

Life Jacket Video Contest 2023 Official Rules

1. Eligibility.

The Life Jacket Video Contest (Contest) consists of two video competitions. Submissions will be accepted for a 55-Second Video and a 25-Second Video. The Contest is open to legal residents of the 50 United States and the District of Columbia, who will be 18 years or older by the closing of the contest on September 8, 2023 at 11:59 P.M. EST. Entrants may not submit a video on behalf of another individual; entrant(s) must create their own video(s). Potential winners must be able to present proof of eligibility and failure to provide this proof may result in disqualification.

Employees of the U.S. Army Corps of Engineers (USACE), The Corps Foundation, and members of their immediate households, are not eligible to enter or win. USACE employees are allowed to assist entrants at their location, USACE employees are not allowed to be part of a team, nor use any government funds to procure any aspect of a video entry. If this occurs, the entry will be immediately disqualified.

Entrants may enter individually or as part of a team consisting of no more than four (4) members. If entering as part of a team, the team must designate one person as the group's designated team leader (Primary Entrant) who will act as the primary point of contact for purposes of the Contest and who must enter the team as set forth in Section 3 below. For the purposes of these Official Rules, where a video (as defined below) is submitted on behalf of a single individual, "Entrant" or "Primary Entrant" this is the individual whose name and contact information is entered on the entry form. Where a video is submitted on behalf of a team, "Entrant" means all members of the team, individually and collectively, and "Primary Entrant" means the designated team leader and primary point of contact for the team. Each member of a team must meet all of the eligibility criteria for the team to be eligible to enter the Contest. In other words, if a team is entering, all individuals must be at least 18 years or older by the closing date of the contest on September 8, 2023 at 11:59 p.m. EST.

2. Contest Period.

The Contest begins October 19, 2022 9:15 a.m. EST and ends September 8, 2023 at 11:59 p.m. EST (Video Contest Period). **Video submissions created prior to the start date of October 19, 2022 will not be accepted.**

3. How to Enter.

All submissions will be viewed and hosted on both YouTube and Google Drive. Individual entrants and primary entrants for teams in this Contest must have a YouTube account in order to submit an entry. Your video entry must be uploaded onto YouTube and marked as "unlisted" in the privacy settings. Entrants must also provide the highest quality file of their video(s) through a Google Drive link. Entries will only be accepted through the online application. Note: No sponsorship or endorsement of the Contest Managers by YouTube or Google is intended or implied, nor is YouTube or Google associated with the Contest in any way.

To Enter, Complete the Following Steps:

- Step 1: Visit the Contest website located at www.lifejacketvideocontest.com. Read the video submission requirements, official rules, and FAQ's, and review provided resources that will help you in creating an effective video(s) that will help accomplish the goal of the Life Jackets Worn...Nobody Mourns campaign.

•Step 2: Create a video that accomplishes the campaign goal of encouraging adults to wear a life jacket when boating and swimming around boats and provokes behavioral change in adults, primarily men. Video entries must be a full length of either 60 seconds or 30 seconds. However, there should only be 55-seconds or 25-seconds of visual content. The additional 5 seconds should only include a black screen with audio only, if music is included. For example, in a 25-second submission, there should be 25-seconds of visual content, plus 5 seconds of black screen with audio only, if music is included. The only other audio besides music allowed in the last 5-seconds of the 30- and 60-second long videos is narration with the campaign name, “Life Jackets Worn...Nobody Mourns.” **Please do not add a "closing card" or logo onto the end of your video; this will be added by our team at the close of the contest.** Entrants’ video(s) must meet the entry criteria in Section 4 and the Video Technical Criteria in Section 5 below.

•Step 3: Review and accept the Official Rules of the Contest.

