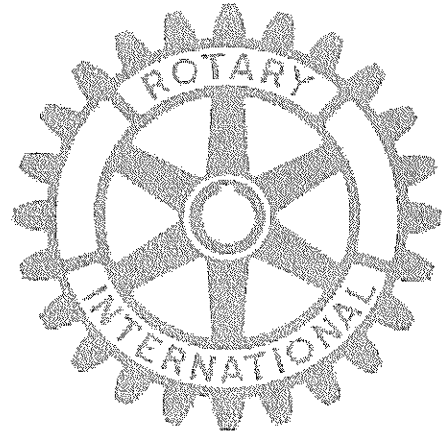


Rotary



The Rotary Club of
Southwest Wichita Falls
&
The Rotary Club of
North Wichita Falls

Present

2021 4-Way Test
Video Contest Playbook

Important Dates:

March 31, 2021 at 11:59PM – Entry Deadline

April 30, 2021 at 11:59PM – Voting Ends

May 3rd, 2021 – Presentation of Awards

Getting Started:

1. Form your team (1 to 4 students per team).
2. If under the age of 18, register your team by emailing parental consent forms for all team members to: info@southwestrotary.com
3. Work on your video and send it to info@southwestrotary.com or send them via WeTransfer.com to be uploaded to our YouTube page by March 31st, at 11:59pm.
4. Video submissions are approved by Rotary Club of Southwest Wichita Falls and uploaded to the YouTube page and shared on Rotary Club of Southwest Wichita Falls Facebook page.
5. Students will need to market their videos to get maximum likes and views on the Rotary Facebook page. The deadline to solicit engagement is April 30, 2020 at 11:59 p.m.
6. The teams will then attend a rotary meeting and present their videos in person and be judged by the club on May 3rd, 2020. If in person meetings have not resumed due to Covid-19, a Zoom meeting will be held.
7. This winners will be announced at the Rotary club meeting on May 3rd, 2020.

Rules:

TEAMS

- The teams are composed of 1 to 4 students.
- The team members can be from different grade levels.

THE VIDEO (GENERAL)

- Teams may only enter 1 video in the contest.
- The video needs to be submitted by March 31st, 2021 to qualify

THE VIDEO (FORMAT)

- The video must be 60 seconds or less.
- The minimum format resolution is 1280*1080.

2019-2020 ROTARY STUDENT VIDEO CONTEST

THE VIDEO (CONTENT GUIDELINES)

- The subject of "What the 4-Way Test Means to Me" should be closely followed.
- The target audience for this video is people from age 15 to 24.
- There needs to be a call to action to visit our website, such as "Find out more about Rotary at www.rotary.org"
- The video needs to feature the Rotary logo and respect our Brand Guidelines.

Theme:

THE ROTARY FOUR-WAY TEST
Of the things we think, say or do:

Is it the TRUTH?

Is it FAIR to all concerned?

**Will it build GOODWILL and BETTER
FRIENDSHIPS?**

Will it be BENEFICIAL to all concerned?

Material must be original in content and be about applying the Rotary Four- Way Test to an important issue in our everyday relationships with other people. Contestants should write a script with facts, statistics, stories, examples, and quotations.

Prizes

Videos will be featured on our Facebook page and YouTube channel.

OVERALL WINNING TEAM: \$375 Gift Card Per Student

1st Runner Up: \$175 Gift Card Per Student

2nd Runner Up: \$75 Gift Card Per Student

Judging

WHAT ARE THE JUDGING CRITERIA?

Entries will be judged based on the following criteria:

- **Production Quality & Creativity of Message: 35%**
- **Marketing / Votes: 20%**
- **Representation of Rotary's Theme: 20%**
- **Presentation: 25%**

Continued On Next Page: Rotary Brand Guidelines

Rotary Brand Guidelines

WHAT IS A BRAND?

A company's **brand** represents their market identity—who they are, what they do, and how their product makes you feel.

USING ROTARY'S BRAND IN YOUR VIDEO

Strong branding requires a consistent and clear message, clear and concise communication of the brand promise, and use of certain approved language and graphics.

Approved Language and Graphics:

Approved language and graphics are important because they help to convey the brand promise. Here is a list of approved language - and how to use them. Be sure to use them **exactly** as they appear and as advised.

1. Approved Language includes:

- Together, We CONNECT
- Together, We INSPIRE
- Together, We TRANSFORM
- Together, We END POLIO

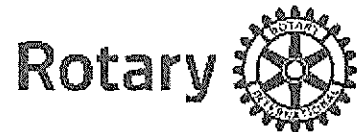
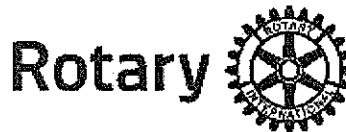
2. The Rotary logo should only be displayed in all black, azure or royal blue and gold - as it appears below.

