

Wildlife Conservation Fund Commercial Contest

Official Rules

Imagine seeing your commercial aired a year from now on major television stations! Nebraska's Wildlife Conservation Fund supports wildlife conservation for those species that are not hunted, trapped or fished (nongame) in Nebraska and is entirely dependent on contributions.

Entry Levels and Awards

1. Grades 3-6: Award is commercial featured on website and one 1-year subscription to Trail Tails Magazine.
2. Grades 7-12: Award is commercial featured on website and one 1-year subscription to NEBRASKAland magazine
3. Open: Award is that commercial is featured on website and one 1-year subscription to NEBRASKAland Magazine.

The best commercial of all three categories will be selected by a public vote and will run on major television stations.

A winner will be selected from submissions in each of the eligible categories. If insufficient entries are received for any particular category, Nebraska Game and Parks Commission (NGPC) reserves the right to not give an award in that category. This is at the sole discretion of the contest judges. Judges reserve the right to determine if a video is appropriately categorized and change a video's category accordingly.

Judging Criteria

The winning commercial will raise awareness of the Nebraska Wildlife Conservation Fund. It will lead the audience to appreciate Nebraska's wildlife and encourage folks to donate through their income tax refunds and/or directly through the Wildlife Conservation Fund Webpage (nebraskawildlifefund.org). The winning commercial will be original, entertaining and creative. It must include the website url nebraskawildlifefund.org and the Nebraska Wildlife Conservation Fund logo with the peregrine falcon (see elements link). The commercial cannot include species that are hunted, trapped or fished.

Eligibility

Everyone is eligible to participate in the contest.

Selection Process

A group of judges from the Nebraska Game and Parks Commission will evaluate each entry and choose the finalists. The finalists will be posted on the NGPC's YouTube site for a public vote. One winner will be chosen by a majority vote at the end of the voting period. If there is a tie, NGPC will select the winner.

Timeframe

Entries may be submitted between January 1, 2012 through April 15, 2012. The winner will be selected by a majority public vote that ends May 15, 2012. The winning commercial will air during the 2013 income tax season (spring).

Available Materials

On the "Elements for your Commercial" webpage, you will find music, images and video available for your use, but these are not required to be used in the commercials.

Entry Form

Submit signed entry form, see "Entry Form" link.

Submit A Video File:

- The video file(s) must be exactly 30 seconds in length.
- No copyrighted material other than Nebraska Game and Parks Commission will be allowed, and Game and Parks federally registered trademarks may be used for purposes of this production only.
- The video file size should be kept at or under 100 MB for quicker upload/encoding time (Max file size allowed is 500 MB).
- Video files must be provided in one of the following file formats: .MPEG; .MOV; .AVI; .WMV
- Finalists may be asked to provide the original audio and video files used during production of the entry for broadcast purposes.
- Video submissions must comply with all laws and regulations.
- All entries must be received by 5:00 p.m. CST on April 15, 2012.
- Each individual entrant is allowed multiple submissions.
- Contest is subject to all federal, state and local laws and regulations.

Entering the contest:

Upload your 30-second video to your own YouTube account. Submit the link to your video via email to scott.bonertz@nebraska.gov. Additional questions on entering the contest via YouTube can be addressed via e-mail to scott.bonertz@nebraska.gov.

By providing your link, YOU EXPRESSLY AGREE AND CONSENT TO BE BOUND BY THE TERMS OF SERVICE AND PRIVACY POLICY OF THE WEBSITE, outdoornebraska.ne.gov. IF YOU DO NOT AGREE TO THESE TERMS, PLEASE DO NOT ENTER THE CONTEST. See link for more details:

http://outdoornebraska.ne.gov/admin/ngpc_policy.asp

Finalists will be required to sign a release (to be provided by NGPC) and the release must be signed by each identifiable person appearing in your Submission granting NGPC permission to use his or her image/likeness. If the Likeness of a minor is included, such grant of rights must include written permission from the minor's parent or legal guardian authorizing the use of the minor's Likeness on behalf of the minor.

Additional Rules:

BY ENTERING, ENTRANT AGREES TO BE BOUND BY THESE OFFICIAL RULES AND THE DECISIONS OF THE GAME AND PARKS COMMISSION JUDGES, WHICH SHALL BE FINAL.

You may enter the Contest between 7 a.m. CST on Jan. 1, 2012, and 5 p.m. CST on April 15, 2012 (“Contest Period”).

Submissions that do not include all required information and adhere to the Official Rules as determined by NGPC in its sole discretion will be considered void. Once uploaded, Submission will not be returned. NGPC may, in its sole discretion, remove, delete and/or disqualify any Submission it deems inappropriate or otherwise non-compliant. NGPC reserves the right to modify or edit any Entry, in whole or in part, for content, clarity, or any other reason, and each entrant waives any and all “moral rights” in and to his or her Entry.

Entrants agree not to upload, post or transmit any materials, which contain any computer viruses, Easter eggs, worms, Trojan Horses or other harmful component or programming routines that are intended to damage, detrimentally interfere with, surreptitiously intercept or expropriate any system, data or personal information. Any attempt to deliberately damage any website or undermine the operation of the Contest is a violation of criminal and civil laws, and NGPC reserves the right to seek damages from any person who makes such attempt(s).

