



2019 Video Contest - Rules and Submission Process

Eligibility

- Students from Minnesota schools, enrolled in grades 6-12 are eligible to compete.
- Each school is eligible to win one (single) award.
- There is no limit to how many submissions can come from one school, but each student is only eligible to participate in one team.
- A team is defined as the group of students listed on the submission form, who are wholly responsible for the development of the video content. Assistance from, and overlap of, teacher and staff participation is accepted.
- Employees and family members of Ever-Green Energy or the St. Paul Saints are not eligible to enter.
- All entrants must complete the contest submission form. Students must have the approval of their school to enter, which must be validated on the form. Finalist teams/schools will be contacted to verify approval before proceeding to the finals.
- All content must be original. Unauthorized use of copyrighted materials will result in disqualification.

How to Enter - Submission Process

- **Step 1:** Upload your video to YouTube. Please set the video to public so our team can review. You must follow all YouTube posting rules and policies.
- **Step 2:** Complete a submission form, and include a link to your YouTube video.

Please keep in mind the following:

- There is not a required video file size, but the winning video will be broadcast on the jumbotron at a St. Paul Saints game at CHS Field (1280px x 720px).
- All videos must be uploaded to YouTube to complete the contest entry, along with completion of the contest form. The contest form provides a place to include the YouTube URL for your video.
- Videos must be set to public. Videos will be added to the District Energy St. Paul YouTube channel playlists and may be broadcast on social media channels throughout and following the contest.
- All entries become the property of District Energy St. Paul (Sponsor) and will not be acknowledged or returned. Entrants agree that winning entries can be used for future events held by District Energy and hosted on its website.

Judging and Selection Process

As noted in the timeline, submissions are due by May 17, 2019. District Energy will review submissions for eligibility and alignment with the contest and select 3 finalists. Finalists will be invited to a St. Paul Saints game at CHS Field on Saturday, June 8, 2019.

Prior to the game, finalists and their guests are invited to gather for a pregame picnic. Twenty-five (25) tickets will be provided to the finalist schools to be used for the video submission team, their family, and associated faculty and staff. The winner will be announced prior to the start of the game.

Project Scoring

Qualifiers

1. Does the video run under the 3-minute time limit?
2. Is the information in the video original and copyright-free content?
3. Is any portion of the video inappropriate (as defined in contest rules)?
4. Has your school signed off on your submission?

Quality

1. How well was the theme tied into the video message?
2. How well does the video help educate people about climate change and sustainability?
3. How well does the video propose a clear idea or vision for a sustainable Minnesota?
4. How unique and innovative is the vision or idea?
5. How memorable is the video, through use of creative visuals, music, language, and expression?
6. How well does your vision or idea support equitable opportunities and outcomes for our neighbors?

Awards

Finalists will receive the following prizes:

THE FIRST PRIZE WINNER will receive a \$5000 donation to their school. The first prize winner's video will also be played during the pregame for the June 8, 2019 St. Paul Saints' game at CHS Field.

THE SECOND PRIZE WINNER will receive a \$1000 donation to their school.

THE THIRD PRIZE WINNER will receive a \$500 donation to their school.

First, second, and third prize winners will also receive:

- Posting of their video on the Twitter and Facebook accounts for the St. Paul Saints and District Energy St. Paul.
- 25 tickets for the school/team to the St. Paul Saints game and a picnic dinner at the game.

Additional Notes

- District Energy encourages the schools to use this funding to enhance and emphasize environmental and sustainability programming within the school.
- Contest officials reserve the right to not name a winner in any given prize category, pending the volume and quality of entries.
- Contest entries may be submitted by an individual or by a group of any size. Awards will be given to schools, not individuals or groups.
- There will not be a review process after the final selection, unless a disqualifying situation is revealed to a winning video.

Creating Videos that Address the Contest Theme

Each video submission must be directed to the vision of a sustainable Minnesota. Sustainability has many definitions, so for the purposes of this contest:

Sustainability is the effort to balance the conservation of natural resources and protection of our natural environment with the well-being and livelihood of humanity.