•Step 4: Entrants may enter individually or as part of a team of no more than four (4) members. If entering as part of a team, the team’s primary entrant must submit their contact information on the entry form, list the names of team members on the entry form, and use entrant’s YouTube account for the video entry. Once the video is created, submit the video for entry into the Contest any time before the end of the Video Contest Period. To submit the video, go to the “Submit Your Video” section of the website (www.lifejacketvideocontest.com/apply) and complete the Contest entry form with your name, mailing address, city, state, email address, and phone number (and names of team members, if applicable). Copy and paste your video’s YouTube link in the space provided. Video should be marked as “unlisted.” To learn how to mark a video as unlisted, visit: www.google.com/support/youtube/bin/answer.py?answer=181547. **Entrants are also required to provide the highest quality file of their video(s) through a Google Drive link.**

LIMIT: An individual or team member may only enter a maximum of TWO video entries per category (25-second, 55-second). Any individual whose name is included on more than two video entries per category is against the rules and are grounds for disqualification.

- Step 5: Entrant(s) must provide written permission and documentation that Contest Managers can use any music, audio, and/or video footage in perpetuity without further costs or constraints. That includes original music created and owned by entrant; royalty-free or public domain music; and copyrighted music. For copyrighted music and/or audio, entrant must attach written license(s) from publisher and owner with your online entry that authorizes it to be used in perpetuity without further costs or constraints. Failure to provide adequate license(s) for any copyrighted video, music, or audio will disqualify an entry.
- Step 6: Entrants must obtain permission from all individuals who appear in or are mentioned in the video to use their name, voice and image in perpetuity without further costs or constraints to the Contest Managers. All individuals featured in the video must waive any future compensation for the broadcast or display of the PSA in public domain. For any children shown in the video(s) under the age of 18, entrants must acquire written permission waiving any future compensation from a parent or legal guardian. If individuals are not willing for their name, voice, and/or image to be used in public domain, then you must not include them in your video entry. Entrants must agree on their entry form that such permissions have been acquired and that they can provide documentation to the Contest Managers, if requested.

4. Entry Criteria.

- Applicants, including all members of a team entry, must be 18 years or older by the closing date of the contest, September 8, 2023 at 11:59 P.M. EST.
- Anyone featured (children, adults, dogs, and any animated characters etc.) **must be shown wearing a properly-fitted life jacket if shown in, on, or near the water. The video must include some type of vessel (e.g. canoe, kayak, paddleboard, speedboat, pontoon boat, jonboat etc.)** The life jackets used must be designed for the particular water-recreational activity you're showing. Failure to do so will result in immediate disqualification. Check the label to identify the approved uses for the life jackets. It's good to use life jackets that are popular for the particular water activity. For example, paddle vests with large arm holes are best for paddlers.
- Do not use any design or video elements that are not of your creation (i.e. stock photos, video, emojis, Apple or other branding, etc.) without written permission that it can be used in perpetuity without further costs or constraints.
- **Avoid (or blur) all branding of any kind and/or advertising in your submission.** Names or brands of any corporation must not be used in the narration, open captions, or video footage. Labels or brands shown on any life jacket, equipment, or clothing must not be shown or mentioned. For example, do not use the term "Jet Ski" which is a copyrighted brand name of Kawasaki for their personal watercraft (PWC). Also, avoid (or blur) tattoos on individual actors.

5. Video Technical Criteria.

Video Entries Must:

- Target adults, primarily men, and focus on encouraging adults to wear life jackets when boating and swimming around boats. The video should promote behavioral change, and safe water and boating practices;
- Videos entries must be a full length of either 60 seconds or 30 seconds. For a 55-second submission, there should be 55-seconds of visual content, plus 5 seconds of black screen with audio only, if music is included. For a 25-second submission, there should be 25-seconds of visual content, plus 5 seconds of black screen with audio only, if music is included. The only narration allowed in the last 5-seconds of the 30- and 60-second long videos is the campaign name, "Life Jackets Worn...Nobody Mourns." **Please do not add a "closing card" or logo onto the end of your video; this will be added by our team at the close of the contest;**
- Be original and created by the entrant(s) during the contest period, Include some type of vessel i.e. kayak, canoe, paddleboard, speedboat, pontoon, jonboat, etc.;
- Be created in .MP4 or .MOV. Submissions in .MP4 format are preferred, but not required;
- In addition to the required YouTube submission of the video entry or entries, entrants must provide the highest quality file of their video(s) through a Google Drive link;
- Be high-definition (HD) quality that must be at least 1920x1080, 16:9 Ratio;
- Please select the highest resolution possible with any camera used;
- Allow the Federal government to have a royalty-free, nonexclusive and irrevocable right to reproduce, publish, or otherwise use video entries for Federal purposes, and to authorize others to do so;
- **If a smart phone or device or some form of flip camera is used, please shoot footage horizontally, not vertically.**

