

Heart O' Texas Fair & Rodeo Video Challenge

Entry Deadline: April 17, 2020

Top Three Finalist Announced: April 20, 2020

1. **Age:** All 4-H and FFA youth are invited to participate in this video challenge. There will be three age divisions:
 - a. Junior: 8 – 10 years of age, as of January 1 (current year)
 - b. Intermediate: 11 – 13, as of January 1 (current year)
 - c. Senior: 14 – 18 years of age, as of January 1 (current year)
2. **Theme:** Why is the agricultural industry important in today's global situation?
3. All videos may not have been previously published and all videos must be submitted by the original creator of the content.
4. Participants will submit a one (1) – two (2) minute video over the theme outlined above. All videos will be evaluated by a panel of judges. The top three videos in each division will be posted on the Heart O' Texas Fair & Rodeo Facebook page for voting on April 20, 2020. Voting will close on April 24, 2020. The winner of each division will be announced on April 27, 2020. Final rankings for each division will be calculated based on the following:
 - a. Each "reaction": two (2) points
 - b. Each "comment": three (3) points
 - c. Each "share": four (4) points
5. **Submission:** Contestants must have a YouTube account. The video must be uploaded to YouTube by April 17, 2020. After the video has been uploaded, a link to the video, as well as the Statement of Originality Form, must be sent to rachel@hotfair.com by April 17, 2020.
6. **Judging:** Videos will be judged based on effectiveness in addressing the topic, creativity, and originality.
7. **Consideration:** The submission must not contain material that violates or infringes the rights of others, including, but not limited, to privacy, publicity, tort or intellectual property rights or constitute copyright or trademark infringement, unless proper documentation is provided. The submission must not contain defamatory, slanderous or libelous materials or contain inappropriate, obscene, hateful or discriminatory materials, as determined in the Heart O' Texas Fair & Rodeo's discretion. By entering the contest, contestants grant the Heart O' Texas Fair & Rodeo a perpetual, royalty-free license to use their video, in any media, for any purpose. Contestants grant the Heart O' Texas Fair & Rodeo permission to edit, modify, or format the video. Contestants should not include personal information about themselves or anyone else.
8. **Prizes:** The grand prize in each division (junior, intermediate, senior) will receive a \$250 scholarship, a Heart O' Texas Fair & Rodeo hoodie, and swag basket. Reserve grand in each division (junior, intermediate, senior) will receive a Heart O' Texas Fair & Rodeo hoodie and swag basket. Third place in each division (junior, intermediate, senior) will receive a Heart O' Texas Fair & Rodeo swag basket.



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Statement of Originality

Submission Deadline: April 17, 2020

Contestant Name: _____

Chapter/Club: _____

Advisor: _____

Video URL: _____

Video Title: _____

I certify that the video entry is eligible and agree to abide by the rules for the video challenge set by the Heart O' Texas Fair & Rodeo.

Contestant: _____

Signature

Date

Parent/Guardian: _____

Signature

Date