



2018 SDG Video Contest Rules

*Please read the following before submitting your video
(Entrants are deemed to have accepted and agreed to all rules)*

1. No Purchase Necessary

The SDG Video Contest is sponsored by Mama na Mtoto. The contest is open from September 7, 2018 to September 30, 2018.

All entries must be received by 23:59 MST on September 30, 2018.

All videos must be deemed appropriate for display by University of Calgary policies.

2. Eligibility

To be eligible to win the Mama na Mtoto Sustainable Development Goals Contest, all entrants must:

- a) Have reached the age of majority in their province or territory of residence.
- b) Be currently enrolled at a registered Canadian post-secondary institution.
- c) Be a Canadian Citizen or Permanent Resident (excluding Quebec).
- d) Be between the ages of 18 and 30 as of October 1, 2018.
- e) Be available to attend the Together 2018 Conference from November 4-6, 2018. Prizes are non-transferable.

3. How to Enter

- a) Individually or in a team of two persons maximum, entrants must submit a video about a Sustainable Development Goal of their choice explaining why it is important and what actions can be taken to achieve it.
- b) Entrants may feature themselves in the video, or it can be submitted in a digital storytelling style (slideshow or background footage with a voiceover). All materials/participants must have consent. Videos may not feature individuals under the age of majority in their province/territory of residence.
- c) Only the creator(s) of the video can submit it for consideration.
- d) Each video should be approximately 60 seconds in length.
- e) All submissions must be e-mailed to mamanamtoto@ucalgary.ca
- f) Provided all necessary criteria is met, there is no limit to the number of entries per person/team.

4. Winner Selection Process

Non-partial judges selected by Mama na Mtoto will shortlist submitted videos. **Shortlisted videos will be posted to our facebook page for public voting.** Contest winners will be determined by combining judges' scores (weighted 50%) and by the number of social media likes on each video (weighted 50%).

Winning videographers will be notified by email no later than October 19, 2018.

5. Prizes

Prizes must be accepted as awarded and are not transferable or refundable. Prizes may not be sold to, bartered with, purchased by or utilized by a third party.

Contest winners will receive their entry fee and all associated travel costs (up to \$1000 per person) to attend the Together 2018 Conference in Edmonton, Alberta, from November 4-6, 2018.

Winners must agree to either individually, or in collaboration with peers, produce a deliverable (either a blog, social media post, etc) that summarizes their reflections on and learnings from the conference.

6. General Conditions

The Contest is in no way sponsored, endorsed or administered by, or associated with, Hootsuite, Facebook, Twitter, Instagram or other social media companies. Each entrant in the Contest agrees to completely release the Social Media Companies of all liability in relation to the Contest. Any questions, comments or complaints regarding the Contest must

be directed to Mama na Mtoto and not to the Social Media Companies. Entrants must comply with the terms of use of any applicable Social Media Company.

Before being declared a winner, each potential winner must sign and return within five (5) business days of notification a declaration and release prepared by Mama na Mtoto, which, among other things: (i) requires the eligible winner to correctly answer a skill-testing question; (ii) confirms compliance with these Contest Rules; (iii) acknowledges acceptance of the Prize as awarded; (iv) agrees to release the Releasees from any and all loss, harm, claims, cost, expense (including legal and other professional expenses), demands, damages, actions or causes of action whatsoever which the potential winner, his/her heirs, executors or administrators may or thereafter have against any of the Releasees in respect of or relating to participation in the Contest, participation in any contest-related activity or the acceptance, use or misuse of the Prize. If the eligible winner: (a) declines the Prize; or (b) fails to correctly answer the skill-testing question; or (c) fails to return the properly executed Contest documents within the specified time, they will be disqualified (and will forfeit all rights to the Prize) and the Sponsor reserves the right, in its sole and absolute discretion, to select an alternate eligible entry.

By participating in the Contest, each selected entrant agrees to abide by these Contest Rules and the decisions of the Sponsor and judges with respect to all aspects of the Contest. All photographs and related text entered in the Contest shall remain the property of the respective entrants. In consideration of the opportunity to enter the Contest, each entrant, by entering the Contest, grants the Releasees a paid-up, perpetual, irrevocable, non-exclusive, worldwide licence to use his or her entries (including but not limited to photographs, video and text) entered into the Contest in marketing and promotion related to Mama na Mtoto; and each entrant, by entering the Contest, confirms that he or she holds the exclusive rights to all intellectual property in his or her entries, other than the right of the Releasees to use such property by the Releasees as set forth above, and that all moral rights in the intellectual property in his or her entries have been waived. The Contest Sponsor reserves the right, at its sole discretion, to disqualify any individual (and all of their entries) who tampers with the entry process.

The Sponsor accepts no responsibility for loss, damage or claims caused by or resulting from the Contest or a Prize. By participating and accepting a Prize, a winner consents to the use of his/her name, address (city and province/territory), photograph and entry without further remuneration or notice, in connection with any publicity carried out by or on behalf of the Sponsor with respect to the Contest.

The Sponsor and the Contest judges will not be liable for any failure of any mail system, courier, website or social media application and do not assume any responsibility for incorrect or inaccurate capture of entry information, technical malfunctions, human or technical error, printing errors, lost, delayed or garbled data or transmissions, omission, interruption, deletion, defect or failures of any telephone or computer lines or networks, computer equipment, software or any combination thereof. The Sponsor, its licensees, affiliates, related companies, representatives, advertising and promotional agencies and their respective governors, shareholders, directors, officers, employees, agents, representatives, successors and assigns (collectively, the "Releasees") are not liable for (a) late, lost, delayed, not received, damaged, misdirected, incomplete, stolen, fraudulent or illegible entries (all of which shall be automatically void and not eligible for the Prizes); (b) failure to receive entries due to transmission failures, busy signals, traffic congestion on the internet or at any website or technical failures of any kind, including, without limitation, malfunctioning of any network, servers, access providers, hardware or software, whether originating with sender or recipient; or (c) any injury or damage to entrant's or any other person's computer related to or resulting from participation or downloading any materials in this Contest and breaches of privacy due to interference by third party computer "hackers". Entries are subject to verification by the Sponsor. Entry materials/data not satisfying the entry requirements or that have been tampered with or altered are void.

The Sponsor reserves the right to terminate or amend this Contest at any time and in any way, without prior notice. The Sponsor and the independent contest organization, if applicable, shall not be held responsible for any problems, errors or negligence that may arise or occur in connection with the Contest.

The Contest is subject to all applicable federal, provincial and municipal laws.

The Sponsor respects your right to privacy. Personal information collected from entrants will only be used by the Sponsor to administer the Contest and, only if consent is given at the time of entry, to provide entrants with information regarding upcoming promotions and/or events from the Sponsor. For more information regarding the manner of collection, use and disclosure of personal information by the Sponsor, please visit the Sponsor's Privacy Policy at www.ucalgary.ca.

Any questions regarding the SDG Video Contest can be directed to mamanamtoto@ucalgary.ca