The Video(s) Shall **NOT**:

- Contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement;
- Show individuals or animals (e.g. pets) in, on, or near the water not wearing properly-fitted life jackets;
- Disparage any of the Contest Managers affiliated with the promotion and administration of this Contest;
- Reference any specific commercial products, processes, or services, or use of any trade, firm, or corporation brand name, show trademarks, or tattoos on individual actors;
- Contain artwork (including, but not limited to, stock images and designs) not created by entrant without written permission from originator for use in public domain. If a small Life Jackets Worn...Nobody Mourns campaign logo is used in your video, it shall not be altered. Do not reduce your video length by placing a full-screen campaign logo in your video(s). Contest managers add the campaign logo in the 5-seconds after your 25- and 55-second videos to recognize creators of video(s) and agencies involved in the contest;
- Contain music, that is not original music created and owned by entrant, or music that the entrant doesn't have express written permission and license to use in perpetuity in public domain without further costs or constraints;
- Contain any name, voice, image, graphic, video, or audio that is not allowed to be used in public domain without further costs and constraints;
- Contain content that is inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libelous;
- Contain content that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age;
- Contain material that is unlawful, in violation of or contrary to the laws or regulations of the U.S. and all States therein;
- Include any facts and statistics unless they come from a reliable National source and that needs to be identified in your video entry. Since statistics change from year to year, we recommend that your video entry not rely heavily on statistics.

6. Judging Criteria.

All eligible entries received will be scored by qualified judges. In the event of a tie, an additional tie-breaking judge, selected by Contest Managers, will determine the winner between the tied entrants based on the judging criteria. In the event that none of the entries meet the criteria described in these Official Rules or if it's determined by the judges that no entries have an effective message to accomplish the campaign's goal then a winner will not be selected. Judging criteria is as follows:

Technical

- The entrant's submission must meet all entry criteria on the entry form and as described in Number 4 of these Official rules, to include any licensing requirements and other requirements in the application. For example, life jackets must be worn properly, no branding or advertising, and we can use of your video in public domain without additional costs or constraints.
- Video must meet all technical requirements, including video technical criteria as outlined in Number 5 of these Official Rules.

- The level of technical difficulty will be judged (i.e. scenario, graphics, animation, special effects, etc.), ensuring that it has proper and effective messaging (e.g. properly-fitted life jackets). Also, some type of vessel must be shown in the video (i.e. kayak, canoe, paddleboard, speedboat, pontoon, jonboat, etc.) The effectiveness of the messaging is what you should focus your time and resources on. A technically difficult video with improper messaging will not be selected. Any edits to remove branding or inaccurate messages that have to be done by Contest Managers in order to be able to use your video will reduce your score. The “Water Safety Tips” article at this link is a good source of accurate water safety messages. https://www.usace.army.mil/Missions/Civil-Works/Recreation/Water-Safety/safety_tips/
- Videos will be judged on production quality (video, lighting, images, props, audio (e.g. sound effects, music and/or narration), and the degree of difficulty in putting the video all together. The video doesn’t have to be polished, but needs to be well put together. Video entries shall abide by the “Technical Tips for Audio and Video Production” article under the Resources tab at www.LifeJacketVideoContest.com

Creative

- Video entries will be scored based on their creativity. We are looking for submissions that are unique, original, compelling, persuading, and “out of the box”.
- Video entries shall abide by the “Tips for Creating Effective PSAs” article under the Resources tab at www.LifeJacketVideoContest.com. For example, effective videos in changing behavior are typically realistic, testimonial (personal experience), somewhat humorous, show proof/statistics, and/or have a positive message. Entrants should avoid using bad acting, spokespersons, being corny/cheesy, law enforcement images, sexy distractions, and/or negative messages.

