

# AZTEC FOR LIFE VIDEO CONTEST OFFICIAL RULES

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**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. BY PROVIDING A SUBMISSION, SUBMITTER AGREES TO BE BOUND BY THESE OFFICIAL RULES AND THE DECISIONS OF THE JUDGES, WHICH SHALL BE FINAL IN ALL RESPECTS.**

The Aztec for Life Video Contest encourages San Diego State University (SDSU) students, parents, faculty, staff, alumni and other friends of the university to develop the most creative video that explains why the submitter is an “Aztec for Life.” Ten videos, no longer than 1 minute, judged to be the finalist videos, will be posted online for the general public to vote for their favorite. Prizes will be awarded to winners. See below for details.

**1. CONTEST TIMING:** The contest submission period begins at 10 a.m. PT on Feb. 1, 2010 and ends at 10 a.m. PT on March 15, 2010. The contest judging period begins on March 15, 2010 and ends on March 16, 2010. The public contest voting period begins at 10 a.m. PT on March 17, 2010 and ends at 10 a.m. PT on March 24, 2010.

**2. ELIGIBILITY:** Prizes in the contest will be awarded to the best video, as deemed by the judging and public voting process, submitted by an individual and the best video, as deemed by the judging and public voting process, submitted by a team (department, college or other organization or institution). Employees working in the SDSU’s Department of Marketing and Communications are not eligible to win contest prizes.

**3. TO ENTER:** During the contest period, log on to [sdsumonth.com](http://sdsumonth.com) and follow the online instructions to complete the submission form. Upload your video (the “submission”) to YouTube and include the link to the video in the designated area of the submission form. To upload your submission, you must have an account with YouTube. **To sign up for a free You Tube account**, visit [http://www.youtube.com/create\\_account](http://www.youtube.com/create_account) and follow the online instructions for registration. The video’s format and size must follow the video upload guidelines for Youtube.com, available at [www.youtube.com](http://www.youtube.com). You Tube is not a sponsor of this contest.

Your submission must also comply with the additional requirements:

- Your submission must demonstrate how you (the individual) or your team is an Aztec for Life. Submissions may include images, video and other features provided in the contest Tool Kit, available for download at [sdsumonth.com/contest](http://sdsumonth.com/contest). Submitters are not required to use any of the elements provided in the Tool Kit. The submitter agrees any content downloaded from the Tool Kit is for the sole purpose of using it for the contest. The submitter has no rights to use the content from the Tool Kit for anything other than the Aztec for Life Video Contest.
- Your submission must be 1 minute or less in duration.

- Your submission must comply with these Official Rules and the submission guidelines as stated in Rule No. 4.

The person uploading the submission will be deemed the submitter. The submitter is the one person who is the authorized account holder of the e-mail address associated with that submission. If a team elects to collaborate on a submission, the team is required to designate one person as the agent of the team to enter the contest and to agree to these rules. Enter as often as you wish. All submissions must be received and recorded within the contest submission period. The website administrator's computer is the official timekeeping device for this contest. All submissions are subject to YouTube's terms of use found at [www.youtube.com/t/terms](http://www.youtube.com/t/terms).

**4. SUBMISSION GUIDELINES:** : Submissions cannot defame, misrepresent or contain disparaging remarks about SDSU or its services, products, or other people, products or companies or communicate messages or images inconsistent with the positive images and/or goodwill to which SDSU wishes to associate. SDSU reserves the right to and will, monitor or screen submissions prior to posting them to the SDSU Month website and the Aztec for Life Video Contest YouTube webpage. By providing a submission, you agree that your submission may be posted on SDSU-related websites, in SDSU's sole discretion. SDSU has no obligation to use or post any submission you submit. By providing a submission, the submitter grants to SDSU, an exclusive, perpetual, transferable license to copy, publish, broadcast, display, distribute, use, edit, translate, alter, combine with other material, reuse and adapt any or all portions of the submissions in any way and for any purpose whatsoever, at any time, now or in the future, in any media now known or hereafter devised throughout the world in any manner whatsoever and for any purpose. Submissions that are not in accordance with the guidelines as stated herein or are not received during the contest submission period will be ineligible. Submissions cannot (a) be sexually explicit or suggestive, violent or derogatory of any ethnic, racial, gender, religious, professional or age group, profane or pornographic, contain nudity or any materially dangerous activity; (b) promote alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing), any activities that may appear unsafe or dangerous, or any particular political agenda or message; (c) be obscene or offensive, endorse any form of hate or hate group; (d) contain trademarks, logos or trade dress owned by others, or advertise or promote any brand or product of any kind (other than the SDSU's trademarks, logos, trade dress, brands or products), without permission, or contain any personal identification, such as license plate numbers, personal names, email addresses or street addresses without permission; (e) contain copyrighted materials owned by third parties other than the submitters(s) or SDSU (including photographs, sculptures, paintings and other works of art or images published on or in websites, television, movies or other media) without permission; (f) contain materials embodying the names, likenesses, photographs, or other indicia identifying any person, living or dead, without permission; and (g) depict, and cannot itself be in, a violation of any law. By submitting a submission you warrant and represent that it: (a) is your or your team's original work, (b) has not been previously published, (c) has not received previous awards, (d) does not infringe upon the copyrights, trademarks,

