



# Real Faces of Dairy Video Contest Rules

## What are the Entry/Submission Requirements?

Participants will create and submit an original video (under 2 minutes) answering the following question. Get creative, use props, share scenes from around your farm.

### UNDER 12 AGE CATEGORY

- What do you love most about your farm and why?

### 13-18 AGE CATEGORY

- Why do you love growing up on a farm and how can you tell others about your farm?

### ADULT CATEGORY

- How are you sharing your dairy story with consumers in your community? Why is it important?
- Tell us about the questions consumers are asking and how you are living out the Real Faces of Dairy Pledge. Take the pledge at [www.realfacesofdairy.com](http://www.realfacesofdairy.com).

## To Enter the Contest

Videos may be submitted by groups but only one award will be presented for a winning submission

- Video must be original work of the entrant(s)
- Videos can be no longer than two (2) minutes in length.
- Use of copyrighted music is prohibited.

Submit your video by July 15, 2017 at midnight EST. All entries must be received prior to this date and time to be considered. Winners will be notified via email by August 31, 2017 and will be required to submit a signed copy of the Use License and Release giving Balchem Animal Nutrition & Health permission to post the entry and utilize it or parts thereof in other promotional activities.

## Guidelines for Length

- All videos must be under 2 minutes in length

## Entrant Responsibility

Each entrant is solely responsible for the information, data, text, graphics, and other materials included in the Submission, whether publicly posted or privately transmitted. A Submission must be original and the entrant must (1) hold all necessary rights to all the materials and information in the Submission or (2) have permission from the holder of such rights, or (3) the materials and information in the Submission must be in the public domain. Winners will have to ensure that they have all rights necessary to permit them to transfer ownership of the video, including transfer of any permissions and rights obtained from third parties, to Balchem Animal Nutrition & Health.

A Submission may not contain offensive, libelous, sexually explicit, disparaging or other inappropriate content and may not defame or otherwise violate the rights, copyrights, trademarks, or rights of publicity, privacy, or reputation of any third party. A Submission may not contain any material to promote sale of a product or service.

### **Who Is Eligible to Compete?**

The contest is open to individuals in the United States of America in the following four age competition categories, as of January 1, 2017:

1. Ages under 12
2. Ages 13-18
3. Adult – 19+

### **How Will Entries be Judged and by Whom?**

Submissions will be judged by a slate of volunteers that include professionals from various dairy industry fields. Judges will select five finalists in each age category. Final prizes will be awarded through voting on the [www.realfacesofdairy.com](http://www.realfacesofdairy.com) web site.

Members of the judging panel will consider the following criteria in making their finalist selections:

1. Effectiveness in communicating ideas and fully addressing the requirements of the contest;
2. Impact of the idea on the community or other consumers
3. Creativity and originality in the content selection and presentation

The decisions of the judges are final and incontestable.

### **What are the Prizes, and How will They be Distributed?**

Winners in each age category will receive the following prizes; first-place winners will be awarded \$250, second-place entries will be awarded \$100, third-place entries will be awarded \$50. Any ties will be broken based solely on the video submissions and not by chance.

All winning entries will be displayed on the Real Faces of Dairy website and portions of the video may be used in other Real Faces of Dairy promotional materials. Balchem Animal Nutrition & Health reserves the right to use excerpts from any of the entries, in all age categories.

Prize funds will be distributed to an individual winner (or the winner's parent or guardian, if the winner is under 18 years old). Any federal, state, and local taxes, and all similar fees and assessments, are the sole responsibility of the prize recipient.

### **Additional Requirements and Disclaimers**

By entering this competition, each individual entrant (for individuals under 18 years old, the individual's parent or guardian) grants Balchem Animal Nutrition & Health a worldwide nonexclusive, royalty-free, transferable license to use the video and any ideas presented within, or any portion thereof, for Balchem purposes, and grants Balchem a world-wide, non-exclusive, royalty-free, transferable license to use the entrants' names, likenesses, photographs, and/or biographical information for advertising, publicity, and promotional purposes. If selected as a winner, each individual (and for individuals under 18 years old, the individual's parent or guardian) hereby agrees to irrevocably grant and assign exclusively to Balchem all rights, including copyright interests in the submission, under all laws, treaties and conventions throughout the world, in all forms, languages and media, now or hereafter known or developed without limitation. Use, publication, or dissemination by winners of their respective video material may be permitted at the discretion of Balchem, as approved in writing in advance. Submitting a video to this competition does not guarantee that the submission will be displayed or used.

Use by Balchem of a Submission does not necessarily reflect the views of Balchem, and in no event shall Balchem assume or have any responsibility or liability for any Submission, in whole or in part, or

for any claims, damages, or losses resulting from the use and/or appearance of any Submission or the contents thereof.

Balchem reserves the right to refuse any Submission in its sole discretion. Balchem also reserves the right at any time during the competition to remove or disqualify any Submission when it believes in its sole discretion that the entrant has: (i) infringed any third party's copyright; (ii) failed to comply with these Competition Rules and Regulations; or (iii) failed to obtain the necessary consents as set forth herein.

Balchem shall not be liable for any claims, costs, liabilities, damages, expenses, and losses arising out of (i) Balchem's use of the Submission; (ii) the entrant's participation in the competition; (iii) technical failures of any kind including but not limited to problems or delays arising from software or equipment malfunctions or computer viruses; and (iv) any events outside BALCHEM's reasonable control.

By entering this competition, each individual entrant, (and for individuals under 18 years old, the individual's parent or guardian) represents and warrants that: (i) the entrant is the sole author, creator, and owner of the Submission; (ii) except for material used by permission, none of the intellectual property rights in the Submission, or any portion thereof, has been assigned or transferred to anyone other than the entrant; (iii) the Submission, through its creation and its submission as an entry, does not violate any applicable laws; and (iv) the Submission, through its creation and its submission as an entry, does not infringe upon or violate intellectual property rights held by any third person or party.

Any entrant who supplies false information, enters the Balchem Real Faces of Dairy Video Contest by fraudulent means, or is otherwise determined to be in violation of the eligibility criteria or terms of the essay contest shall be ineligible for any prize and shall be required to forfeit any prize obtained based on such information or means.

By entering the contest, each individual entrant (and for individuals under 18 years old, the individual's parent or guardian) agrees to comply with and be bound by the official rules and decisions of Balchem.