Messaging/Story

- **Effectiveness of meeting the goal of the Life Jackets Worn...Nobody Mourns campaign in getting adults, primarily men, to wear life jackets while boating and swimming around boats, so we can reduce the number of water-related accidents and fatalities on our nation’s waters.** Adherence to proper water safety messaging. We highly recommend you look at the provided resources including the “Tips for Creating Effective PSAs.” Ability to capture attention of others, motivate, challenge, persuade (tug at heart strings) and or encourage adults, primarily men, to wear life jackets when on, in, or near the water.
- There needs to be a clear, understandable, well-structured message in your video that is statistically and factually accurate. Story cohesion is important so it makes sense from start to finish. Actors will be judged according to their professionalism and ability to play a believable role. Choose your actors wisely. Use the Life Jackets Worn...Nobody Mourns Resource Campaign Resource Kit to ensure that the information within your video is statistically and factually accurate.

7. Winner Notification and Verification.

One winner from each video category (55-second and 25-second PSAs) will be selected and notified via the phone number and/or email address provided by entrant or primary entrant in their application information. The plan is to notify winners in October 2023, but that may be extended by the Contest Managers, if needed for unforeseen reasons. An Internal Revenue Service (IRS) Form W-9 will need to be completed by each winner and provided to Contest Managers prior to receipt of prize money so an IRS Form 1099 can be provided to each winner and the proper local, state, and federal authorities. **The potential winning entrants**

(primary entrant(s), if entered as a team) must respond to Contest Manager's requests within seven (7) business days after the date of receipt, or other date specified by Contest Managers.

The entrant's application releases Contest Managers from any liability and future costs and constraints in using the video in the public domain, but additional written verification for these releases may be required from entrants. (If a potential winner is disqualified for any reason, then Contest Managers will choose the entrant with the next highest score as the alternate potential winner. If any team member of a team entry is disqualified for any reason, the entire team will be disqualified. In the event of a dispute as to the identity of an entrant, entry will be deemed made by the authorized account holder of the email address submitted at the time of entry. The "authorized account holder" is the person who is assigned to the email address by an internet access provider, online service provider, or other organization that is responsible for assigning email addresses or the domain associated with the submitted email addresses or the domain associated with the submitted email address. Potential winners may be required to show proof of being the authorized account holder.

8. Prizes. One (1) Winner will be selected per each video category:

- 55-Second Video PSA: One (1) Entry (from either the individual or team submissions) will receive a \$5,500 cash prize, and their video will have the opportunity to be considered for use as a PSA.
- 25-Second Video PSA: One (1) Entry (from either the individual or team submissions) will receive a \$2,500 cash prize, and their video will have the opportunity to be considered for use as a PSA.
- Contest Managers may also choose to select honorable mention winners with monetary prizes, if funds are available.

9. Prize Conditions.

Prize Winning Entrants **are liable for all taxes** in connection with any prize awarded hereunder. If a prize winning video was submitted by a team, the prize funds will be distributed to the Primary Entrant, instead of divided equally among all members of the team included on the entry form. No substitution of any prize is offered. Prizes will be awarded in the form of a check(s) to each individual winner. Winning entrant(s) hereby agree and acknowledge that they will provide Contest Managers an IRS Form W-9 so Contest Managers can create an IRS Form 1099-MISC which will be provided to each winner as well as proper local, state, and federal taxing agencies in accordance with all applicable laws. In the event of waiver or forfeiture of prize money by the contest winner(s), the Contest Managers may award the prize money to the second place entrant and/or select an alternative winner.

