



Ray Festa Melanoma Foundation

Team SunSmart™

Video Contest Rules

OFFICIAL RULES – 2011 Ray Festa Melanoma Foundation Video Contest Award

CONSUMER DISCLOSURE: NO MEMBERSHIP, PURCHASE, OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST.

1. The Contest: Submit videos from high school students. Videos to be used to promote skin cancer and melanoma awareness by applying non-branded sunscreen.
2. Agreement to Rules: By entering this contest, you agree to all of these Official Rules. All decisions regarding the contest will be made by "RFMF"* in its sole discretion, and are final.
3. Eligibility: This contest is open only to high school students in the state of New Jersey.
4. Originality and Rights: By submitting your video, you are promising that you own all rights to all material in your video, including the music, images, script, and rights to include all persons, places or organizations included or depicted. "RFMF" will have distribution rights for non-commercial and public use. You also agree to allow "RFMF" to use your name, to use, promote or publicize your video in any manner, without limitation, and without further compensation. You agree to indemnify "RFMF", including for legal costs, against any challenges to the ownership, use of, or rights to material in your video.
5. What Your Video May Contain: "RFMF" intends to use these videos to promote



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skin cancer and melanoma awareness as depicted by high school students applying sunscreen as part of their regular routine outdoors sports routine. Video content should be informative, fun, educational and entertaining, as well as original.

6. What Your Video Should NOT Contain: "RFMF" does not endorse any particular manufacturer or brand. Therefore showing any brand name, mark or imagery associated with a particular brand is strongly discouraged and will negatively impact your entry in the contest.

Entries that are lewd, obscene, pornographic, disparaging of "RFMF" or otherwise contain objectionable material will be disqualified in "RFMF's" sole and unfettered discretion.

7. SELECTION OF WINNERS: Submissions will be judged by a qualified panel of judges ("Judges") who will evaluate each eligible Submission; based on the judges scoring, the top video be designated as the winner.

All entries are subject to verification, including without limitation, verification of eligibility, compliance with these Official Rules. Entrants agree that "RFMF" has the sole right to decide all matters and disputes arising from this Contest and that all decisions of "RFMF" are final and binding.

8. To Enter the Contest: The contest Submission Period begins May 13, 2011 and ends at 11:59 pm EDT on June 15, 2011. Entry is a two-part process;



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YOUR ENTRY IS NOT FINAL UNTIL BOTH STEPS ARE TAKEN AND YOU HAVE RECEIVED AN E-

MAIL CONFIRMATION OF YOUR ENTRY FROM "RFMF".

- (1) First Complete the online registration form.
- (2) Post your video entry to YouTube. You will have to comply with all terms, conditions and registration requirements of YouTube.
- (3) Third , once your video has been uploaded and approved for viewing, notify RFMF via email at info@rayfesta.org; include the YouTube URL of your video in the email. RFMF will email back a confirmation of receipt of video and a short registration form to complete.
- (3) Complete and send back the registration form and agree to the contest rules. You will receive a confirmation email from RFMF that you are officially registered in the contest. Your entry is not complete until you have received an e-mail acknowledging your entry; if you do not receive an e-mail within five days of your entry, please contact info@rayfesta.org.



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9. Prizes: "RFM" will award prizes as follows:

Grand Prize (one winner):

- \$100 GIFT CARD**
- Video will be shown at the Benefit Dinner
- Video will be featured on RFMF's website and made available to media outlet
- Winning team will be featured in a Press Release to attract media attention

1st Place Prize (two winners):

- \$50 GIFT CARD**
- Video will be shown at the Benefit Dinner
- Video will be featured on RFMF's website and made available to media outlets.

2nd Place Prize (four winners):

- \$25 GIFT CARD**
- Video will be featured on RFMF's website

**winner will be able to choose from a list of preselected popular stores and restaurants.

10. Additional Conditions and Terms: As a condition for entry, you agree to release, waive, indemnify, and otherwise hold harmless "RFM" and all persons associated



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with "RFMF" from any liability associated with your video and this contest to the fullest extent of appropriate state or local laws. You agree to comply with all government laws and regulations.

- I. ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THIS PROMOTION IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD SUCH AN ATTEMPT BE MADE, "RFMF" RESERVE THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.
- II. "RFMF" is not responsible for errors of any kind, technical hardware or software failures of any kind, including any injury or damage to any person's computer, related to or resulting from participating in or experiencing any materials in connection with the promotion, lost or unavailable network connections, or failed, incomplete, garbled or delayed computer transmission that may limit your ability to participate in the promotion.
- III. "RFMF" reserve the right to cancel or modify the contest if fraud, misconduct or technical failures harm the integrity of the program; or if a computer virus, bug, or other technical problem corrupts the administration or security of the program as determined by "RFMF", in their sole discretion. In the event of termination, a notice will be posted online. If insufficient entries are received, or if no entry submitted meets minimum reasonable criteria



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- IV. for a prize, in "RFMF's" sole and final discretion, a final winner may not be selected. If at least one qualifying entry is made, a final winner will be chosen.
- V. Proof of submitting entries or responses to inquiries will not be deemed to be proof of receipt by "RFMF". Only receipt of an e-mail from "RFMF" acknowledging an entry or communication will be considered proof of submission.
- VI. "RFMF" reserve the right to prohibit the participation of an individual if fraud or tampering is suspected or if the individual fails to comply with any requirement of participation as stated herein or with any provision in these Official Rules.
- VII. Once submitted, an entry is final and may not be altered or edited further, and no submissions will be returned.
- VIII. "RFMF" may use any and all information obtained from entrants for its internal activities, including contacting an entrant. "RFMF" may share this information with others, but will not sell this information to others.
- IX. This Contest is offered only in New Jersey and is governed by the laws of the State of New Jersey. All issues and questions concerning the construction, validity, interpretation, and enforceability of these Official Rules, or the rights and obligations of participants and "RFMF" in connection with the contest, shall be governed by and construed in accordance with the laws of the State of New Jersey.

- X. "RFMF" is not responsible for any typographical errors in the announcement of prizes or these Official Rules, or any inaccurate or incorrect data contained on "RFMF" website or FaceBook page. Use of "RFMF" website or FaceBook page is at user's own risk.

Project may be executed and submitted by an individual or a group – for communications purposes, please identify one person as the team representative and note on the entry form. For more information, please contact info@rayfesta.org

* "RFMF" means Ray Festa Melanoma Foundation.