

# Contest Rules



## I Love UNMC Contest Rules:

- Create a video no more than 2-minutes long featuring why you love UNMC or something you love about UNMC.
- Fill out an entry form and upload your video on our Web site at [www.unmc.edu/iloveunmc](http://www.unmc.edu/iloveunmc).
- Approved entries will be posted on YouTube in the order in which they are received, and no later than three working days from the time of submission.
- Deadline for entry: 5:00 p.m., Jan. 30, 2009.
- An individual can participate in up to five entries, but individuals are only eligible for one prize drawing and one Grand Prize.

## Prizes:

- Entrants will be eligible for monthly prize drawings if submitted by December 15 and January 15. Four prizes will be awarded at the end of the contest. The Grand Prize will be awarded to the video receiving the most votes (see details below), and 1st, 2nd and 3rd runner-up prizes will be awarded by a committee of judges.
- The judging committee is comprised of representatives from the UNMC departments of public relations, alumni affairs, human resources and student services (the "Committee").
- Any video submitted may be featured in UNMC marketing materials.

## Entry Form:

Contestants must use the entry form available on the I LOVE UNMC website to submit their video.

By submitting this form, you acknowledge that you have read and agree to the official contest rules found below and at [www.unmc.edu/iloveunmc](http://www.unmc.edu/iloveunmc).

## Eligibility:

The Contest is open to employees, students, alumni and friends of UNMC ages 18 and older. Employees of the UNMC Public Relations Department and their immediate families and members of households are not eligible for prizes.

## Judging:

The Committee will evaluate entries based on creativity, relevant content and how well it conveys a positive image of UNMC. Any entry, which in the sole discretion of the Committee, that is found to be inconsistent with the image or branding of UNMC, will be ineligible. Any entry that fails to comply with and adhere to each and every term and condition set forth herein will be disqualified and deemed ineligible for participation in the contest. Indecipherable and incomplete entries will be disqualified. Decisions by the Committee will be final on all matters relating to the contest. The committee reserves the right to post on the UNMC Web site or otherwise share entries with the general public. Contest

## Timeline:

Contest Opens November 19, 2008. All UNMC alumni, employees, students and friends may submit videos to the "I LOVE UNMC" contest website. 10 Finalists Chosen – January 30, 2009, 5:00 p.m. (CST)

The 10 entries with the highest number of unique viewings by 5 p.m. (CST) on Jan. 30., 2009, will be selected as finalists. The count of unique viewings will be determined by YouTube, and all decisions are irrevocable. The finalist entries will be displayed on the UNMC contest website and on UNMC's social media sites, including the favorites tab of UNMC's YouTube page, Facebook, and MySpace. Vote for Favorite Video – Feb. 2, 8 a.m. (CST) to Feb. 8, 2009, 5 p.m. (CST)

Go to the contest website and vote for your favorite video between 8 a.m. (CST), Feb. 2, and 5 p.m. (CST), Feb. 8, 2009. The video with the most votes will win the viewer's choice award.

The Committee will then review and rate the remaining finalist videos on a scale of 1 to 10, with 1 being the lowest score and 10 being the highest score, in each of following equally rated criteria: (1) creativity; (2) content, and (3) relevance to the contest. The winners will be announced and displayed on the UNMC contest website, and on UNMC's social media sites, including the favorites tab of UNMC's YouTube page, Facebook, and MySpace and in UNMC Today on February 13, 2009.

## Prizes:

Winners will be notified by email prior to public announcement. Some prizes will be awarded based on a prize drawing. All other prizes will be awarded by the Committee based on merit and Viewer's Choice by vote. All federal, state and local laws and regulations apply. No substitution, transfer, assignment or cash equivalent of any prize is permitted, except that UNMC may substitute any prize of equal or greater value for any reason. Individuals are eligible for one individual prize and one group prize.

## Key Dates:

The Contest begins on November, 19, 2008. Deadline for entry is 11:59 p.m. on Jan. 31, 2009. Winners chosen by the Committee will be selected by February 13, 2009, and will be notified by email, as well as announced in UNMC Today.

## Terms and Conditions:

Each entrant, as a condition of participation in this contest, agrees to indemnify and hold harmless the members of the Board of Regents of the University of Nebraska, and all of its officers, employees and agents from and against any claim, loss, damage, employment taxes, costs, or any other expenses arising out of or related to this contest resulting from the acts of the Entrant or in violation of these terms and conditions.

All entries become the property of the Committee. Entrants freely and voluntarily waive any right, claim, or ownership to the video entries and to the images, copy and script, contained in the entries. By submitting an entry, the entrant warrants, represents and attests that the contents of the video submission do not include or incorporate any third party's intellectual property rights including copyrighted, trademarked, or patented material and that the entrant has the legal right and authority to submit the entry. Any entry that includes materials, images, copy, language or products that unlawfully infringe upon the intellectual property rights of third parties will be deemed ineligible for participation in the contest.