10. Grant of Rights and Publicity.

By submitting a video in this Contest, all entrants grant to Contest Managers an exclusive worldwide, perpetual, unlimited, irrevocable, royalty-free right and license to use, edit, adapt, modify, reproduce, publicly display, publish, publicly perform, transcode, make derivative works from, or otherwise make any use of their video in any media and content whether now existing or later invented without any restrictions, right of approval or advance notification to the entrants of any kind, for commercial or non-commercial purposes, including without limitation, in future trade, publicity and/or advertising for such Contest Managers products and/or services, unless prohibited by law. The entrants further grant to Contest Managers a License to use their names (first and/or last), hometown and state, in connection with the Contest and/or video in any

manner and in any media and content whether now existing or later invented without any restrictions, right of approval or advance notification to the entrants of any kind, for commercial or non-commercial purposes, including without limitation, in future trade, publicity and/or advertising for such Contest Manager's products and/or services, unless prohibited by law. Entrants further agree: (i) that Contest Managers may exercise any and all rights hereunder without attribution, notification or compensation to entrants; (ii) that their entry becomes public domain and the Contest Managers shall have the right to freely transfer, assign or sublicense their rights hereunder, in whole or in part, to any other person or entity, without notification or approval by entrant; (iii) that Contest Managers shall have no obligation (express or implied) to use the entry in any manner and entrants shall not be entitled to any damages or other relief by reason of Contest Managers use or non-use of entrants' submission; (iv) to be bound by these Official Rules and the decisions of the judges; (v) that entrants may be contacted by Contest Managers by telephone, mail, or email regarding this Contest; and (vi) to sign and deliver to Contest Managers such documents as Contest Managers may reasonably require to effectuate the rights granted herein.

11. Representations and Warranties and Indemnification.

Entrants represent and warrant that: (i) the entry is entrants' original work; (ii) the entry does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity; (iii) Entrants have obtained written permission from every person whose name, likeness, voice or other intellectual property is used in the entry; and (iv) the video entry will not infringe the rights of any third party. Entrants will indemnify and hold harmless, Contest Managers from any third party claims to the contrary and any third party claims arising out of or related to entrants' video, (or related footage or artwork) or participation in the Contest.

12. Limitations of Liability and Release.

Contest Managers are not responsible for: (i) technical problems or technical malfunction which may affect the operation of the Contest, including, but not limited to, any of the following occurrences (a) hardware or software errors; (b) faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity or other online communication problems; (c) errors or limitations of any Internet Service Provider ("ISP"), servers, hosts or providers; (d) garbled, jumbled or faulty data transmissions; (e) failure of any e-mail transmissions to be sent to or received; (f) any inability to upload or download any information in connection with participation in the Contest; (g) inaccessibility of the website, in whole or in part for any reason; or (h) lost, late, delayed, corrupted or intercepted e-mail, website, or video transmissions; (ii) unauthorized human or non-human intervention of the operation of the Contest, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, worms; (iii) destruction of any aspect of the Contest, or loss, miscount, misdirection, inaccessibility or unavailability of an account used in connection with the Contest, including but not limited to, undeliverable contact attempts that result from any form of active or passive e-mail filtering or for insufficient space in entrant's account to receive e-mail; (iv) any typographical errors in the announcement of prizes or these Official Rules, or any inaccurate or incorrect data contained on the website; and (v) any personal injury, or property damage or losses of any kind which may be sustained to user's or any other person's computer equipment resulting from participation in the Contest, use of the Website, or the download of any information from the website. By entering, each entrant agrees for entrant and for entrant's heirs, executors, and administrators to release and hold harmless the Contest Managers, YouTube, and its subsidiaries and their respective affiliates, parents, owners, franchisees, officers,

directors, and employees (collectively, the “Released Parties” from and against any liability, claim, or cause of action (including without limitation, direct, indirect, incidental, consequential, or punitive damages), including, but not limited to, personal injury, death, or damage to or loss of property, whether caused by negligence or not, arising out of participation in the contest or receipt or use or misuse of any portion of the prize, entry, or participation in the contest or in any contest or prize-related activity, or any access to or use of the contest website, or any claims based on publicity rights, defamation, or invasion of privacy, or merchandise delivery.

