

## AQHYA Amplify Video Contest Official Rules

**Submission Deadline: June 1, 2018**

**Top Three Finalists Announced: June 11, 2018\***

\*Top three finalists will be announced by having their videos posted to the American Quarter Horse Association Facebook page.

### Entry

This Contest is free and open to all AQHYA members. Contestants are limited to one individual entry. Team entries are not allowed. To enter, contestants should complete and submit the online entry form here: <https://a.pgtb.me/Sls8PX>. Entries submitted after the deadline will not be considered.

### Eligibility

Contestants must be current AQHYA members in good standing (youth 18 years or younger, according to AQHA rules). This Contest is subject to the AQHA Official Handbook of Rules and Regulations and the official rules set forth on this form. Employees, agents or officers of AQHA or of any entity involved in production of the Contest or any member of the immediate family of such persons are ineligible to enter the Contest.

### Video

Tell us “What the American Quarter Horse Means to Me” in a short 1-2 minute video (60 – 120 seconds).

The video must represent the equine industry and the contest theme, “What the American Quarter Horse Means to Me,” to be considered. Videos must also reference the American Quarter Horse Association. Videos exceeding 120 seconds will not be considered.

The video must be in English or include English sub-titles. **The video must not contain music.**

All videos must be submitted by the original owner or creator of the submission. Video owners/creators must be AQHYA members in good standing. The Contestant must hold all rights to the submission, including copyright.

### Submission

Contestants must upload their video to YouTube. After uploading the video to YouTube, to enter, the Contestant must complete and submit the online entry form by June 1, 2018 at 11:59 p.m. CDT at <https://a.pgtb.me/Sls8PX>. AQHA and those working for AQHA or on behalf of AQHA will not be responsible for Internet, computer hardware and software, phone, and/or any other technical errors, malfunctions, and delays of any kind. Entries which are corrupted, incomplete, illegible, inaccurate, forged, irregular in any way, or otherwise not in compliance with these Official Rules are also void.

## Judging

Video entries will be evaluated by a judges' panel based on the criteria set forth below.

1. Professionalism/Quality
2. Content/Message
3. Theme
4. Overall Presentation

Total = 100 points

The top three highest ranking videos will be posted on the official [American Quarter Horse Association Facebook](#) page on June 11, 2018.

Final rankings will be based on a point value system that correlates with how many "reactions" and "shares" each video receives directly on the American Quarter Horse Association Facebook page. Points will be calculated on June 15, 2018 at 12:00 p.m. CDT based on the following scale:

1. Each share = 5 points
2. Each reaction = 1 point

The decision of the judges shall be final and binding in all regards.

## Prizes

The first place winner will receive a \$500 cash award sponsored by B&W Trailer Hitches. The first place winner will also earn an additional \$500 award sponsored by B&W Trailer Hitches to be presented to his or her AQHYA affiliate or 4-H club as selected by the winner.

Additionally, the winning video(s) may be featured at the 2018 Bank of America Youth Excellence Seminar and 2018 Built Ford Tough AQHYA World Championship Show.

Prizes are non-transferable. No substitutions or cash redemptions. All taxes are the sole responsibility of winners. AQHA reserves the right to substitute a comparable prize of like or greater value for any prize, or to pay a winner a cash equivalent (determined by AQHA in its sole discretion), for any reason.

## Considerations/Discretion

The submission must not contain material that violates or infringes the rights of others, including, but not limited to privacy, publicity, or intellectual property rights (including copyright, trademark, or patent rights) or constitute tortuous, defamatory, or slanderous materials, or contain inappropriate, profane, violent, obscene or discriminatory materials, as determined by the American Quarter Horse Association. Further, the submission must not contain any endorsement, solicitation, commercial, or similar content advocating for or against candidates for office, political issues or commercial products. Submission must be original content for this contest. Do not submit a video that has been submitted elsewhere. By entering the contest, Contestants represent and warrant they own and/or control 100% of all right, title and interest in and to the entry, as well as all elements contained therein. **The video must not contain music.**

By submitting an entry, Contestants grant to AQHA the right to use the video for promotional and broadcast purposes, including broadcast on television, online and otherwise. AQHA is under no obligation to use the entries (winning or otherwise) for any purpose. Contestants grant AQHA permission to edit, modify, format or adapt their entries for AQHA's purposes at AQHA's sole discretion. Except for the prizes referenced

herein, no other compensation in any manner will be paid to any Contestant for the submission to AQHA or AQHA's future use of an entry in any manner. Videos may be made public, so it is recommend that contestants not include personal information about themselves or anyone else.

By submitting an entry, Contestants hold AQHA and award sponsors harmless from and against any third party claim arising from use of the entry. Contestants waive any right to privacy. Contestants waive any right to inspect or approve uses of the entry. Contestants agree that AQHA and the awards sponsors shall not be liable for losses or injuries of any kind resulting from acceptance/possession and/or use/misuse of prize(s) and participation in the Contest.

The American Quarter Horse Association reserves the right to disqualify any Contestant from the contest, in its sole discretion, if the submission fails to meet these official rules. Decisions of AQHA with respect to the Contest are final. AQHA reserves the right to amend, suspend or terminate the Contest at any time, which will become effective upon announcement. AQHA reserves the right to cancel the Contest if less than four entries are received by the deadline. In such case, AQHA will provide Contestants that met the entry deadline a participation prize to be determined by AQHA in its sole discretion. This Contest is void or restricted where prohibited by law.

### **Other Terms and Conditions**

Winners will be notified by telephone or e-mail. Winners may be required to sign and return an Affidavit of Eligibility and Publicity/Liability Release (and any other documents required by AQHA, including, but not limited to Publicity/Liability Releases from any other individuals that may appear in the video), within fifteen (15) calendar days of notification, failing which the potential winner will be disqualified and another winner selected in the place of the disqualified person. If any Prize or Prize notification is returned as non-deliverable, the potential winner will be disqualified and another potential winner will be selected in the original potential winner's place. By accepting a Prize, the winner agrees that AQHA and those acting under AQHA's authority may use the winner's name, picture/portrait likeness and/or voice for advertising and promotional purposes without further consideration. By accepting the Prize, the winner agrees that AQHA, its subsidiaries, affiliates, advertising and promotion agencies, and all of AQHA's officers, directors, employees, representatives and agents will have no liability whatsoever for and will be held harmless by the winner for any liability for any injury, loss or damages of any kind due in whole or in part, directly or indirectly, from the acceptance, possession, use or misuse of the Prize and participation in this Contest.

All issues and questions concerning the construction, validity, interpretation and enforceability of these official rules, or the rights and obligations of any contestant, AQHA or award sponsors shall be governed by, and construed in accordance with the laws of the State of Texas without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of the law of any jurisdiction other than Texas. The state and federal courts of Potter County, Texas shall have sole jurisdiction of any controversies regarding the Contest. The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. If any such provision is determined to be invalid or otherwise unenforceable, these official rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.

### **Use of Information**

The collection and use of Contestant information will be governed by AQHA's online privacy policy, available for viewing at [www.aqha.com/privacy](http://www.aqha.com/privacy).

**Contest Ownership**

The American Quarter Horse Association is the sole owner and operator of the AQHYA Amplify Video Contest. Official rules, terms and eligibility requirements, prize information and selection are administered by AQHA.

**Contact Information**

Please contact the AQHA Youth Department at [youth@aqha.org](mailto:youth@aqha.org) or 806.376.4811 with questions.