



## **MESA WATER DISTRICT 2022 VIDEO CONTEST OFFICIAL CONTEST RULES**

BY ENTERING INTO THIS CONTEST, YOU ACKNOWLEDGE AND AGREE TO THE FOLLOWING CONTEST TERMS AND CONDITIONS (OFFICIAL CONTEST RULES). **IF YOU DO NOT AGREE TO THESE TERMS, DO NOT ENTER OR UPLOAD YOUR CONTEST SUBMISSION.** MESA WATER DISTRICT (MESA WATER) RESERVES THE RIGHT TO CHANGE THE TERMS, CONDITIONS AND RULES OF THIS CONTEST AT ITS SOLE DISCRETION. CHANGES TO THE OFFICIAL CONTEST RULES WILL BE POSTED TO THIS WEBSITE ADDRESS: [MesaWater.org/VideoContest](https://MesaWater.org/VideoContest).

### **ELIGIBILITY**

The 2022 Mesa Water District Video Contest (Contest) is only open to high school and college students who live within Mesa Water's service area or currently attend a high school or college within Mesa Water's service area. Videos submitted by ineligible persons or teams will not be considered.

Only one entry per applicant/team for this Contest will be accepted. If multiple entries are submitted, only the first entry by an applicant/team will be considered.

### **VIDEO RECORDING CONTENT**

Contest videos should focus on highlighting one or more of the following subjects:

- Why is it safe to drink Mesa Water straight from the tap? #ByeByeBottled
- What does it mean to you that Mesa Water is 100% local? #PurelyLocal
- Why do you love Mesa Water? #ILoveMesaWater

### **ENTRY REQUIREMENTS**

Entries must include a fully completed and executed Application form (available at [MesaWater.org/VideoContest](https://MesaWater.org/VideoContest)). Video submissions without a completed and executed

Application form will not be considered.

By making a submission to the contest, you certify that you have full rights and authority to submit your video for consideration in the Contest. You also certify that you have obtained all the necessary rights (including music rights, consents, authorizations, and licenses for any and all material included in your video) for such submission under the terms of these Official Contest Rules. These are further discussed in the Application form.

Submitted videos must not include hate speech, depictions of violence, slanderous or libelous claims or any other actionable offenses. Submitted videos must not (i) infringe any rights of publicity or privacy, moral rights or intellectual property rights, including any music-related rights, (ii) be defamatory or indecent, or (iii) violate any applicable laws.

Mesa Water has sole determination on violations of the foregoing paragraph and its decision on such matters shall be final and not subject to appeal.

Videos must be 60-seconds or less in total duration to be eligible for this contest. All videos submitted to this contest are subject to public presentation and/or distribution. By submitting a video, you acknowledge and agree that Mesa Water shall have full rights to such video for all purposes as further discussed in the Application form. Consideration for a video to be considered in this Contest shall be, for all purposes, full and complete consideration for such transfer and assignment of rights.

### **CONTEST SCHEDULE:**

The Contest will be open for submissions until 11:59 p.m. PST on **February 28, 2022**.

### **TO ENTER**

To enter the Contest, visit [MesaWater.org/VideoContest](https://MesaWater.org/VideoContest) "Website" during the Contest period. Review and download the application packet for the Contest. Once the Application form is fully completed, signed and uploaded, a video may then be uploaded "Submission".

Before uploading the Submission, you will be required to confirm that (i) you have read and agreed to these Official Contest Rules and (ii) your participation does not establish an employer/employee relationship between you, or any member of the Submission team, and Mesa Water. Submissions that do not include all required information and/or do not adhere to all Official Contest Rules will not be considered.

If a video submission is not primarily in the English language, then please provide English captions.

### **VIDEO CONTEST SELECTION AND JUDGING CRITERIA**

Videos will be scored on four main criteria for a total of 100 points. Contestants who post their eligible videos to a social media platform and tag Mesa Water - @MesaWater will receive an extra 10 points (maximum 110 points possible). Please see **“SELECTION OF WINNERS”** below for more information.

