

ABOUT THE CELEBRATING 70 YEARS OF TYLER VIDEO CONTEST

To enter:

- Create your video following the listed requirements.
- Fill out the entry form on the website.
- Provide the link to your video in the entry form. **ALL fields must be completed in the entry form to be eligible.**

Video requirements:

1. Video must be 1-3 minutes in length.
2. Video must use the theme “Why I love Tyler Arboretum.”
3. Avoid profane language, violence, sex or personal attacks on people or organizations.
4. Avoid violating copyright laws or using brand names or logos other than Tyler Arboretum in your video. You agree to indemnify Tyler Arboretum for any claim, demand, judgment, or other allegation arising from your possible violation of someone's trademark, copyright, or other legally protected interest in any way in your video. All contest submitters agree not to make any commercial use of those portions of their submissions which use Tyler Arboretum trademarks without prior written approval from Tyler Arboretum.
5. Your video may not contain any endorsement, solicitation, commercial, or similar content advocating for or against candidates for office, political issues, or commercial products.
6. Your video must be original content for this contest. Do not submit a video that has been submitted elsewhere.
7. Videos must be QuickTime/MOV, WMV, MPEG or AVI and submitted to the Tyler Arboretum contest group on YouTube.
8. Make sure the video is no larger than 50 MB.
9. Obtain release forms for all of the people featured in your video. You must Tyler Arboretum with the forms if requested.
10. Be able to provide Tyler Arboretum with an original video file if you win.
11. Videos that are submitted without an entry form will not be judged.

By entering the contest, you grant Tyler Arboretum a perpetual, royalty-free license to use your video, in any media, for standard promotional purposes. You grant Tyler Arboretum permission to edit,

modify, format, or adapt your video for the Arboretum's purposes at Tyler Arboretum's sole discretion. Except for the two free guest passes awarded to the winners of the video contest, no other compensation in any manner will be paid to any entrant of the video contest for Tyler Arboretum's future use of the video in any manner. If you want to remove your video from the competition, you may do so by requesting Tyler Arboretum delete your video from its competition prior to the announcement of the winner on or about August 23, 2014. There is no limit on the number of videos someone may submit.

There are no age restrictions for the video contest, but children 13 years or younger must have their parents' approval. Employees of Tyler Arboretum are not eligible to enter the contest.

Winner Selection:

After the contest closes, videos will be judged to see if they present accurate information and comply with the requirements of the contest. Those videos that do not comply will be disqualified. All other videos will advance to round two where the videos will be rated Tyler Arboretum followers on Facebook and YouTube based on message, accuracy, appropriateness of theme, creativity and entertainment value. A winner will be selected and notified on August 23, 2014.

The winner will receive two free guest passes and the winning video will be posted on www.TylerArboretum.org and the Tyler Arboretum YouTube channel.

Privacy

The personal information you submit on the entry form will only be used to contact you in the event you win the contest or if there is a question or issue regarding your video or its content. We will not disclose, give, sell or transfer any personal information about you, unless required for law enforcement or by statute. As your video will be made available to the public, you should not include personal information about yourself or anyone else. All information collected on the entry form will be deleted at the conclusion of the contest.