audiences. Videos referencing sex, drugs, or violence will not be accepted as entries. Any video that includes content that is deemed inappropriate, indecent, obscene, as determined by National Farm to School Network in its sole discretion, will not be eligible.

Entrants represent and warrant that (i) the videos that they submit: are their own original creations and do not infringe any other person's or entity's rights; (ii) they have obtained permission, if applicable, from the people featured in the Video to enter this Contest; and (iii) the submission of the idea will not violate any enforceable agreements or understandings submitter has with any third party. Entries must be an original creation and not previously published or entered in other contests.

Entrant further represents and warrants that the Entrant has obtained permission from each person whose name, image, likeness or voice ("Likeness") is included in the Submission, and that such person(s) have granted Entrant all necessary rights to use the person's Likeness as described in these rules, and that Entrant can make written copies of such permissions available to the Sponsor upon request. If the

Likeness of a minor is included, such grant of rights must include written permission from the minor's parent or legal guardian authorizing the use of the minor's likeness on behalf of the minor.

Entrants agrees to indemnify and hold harmless National Farm to School Network, the Lunch Box Project, and its employees, representatives, and agents from any and all liability, loss, damage, cost or expense, including reasonable counsel fees and expenses, paid or incurred by reason of its breach of any of the obligations, covenants, representations or terms contained in these Contest Rules or by reason of its intentional or grossly negligent conduct relating to performance of this agreement.

### **Review Panel**

National Farm to School Network staff will choose several featured videos from among the eligible entries, which will be featured on the Farm to School video channel. Out of the top videos chosen, the two winners, one k-12 video and one college video entry, will receive \$1,000 for their cafeteria food project; One representative from each winning video entry and a select chaperone win a trip (registration, travel, and lodging) to the 5<sup>th</sup> National Farm to Cafeteria Conference in Detroit, Michigan May 17-19, 2010. The winning videos will be viewed at the conference and prominently displayed on the Farm to School website.

### **Grant of Rights in Videos Submitted**

Submission of a video constitutes the irrevocable right to the National Farm to School Network of all rights in the video, all rights to use, copy, sublicense, edit, modify, make derivative works, publish, exploit, transmit, distribute, publicly perform, publish, delete or display the content of and elements embodied in the video and the video itself, in whole or in part, in perpetuity in any and all media (whether now existing or hereafter devised) without limitation, and without consideration or acknowledgment to the entrant and the unconditional right to use the idea and statements about the video for advertising/publicity purposes without additional compensation, except where prohibited by law.

### **Cost**

There is no cost to participate in the Contest. No purchase is necessary.

### **Notification; Provision of Phone Number, Address**

Winners will be notified via email and phone within approximately seven (7) business days after determination that they are eligible to receive a prize. They will be asked to confirm their phone number, mailing address and any necessary information. Entrants who do not provide a phone number and mailing address with their initial submission will forfeit any prizes. If an entrant cannot be reached by email within ten (10) business days of the first attempt to notify them, the prizes may be forfeited and the next successful entrant will receive said prizes.

If any group of individuals elects to collaborate on a Submission, they are required to designate one representative to enter the Contest and accept the prize on behalf of the Group. Neither Sponsor nor any of the Contest Parties are liable for any disputes between collaborators related to a Submission. Please note the following:

### **Judging Criteria**

The Review Panel and the National Farm to School Network staff will select the videos that are the most inspiring and entertaining, and that have a clear message, although, at the discretion of the National Farm to School Network, such criteria may not be given equal weight.

- Inspiring (Does it make me want to act to improve the food system?)
- Entertaining (Does it make me want to keep watching? Does it make me want to tell my friends about it?)
- Clear Message (Does it make it easy to understand the issue?)

### **Delivery of Prizes**

The prizes will be awarded in Detroit, Michigan at the National Farm to Cafeteria Conference on May 18<sup>th</sup>, 2010.

### **Announcement of Winners**

National Farm to School Network will announce the winners and post their full names and the name of the school that they attend on the web site following the completion of the Contest.

### **Use of Winners' Names and Likeness**

Each winner who accepts any prize will be deemed thereby to have granted to National Farm to School Network the right, at any time and from time to time, to print, publish, broadcast and use, worldwide and in any media now known or hereafter developed, including but not limited to, the Internet and world wide web, the name, portrait, picture, voice, likeness and biographical information of each such winner as news or information and for advertising and promotional purposes without additional consideration, except where prohibited by law.

### **Disqualification**

National Farm to School Network reserves the right, in its sole discretion, to disqualify any participant that it determines, in its sole discretion, is ineligible to participate in the Contest. Failure to comply with these rules may result in a participant's disqualification.

### **Limitation of Liability**

If for any reason the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, National Farm to School

Network reserves the right at their sole discretion, to disqualify any individual who tampers with the Contest, and to cancel, terminate, modify or suspend the Contest. National Farm to School Network assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries. National Farm to School Network is not responsible for any problems or technical malfunction of any telephone network or lines, computer online systems, servers, or providers, computer equipment, software, failure of any e-mail to be received by National Farm to School Network on account of technical problems or traffic congestion on the Internet or at any Web site, or any combination thereof, including any injury or damage to participant's or any other person's computer related to or resulting from participation or downloading any materials in this Contest.

### **Limitation of Remedies**

Under no circumstances, including negligence, shall National Farm To School Network or affiliated entities or its successors or assigns, or any of their respective officers, directors, employees, agents and representatives be liable for any direct, incidental, indirect, special or consequential damages, or exemplary or punitive damages, including, but not limited to loss of profits or harm to business or reputation, arising out of participation in the contest, posting on or access and/or download of any materials or information from any web site owned, operated or controlled by National Farm To School Network or affiliated entities, or acceptance or usage of a payment, including without limitation damage to property and, to the maximum extent permitted by law, damages for bodily or personal injury, even if National Farm To School Network or any affiliated entities, their successors or assigns, or any of their respective officers, directors, shareholders, employees, agents or representatives has been advised of the possibility of such damages or loss. The aggregate liability of National Farm To School Network arising out of any kind of claim (whether in contract, tort, or otherwise) shall not exceed \$1.00. Some jurisdictions do not allow the exclusion or limitation of incidental or consequential damages, so the above limitation or exclusion may not apply to you.

### **Amendments**

National Farm to School Network reserves the right to suspend, cancel, terminate or modify the Contest without advance notice, and thereafter to re-commence such Contest, if at all, only at such time(s) and upon such terms and conditions as we shall deem reasonable under the circumstances.

### **Severability**

If any one or more provisions of these Official Rules are held to be invalid, illegal or unenforceable by a court of competent jurisdiction, such invalidity, illegality or unenforceability shall not affect the validity, effect or enforcement of any other provision or provisions of these Official Rules.

### **Winners List**

A list of winners will be posted on the web site at the conclusion of the Contest. Any questions, contact Debra Eschmeyer, [deb@ontray.org](mailto:deb@ontray.org).