13. Third-party Notice of Intellectual Property (IP) Infringement.

To the extent that any video uploaded to YouTube appears to infringe upon the intellectual property interests of a third party, that third party should notify YouTube using its DMCA notification system (available at http://www.youtube.com/t/dmca_policy). Contest Managers have no control over the content of videos, and so take no responsibility for any video that may infringe upon the intellectual property rights of another.

14. General Terms.

Contest Managers or their designated representative(s) have the right, but not the obligation, to monitor/screen video submissions. By entering, Entrants acknowledge that Contest Managers have no obligation to use or post any video submission. 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 the Contest, Contest Managers reserve the right, at its sole discretion, to cancel, modify or terminate the Contest or any portion thereof. Any attempt by an entrant(s) or other individual to deliberately damage or undermine the legitimate operation of this promotion, including, but not limited to any fraudulent claims, may be a violation of criminal and civil laws, and should such an attempt be made, Contest Managers reserve the right to seek remedies and damages from any such individual to the fullest extent permitted by law, including criminal prosecution. Proof of making an entry will not be deemed to be proof of receipt by Contest Managers. Any use of robotic, automatic, programmed or like entry methods will void all entries affected by such methods and be deemed tampering. Persons engaging in any of the foregoing activities may be disqualified. Contest Manager’s failure to enforce any term of these Official Rules shall not constitute a waiver of that provision. By participating, entrants agree to be bound by these Official Rules and the decisions of Contest Managers and judges and waive any right to claim ambiguity in the Contest or these Official Rules. Contest Managers reserve the right to make changes or additions to these Official Rules and/or change the dates of the Contest at any time.

15. Choice of Law.

This Contest is offered only in the United States and is governed by the laws of the State of Missouri. By entering, entrants consent to the jurisdiction and venue of the federal, state and local courts located in St. Louis, Missouri for the resolution of any disputes.

16. Privacy Policy.

- Contest Managers collect information from you when you voluntarily provide it to us. We use your information to respond to inquiries/questions, to contact you if you are a contest winner, and to obtain

an IRS W-9 so we can provide you with an IRS Form 1099-MISC. Also, entrant's name(s), town, and state may be used to promote this contest on various media.

- Contest Managers will add entrant's email address to subscriber's list for the Life Jackets Worn...Nobody Mourns campaign's quarterly Newsblasts, but entrants may unsubscribe at any time.
- Contest Managers do not sell, trade, or otherwise transfer entrant's personal information to outside parties without your consent. This does not include trusted third parties who assist us in operating the contest website, conducting this contest, or servicing you, as long as those parties agree to keep this information confidential. We may also release your information for tax purposes or when we believe release is appropriate to comply with the law, enforce our contest requirements, and to protect other's rights or safety.
- By using this site, you agree to the terms of this Privacy Policy. Whenever you submit information via the Contest website, you consent to the collection, use, and disclosure of that information in accordance with this Privacy Policy.

17. Winners List.

Winners' name(s), town(s), and state(s) will be posted on social media and the website after the winners are confirmed. You may also request a winners list by emailing us at PleaseWearItNews@Gmail.com with the subject line: "Life Jacket Video Contest Winners List"

18. Contest Managers.

The nonprofit Corps of Engineers Natural Resources Education Foundation (The Corps Foundation) is the primary manager of this Contest and <https://www.lifejacketvideocontest.com>. The Corps Foundation's website is www.CorpsFoundation.org.

The Corps Foundation works in partnership with the U.S. Army Corps of Engineers to promote the Life Jackets Worn...Nobody Mourn campaign. USACE manages the campaign's website at www.PleaseWearIt.com.

CONTACT INFORMATION

Any questions regarding this contest should be emailed to PleaseWearItNews@Gmail.com with Life Jacket Video Contest in the subject of the email.