This is a broad topic and submissions on aspects of sustainability are welcome, including:

- Renewable energy and smart grid
- Climate change mitigation and adaptation
- Waste reduction
- Healthy food and agriculture
- Clean water
- Clean air
- Smart building design (lessening development impacts)
- Product stewardship
- Transit and transportation
- Open space, parks, and ecosystems

Submissions will be judged by their ability to educate and engage others on these topics and clearly outline their idea or vision for a more sustainable Minnesota.

Questions to Consider When Developing Ideas

- Will this inspire others to do more for sustainability?
- Will the audience gain a better understanding of why sustainability is important?
- Will the content connect with my audience effectively?

Sponsor

The contest is sponsored by District Energy St. Paul, a nonprofit utility, and parent company to utility, energy service manager, engineering and planning company, Ever-Green Energy.

Intellectual Property

By entering this contest, all entrants agree that their submission is their own original work, does not infringe upon the intellectual property rights of others, and is in compliance with all copyright laws.

Entrants agree to not hold Ever-Green Energy liable for any intellectual property disputes and to comply with these rules and all copyright laws.

Frequently Asked Questions

Who is eligible?

- Students enrolled in Minnesota schools (public, private, or homeschool programming) between grades 6-12).

Is there an age minimum?

- No, students must be between 6th and 12th grade in an eligible school.

How many videos can you submit?

- There is no limit to how many submissions can come from one school, but each student is only eligible to participate in one team.
- Each school is only eligible to earn one prize.

Can videos be submitted any way other than by uploading to the contest?

- Videos must be submitted via the YouTube platform, with a URL to the video included in the submission form.

How long should the videos be?

- There is not a designated minimum for videos, but we encourage using enough time to convey your message. Videos longer than 3 minutes will be disqualified.

Is there a file size limit?

- Videos must meet YouTube upload size requirements.
- The contest winner's video will be played on the CHS Field jumbotron that is size 1280 px W by 720 px H and requires a MP4 file format.

Can the videos incorporate music or animation?

- Yes, we just remind students that unauthorized use of copyright materials will disqualify the submission.

TRANSFER OF OWNERSHIP OF SUBMISSIONS: In consideration of Entrant's Video being reviewed and evaluated for this Contest, each Entrant hereby conveys to the Sponsor, its members stations and assignees, the ownership of the works submitted, including any copyrights created. Sponsor can then use, copy, sublicense, transmit, distribute, publicly perform, publish, delete or display such Video, or any portion thereof, in any media now known or hereafter devised including, but not limited to all forms of television and all forms of Internet and wireless protocol. Each Entrant releases the Sponsor, and their assignees and licensees, from any and all claims or liability (now known or hereafter arising), including but not limited to any claims for defense and/or indemnity, in connection therewith. Each Entrant agrees and acknowledges that participation in the Contest, including, without limitation, the Entrant's decision to provide the Entrant's submission to Sponsor for purposes of the Contest, shall not give rise to any confidential, fiduciary, implied-in-fact, implied-in-law, or other special relationship between Sponsor and Entrant, does not place the Sponsor in a position that is any different from the position held by members of the general public with regard to elements of the Entrant's video submission, and that the only contracts, express or implied, between the Sponsor and Entrant are as set forth in these Official Rules and the release forms. The Grand Prize Winner may be required to complete and execute additional documents and have third parties execute Sponsor's documents in connection with the rights granted to Sponsor as a condition of prize acceptance. In addition, by participating in the Contest and submitting a Video, each Entrant hereby grants permission (except where prohibited by law) for the Sponsor to use Entrant's Video, name, likeness, voice, quotes, comments, biographical information, photograph and/or image for the purpose of advertising, trade, or promotion without further notice, permission, compensation or consideration in any and all media now known or hereafter developed throughout the universe, unless prohibited by law. Except as required by law or permitted pursuant to these Contest Official Rules, the Sponsor will not share an Entrant's information with any third parties.