<b>Accuracy &amp; Effectiveness</b>	The facts presented in the video are accurate and not misleading. The video increases understanding and awareness of Mesa Water as a special district.	<b>25</b>
<b>Creativity &amp; Originality</b>	The video incorporates concepts, style, or media that are original and creative. The video has the ability to engage the audience.	<b>25</b>
<b>Production Quality</b>	The video’s editing and flow are high quality. The audio is clear and understandable.	<b>25</b>
<b>Entertainment Value</b>	The video’s story or concepts are interesting and understandable.	<b>25</b>
<b>EXTRA CREDIT</b>	The video was posted to a public social media channel or platform and tagged @MesaWater	<b>10</b>
<b>TOTAL:</b>		<b>110</b>

### **TECHNICAL REQUIREMENTS**

A video file must be submitted – the video file must be no more than 60 seconds in total length. The video file size should be kept at or under 200 MB for quicker upload/encoding time. No submission larger than 500 MB will be considered. Accepted video files include MP4, MOV, WMV and AVI.

Videos featuring advertisements, links to other websites or which are found to contain an electronic virus (or similar) are ineligible to be considered.

Upload your completed and signed application AND video files (two separate files) via DropBox link [bit.ly/MesaWaterVideoContest](https://bit.ly/MesaWaterVideoContest) by **11:59 p.m. on February 28, 2022**. Submissions submitted after this date/time will not be considered.

### **ADDITIONAL REQUIREMENTS**

Mesa Water may, at its sole discretion, remove or delete submissions it deems inappropriate or otherwise non-compliant.

All videos submitted are subject to the provisions of the California Public Records Act and Mesa Water cannot guarantee confidentiality of any video submitted. Submitted applications are also subject to the provisions of the California Public Records Act and Mesa Water cannot guarantee confidentiality of any application, or the information contained therein.

Failure to comply, in all respects, with these Official Contest Rules may result in a submission being ineligible and not being considered.

### **SELECTION OF WINNERS**

Submissions will be accepted on an ongoing basis until **February 28, 2022**, at 11:59 p.m. (PST). Entries submitted after this date/time will not be considered.

There will be three winners selected to receive a prize.

A panel of judges will choose the winning video based on accuracy, quality, creativity and entertainment value (please see “**VIDEO CONTEST SELECTION AND JUDGING CRITERIA**” above). Selection of judges shall be in Mesa Water’s sole discretion and control.

Winners will be announced not later than March 14, 2022, and will be recognized in person at Mesa Water’s Board of Directors Meeting on April 13, 2022, at 4:30 p.m. Winners need not attend such Board meeting to receive prize money.

The decision of the judges will be final and binding in all matters; no entrant will have the right to challenge the verdict and the judges will not engage in any conversation or explanation regarding their decision.

Contacts between the judges and entrants will not be permitted prior to a final decision on winners.

All finalists are subject to verification, including without limitation, verification of eligibility, compliance with these Official Contest Rules and completion and submission of all other applicable release forms.

### **WINNER NOTIFICATION**

Winners will be notified not later than March 14, 2022, via telephone, mail, and/or email at Mesa Water’s sole discretion. If attempted notification is returned as undeliverable, if Finalist cannot be verified, and/or if Finalist is otherwise unable to accept a prize, such prize will be forfeited and may be awarded to an alternate Finalist, at Mesa Water’s sole discretion.

### **FINALIST PRIZES**

The prizes and winners shall be listed on Mesa Water’s Social Media sites and may be subject to alteration without notification.

1<sup>st</sup> Place: \$ 1,000 Prize

2<sup>nd</sup> Place: \$ 750 Prize

3<sup>rd</sup> Place: \$ 500 Prize

If the selected winners submitted their video with team members, the prize will be paid equally between all team members as indicated by the name(s) on the Application form.