In addition to black, white and grey our color palette includes:

Royal Blue
PMS 286C
C100 M80 Y9 K2
PMS 286U
C100 M92 Y9 K2
Hex #17458f
R23 G69 B143

Gold
PMS 130C
C0 M41 Y100 K0
PMS 129U
C0 M35 Y100 K0
Hex #f7a81b
R247 G168 B27

Azure
PMS 2175C
C99 M47 Y0 K0
PMS 2175U
C99 M53 Y0 K0
Hex #005daa
R0 G93 B170



Team Name:

Criteria	Points	Possible Points	Comments
Production quality and creativity of the message.		30	
Presentation		25	
Marketing / Facebook Engagement		25	
Representation of the Rotary theme and chosen Topic		20	
Total Points		100	

Team Name:

Criteria	Points	Possible Points	Comments
Production quality and creativity of the message.		30	
Presentation		25	
Marketing / Facebook Engagement		25	
Representation of the Rotary theme and chosen Topic		20	
Total Points		100	

Waiver and Parental Consent Agreement Disclosure of COPPA Compliance

Group Name/Team Name: _____

How many students in your group?: _____

First Name: _____ Last Name: _____

Email: _____

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For Parents

By agreeing to the terms and conditions discussed herein, I verify that I am the legal parent or guardian of this student participant in Rotary Student Video Contest.

I further warrant that my child would like to participate in the contest. I also hereby provide express written permission for my child to participate in Rotary Student Video Contest.

For Students

If you, the student, are currently over the age of 18, Rotary requests that you sign this agreement on your own behalf.

Use of the Videos

I, the parent, and my child understand that videos created for the purpose of participating in the Rotary Student Video Contest and submitted to Rotary Club of Southwest Wichita Falls will become the intellectual property of Rotary Club of Southwest Wichita Falls. I acknowledge and agree that Rotary will own all rights, title and interest, including, but not limited to, all copyrights and other intellectual property rights, in and to the contest submissions.

I have consulted my child and he or she is in agreement that Rotary Club of Southwest Wichita Falls will own the videos that my child submits for the purpose of entering the contest.

If I am the student, and over 18 years of age, I understand that submitted videos will become the intellectual property of Rotary Club of Southwest Wichita Falls.

I understand that once this form has been submitted, Rotary Club of Southwest Wichita Falls will thereafter have the right to use these videos for any purpose, commercial or otherwise, including, but not limited to use in advertising and marketing efforts. I agree that Rotary Club of Southwest Wichita Falls may use the videos that I submit with or without my name and for any lawful purpose, including for example such purposes as publicity, illustration and Web content.

Notwithstanding prizes provided in conjunction with the contest, I hereby acknowledge and agree that I am not entitled to further compensation for the videos that I create and submit for consideration.

Compliance with COPPA

Rotary Club of Southwest Wichita Falls seeks to abide by federal regulations known as COPPA ("Children's Online Privacy Protection Act"). This law requires operators of web sites and online services such as mobile apps, network-connected games, online purchasing, VOIP services, Internet-enabled gaming platforms, and location services to provide notice and obtain parent's consent before collecting personal information from children under the age of 13.

To comply with federal law, this form shall constitute formal parental notification and formal parental consent for your child to provide personal identifying information to Rotary Club of Southwest Wichita Falls for the purpose of facilitating participation in the Rotary Student Video Contest.

Deleting Information

If you wish to delete your child's information or request additional information about how the information is used, you may contact Rotary Club of Southwest Wichita Falls directly at info@southwestrotary.com. We would be happy to assist you.

You may also send written request via mail to:

Rotary Club of Southwest Wichita Falls
PO Box 1566
Wichita Falls, TX 76307

Limitations of Liability/Reserved Rights

Rotary Club of Southwest Wichita Falls shall not have any obligation or responsibility with regard to (i) submissions that contain incorrect or inaccurate information or do not comply with these rules, (ii) submissions, prize claims or notifications that are lost, late, incomplete, illegible, unintelligible, damaged or otherwise not received by the intended recipient, in whole or in part, due to computer or technical error of any kind, or (iii) telephone, electronic, hardware, software, network, Internet or computer malfunctions, failures or difficulties, or (iv) any damages or losses of any kind caused by any prize or resulting from participation in the contest or acceptance, possession or use of any prize.

Rotary Club of Southwest Wichita Falls, in its sole discretion, reserves the right to disqualify any person tampering with the submission process or the operation of this competition otherwise violating these rules or any applicable law.

Rotary Club of Southwest Wichita Falls further reserves the right to cancel, terminate or modify the contest if the contest cannot be completed as planned because of unauthorized intervention or technical failures of any sort.

Waiver of Liability

Participants in the contest shall indemnify, defend and hold harmless the participant from and against any loss, damage, costs, liability and expenses (including reasonable attorneys' fees) arising from or out of any third-party action or claim that using the contest submissions in accordance with the terms and conditions therein infringes the intellectual property rights of such third party.

Original Content/Plagiarism

Participants in the contest are responsible for securing the necessary rights to use all materials used to create submissions for the purposes of the Rotary Club of Southwest Wichita Falls Student Video Contest.

Participants warrant that the submission is original, that it has been created by the stated authors and has not been submitted elsewhere, that the submission contains no libelous or other unlawful statements and that it and does not contain any materials that violate any personal or proprietary rights of any other person or entity.

Participants in the contest shall not infringe the intellectual property rights of any third party.

Completion of Form

Please be advised that without acknowledgement, signature and return of this form to the contest administrator your student, or you if over the age of 18, will not be eligible to participate in the Rotary Club of Southwest Wichita Falls Student Video Contest.

Rotary Club of Southwest Wichita Falls retains all right, title and interest in and to any materials which Rotary Club of Southwest Wichita Falls provides to participant in connection with the contest. Participants may only use such materials for the purposes of this contest and for the duration of this contest.