

Rules

1) Eligibility

- a. Entries must be made by a currently enrolled student (Winter 2010) of either the University of Michigan-Flint, Kettering University, Baker College or Mott Community College community— by no later than **11:59PM EST on March 18, 2010 or until 250 eligible entries have been received, whichever occurs first;**
- b. Actors and participants in the video may include individuals outside the UM-Flint, Kettering University, Baker College and Mott Community College community.
- c. Each entry must include a check-off on the Release Form; submitting party is responsible for verifying release of all contributors and determining how any award will be distributed
- d. Only one video may be submitted by any individual or group.
- e. Final decisions on eligibility are at the discretion of the Census2010 Video Ad Contest Committee

2) Video Format & Content

- a. Format
 - i. Videos must be uploaded to YouTube (<http://www.youtube.com/>)
 - ii. Videos are to be **no longer than 60 seconds**
 - iii. Original videos should be H.264, MPEG-2, or MPEG-4 format
 - iv. Resolution of 480x360 or higher
- b. Content: the video must include the elements of the Primary Message (see CREATIVE BRIEF), with the inclusion of several Secondary Message elements being highly recommended
- c. Prohibited content includes
 - i. Profanity
 - ii. Nudity
 - iii. Drug or alcohol use
 - iv. Copyrighted material including but not limited to music or video clips
 - v. Content otherwise considered indecent or inappropriate for the university community

3) Awards

- I. Four cash prizes will be awarded to the winning entry. They are:
 - a. First place (1 available): \$1000
 - b. Second place (1 available): \$600
 - c. Third place (1 available): \$400
 - d. Fourth place (1 available): \$300
- II. Limit of one prize per entrant
- III. Awards may be subject to federal, state, and other taxes
- IV. Awards will be sent to entrant who is then responsible for distributing among contributors
- V. Entries will close at 11:59PM on March 18, 2010
 - e. Winners will be announced March 21, 2010 @ 3pm.