Each Submission must be the original work of the Entrant produced for this Contest; it must be suitable for display and publication (i.e., may not be obscene or indecent, including but not limited to nudity or profanity); it must not contain obscene or pornographic material, it must not contain defamatory statements (including but not limited to words or symbols that are widely considered offensive to individuals of a certain race, ethnicity, religion, sexual orientation or socioeconomic group), it must not include threats to any person, place, business, group or world peace, it must not invade privacy or other rights of any person, firm or entity, and it must not in any other way violate applicable laws and regulations.

Each Submission must not feature beer, distilled spirits (i.e. hard liquor, malt beverages), wine, tobacco products (including cigarettes, cigars, pipe tobacco, chewing tobacco, and snuff), contraceptives, feminine hygiene products, fireworks, firearms and ammunitions, prescription drugs, illegal drugs and related drug paraphernalia, nutritional supplements, lotteries and gambling (including horse or dog racing and products or services related to gambling).

Each Submission must not contain any copyrighted works (other than as owned by the Entrant, and as provided on the NGPC elements web site). You may not include any music except for the pre-approved music provided on the website or copyright permission is obtained in writing and accompanies contest entry form. Approved music provided on the Web may not be altered. Use of any unauthorized music may result in disqualification of Submission or in being replaced by music allowed by copyright rules.

Submissions that do not comply in all material respects with the Terms of Services or these Official Rules or that otherwise contain prohibited or inappropriate or offensive content as determined by the NGPC, in its sole discretion, will be disqualified and will not be published or considered.

You may enter the Contest as many times as you wish; however, each entry must be of a different video and be submitted separately and be in accordance with the terms and conditions stated herein. NGPC is not responsible for lost, stolen, illegible, unreadable, misdirected or late Entry submissions. With respect to the website or Entry, NGPC assumes no responsibility for computer system, phone line, hardware, software or program malfunctions or other errors, failures of any kinds, delayed computer transmissions or network connections that are human or technical in nature.

BY ENTERING THIS CONTEST AND UPLOADING YOUR SUBMISSION, YOU IRREVOCABLY GRANT TO NGPC AND ITS AGENTS THE UNCONDITIONAL AND PERPETUAL RIGHT TO POST, DISPLAY, PUBLISH, USE, ADAPT, EDIT AND/OR MODIFY SUCH SUBMISSION IN ANY WAY, IN ANY AND ALL MEDIA, FOR ANY PURPOSE, WITHOUT LIMITATION, AND WITHOUT CONSIDERATION TO YOU. FINALISTS AGREE THAT THEY IRREVOCABLY ASSIGN AND TRANSFER TO NGPC ANY AND ALL RIGHTS, TITLE AND INTEREST IN SUBMISSION, INCLUDING, WITHOUT LIMITATION, ALL COPYRIGHTS AND WAIVE ALL MORAL RIGHTS IN SUBMISSION AND THAT THEY WILL EXECUTE ANY DOCUMENTS THAT MAY BE NECESSARY TO FURTHER EVIDENCE THE TRANSFER AND ASSIGNMENT.

Winner Notification

Finalists will be notified by e-mail at the address used to submit the video link and will be required to complete, sign and return an Affidavit of Eligibility/Liability Release, and, where lawful, a Publicity Release by May 1, 2012, or Prize will be forfeited and an alternate Finalist may be selected.

Your Submission will not be posted for public viewing unless the properly and fully completed Releases are received by NGPC no later than May 1, 2012.

Acceptance of prize shall further constitute and signify the winner's agreement and consent that NGPC may use the winner's name, likeness and/or Entry and biographical information worldwide for Contest purposes without limitation and without further compensation, except where prohibited.

Winner Final Submission

You can submit your master copy in any of the following formats:

- Playable DVD-R, QuickTime, or MPEG files (on disc).
- Tape formats include: MiniDV, DV Cam, or BetaSP.
- Audio: Stereo.

Master copies will not be returned and become the property of the Nebraska Game and Parks Commission. Additional questions on master formats can be addressed by e-mail – scott.bonertz@nebraska.gov.

Additional Warranties and Indemnity

Anyone submitting Entries to this Contest warrants and represents that the Entry submitted is an original work of the entrant and cannot include footage recorded from any broadcast in any media (e.g. television, Internet, or motion picture) without the express written consent of owner of the copyright in that footage as well as the broadcast entity; has not won previous awards; has not been published previously; and that publication of the Entry via various media including Web posting, will not infringe on any third party rights. By entering this Contest, each entrant agrees to release, indemnify and hold harmless, NGPC and Administrators from any claims to the contrary.

Any confusion of, or disputes with, these rules will be settled by members of the Nebraska Game and Parks Commission staff. The rules of this contest may change if situations beyond Game and Parks' control occur between now and the conclusion of this contest. Any changes to the rules will be communicated via the Wildlife Conservation Fund website – www.nebraskawildlifefund.org.

For any further information, please contact:

Kristal Stoner, Wildlife Diversity Manager

kristal.stoner@nebraska.gov

402-471-5444

or

Scott Bonertz, Public Information Manager

scott.bonertz@nebraska.gov

402-471-5565