



A Poster and/or Video Contest for K-12 Students in West Virginia Promoting Drinking Water Whenever and Milk with Meals



Official Contest Rules

ELIGIBLE PARTICIPANTS: All children, teens or classes who submit entries to the Rethink Your Drink (RYD) contest must be enrolled in a K-12 school within the state of West Virginia. Adults may assist, but ideas should come from student contributors. Multiple entries by the same student are permitted. *There is no entry fee.*

STANDARDS FOR POSTERS & VIDEOS: All submissions of posters and videos must meet the standards outlined on the following page. The judges' decision is final. The only compensation for submitting a video or poster is the opportunity to be awarded a prize if the entry wins.

DEADLINE FOR SUBMISSION: All entries may be submitted to RYDContest@gmail.com. Your email must provide the school, grade level and name(s) of the student. The deadline for submissions is 4:00 pm (Eastern Time, U.S.) on **Friday, September 28, 2018**. Winners will be announced no later than Friday, October 12, 2018.

HOW TO SUBMIT: All entries must be submitted in a digital format, such as a PDF, JPG, MP4 or other formats. For each video or poster, the email must include the name of one person (student, parent, or teacher) to serve as the main point of contact. Recognition and prizes will be given to the lead producer and all those listed as co-producers on the entry form. The name of the student, their grade and the name of their school must be included in the email, even if the student is not the main point of contact.

HOW SUBMISSIONS WILL BE JUDGED: Each entry will be scored on the basis of originality, creativity, overall quality and how well it reflects the theme of the Rethink Your Drink (RYD) website. Feel free to incorporate messages from the RYD website: content or messages from the Rethink Your Drink website at <https://rethinkyourdrinkwv.org/>

ORIGINAL WORK REQUIRED: Originality is one of the qualities by which entries will be judged. Plagiarism will result in disqualification. However, entries are allowed and encouraged to use any content or messages from the Rethink Your Drink website at <https://rethinkyourdrinkwv.org/>. Finalists may be asked to submit a list of your sources for the information you have shared. No copyrighted materials (music, images, etc.) may be used for this contest unless you own the copyright or have a license to use the material for this contest. Written permission must be obtained and provided upon request for all copyrighted materials.

IF CHOSEN AS A FINALIST: Students whose poster or video is chosen as a "finalist" must submit a signed/completed Parent Permission Form and a signed/completed Release Form

for each person appearing in your video. Forms can be scanned and emailed to RYDContest@gmail.com

INTELLECTUAL PROPERTY: Ownership of the underlying intellectual property that is submitted remains with the entrant, with the following exception: All entrants grant the Rethink Your Drink campaign the right to use their names, photographs, statements, quotes, testimonials, and submitted content for advertising, publicity, and promotional purposes without notification or further compensation.



Standards for Videos & Posters:

1. All entries must be either a video or a poster. Each entry should be shared as a digital file. (See the “How to Submit” section on the previous page.)
2. Each entry must focus on promoting drinking water and/or milk. Submissions should include at least one or more of the Rethink Your Drink messages from this website: <https://rethinkyourdrinkwv.org>
3. Students may work alone, in a group, or as a class. Adults may assist in only minor ways.
4. The length of the video should be between 1 and 2 minutes. All video entries should begin with a 10 second full-screen “title screen” that includes the following information:
 - Name of student(s)
 - School name
 - School city/town
 - Title of video
5. Content must comply with all local and national laws of the country of origin and the United States. Content must not: 1) promote illegal behavior; 2) support racial, religious, sexual or other forms of prejudice; 3) advocate sexual or violent exploitation; 4) violate rights established by law or agreement; 5) invade the privacy of any person; or 6) be otherwise inappropriate as determined by Rethink Your Drink campaign organizers.

6. After review, the judges will select winners for the categories below:

K-5 Schools

- One 1st Place for Video / One 1st Place for Poster
- One 2nd Place for Video / One 2nd Place for Poster
- One 3rd Place for Video / One 3rd Place for Poster

Middle School (Grades 6-8)

- One 1st Place for Video / One 1st Place for Poster
- One 2nd Place for Video / One 2nd Place for Poster
- One 3rd Place for Video / One 3rd Place for Poster

High School

- One 1st Place for Video / One 1st Place for Poster



- One 2nd Place for Video / One 2nd Place for Poster
- One 3rd Place for Video / One 3rd Place for Poster

7. After choosing the nine (9) prize winners for best video and the nine (9) prize winners for best poster (see the previous section), the contest judges will award a single Grand Prize. All winners will be posted on the RYD website. The prizes, which are subject to change, are planned as follows:

- ✓ GRAND PRIZE: Water station and a plaque
- ✓ 1ST PLACE: A prize package (\$100 Value) and certificate
- ✓ 2ND PLACE: A water bottle and certificate
- ✓ 3RD PLACE: A certificate

8. No video or poster files will be returned to those who submitted them. Therefore, students should keep at least one copy of their video or poster. Rethink Your Drink Campaign is not responsible for any submissions that are lost, damaged, or that do not upload properly.