rights of privacy, publicity or other intellectual property or other rights of any person or entity; (e) that you/your team have obtained permission from a person who is used in the submission or whose name, likeness or voice is used in the submission, if any, and (f) that publication of the submission via various media including online posting, will not infringe on the rights of any third party rights. Any such submitter will indemnify and hold harmless SDSU and parties donating prizes from any claims to the contrary. Any submitter whose submission includes likenesses of third parties or contains elements not owned by the submitter (such as, but not limited to, depictions of persons, buildings, trademarks or logos) must be able to provide legal releases for such use including SDSU's use of such submission, in the model/image release form provided on the contest website or another form satisfactory to SDSU, upon request, prior to award of prize and/or naming of submitter as a finalist. Any submission that, in the sole opinion of SDSU, is deemed to be inappropriate for publication is ineligible. Incomplete, illegible, false, deceptive or garbled submissions are not eligible. All submissions become the sole property of SDSU, and will not be acknowledged or returned. By submitting a submission, you agree that your submission is gratuitous and made without restriction, and will not place SDSU under any obligation, that SDSU is free to disclose or otherwise disclose the ideas contained in the submission on a non-confidential basis to anyone or otherwise use the ideas without any additional compensation to you. You acknowledge that, by acceptance of your submission, SDSU does not waive any rights to use similar or related ideas previously known to SDSU, or developed by its employees, or obtained from sources other than you.

**5. CONTEST JUDGING:** During the contest judging period, submissions will be judged on the following criteria: (a) 50 percent Aztec for Life theme and connection to university; (b) 30 percent originality and vision; (c) 20 percent depiction of SDSU as a great institution.

Ten finalist submissions ("Finalists") will be determined by the highest cumulative scores for all criteria awarded by the judges, from all eligible submissions received. In case of a tie, tied submissions will be broken by cumulative points awarded for Aztec for Life theme and connection to university. If tie continues, then tie(s) will be broken by the submission with highest cumulative point score in the second criteria, continuing thereafter to the third criteria, as needed, to break the tie. Limit one finalist per submitter.

**6. FINALIST CONTEST VOTING:** Any use of robotic, macro, automatic, programmed or like voting methods will void all such votes. Any attempt by a submitter or finalist and/or his/her family/friends to vote more than the number of times authorized herein using multiple names or email addresses and/or any other fraudulent mechanism, as determined by SDSU in its sole discretion, shall give SDSU the right to disqualify the submitter/finalist in its reasonable discretion.

**7. PRIZE DETAILS:** The grand prize which will be awarded to the individual entry that receives the most votes will be a vacation for two including airfare and

accommodations to Cabo San Lucas. Additional prizes will be awarded to select individual and team entries. Please note that prizes are subject to change.

**8. LIMITATIONS OF LIABILITY AND RELEASE:** No liability or responsibility is assumed by SDSU or parties donating prizes resulting from submitter's submission in the contest in or attempt to participate in the contest or ability or inability to upload or download any information in connection with the contest. No responsibility or liability is assumed by the SDSU or the parties donating prizes for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the contest: hardware or software errors; faulty computer, cable, satellite, network, electronic, Internet connectivity or other online or network communication problems; errors or limitations of any Internet service providers, servers, hosts or other providers; garbled, jumbled or faulty data transmissions; failure of any online transmissions to be sent or received; lost, late, delayed or intercepted transmissions; inaccessibility of the website in whole or in part for any reason; traffic congestion on the Internet or the website; unauthorized human or non-human intervention of the operation of the contest, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, or worms; or destruction of any aspect of the contest, or loss, miscount, misdirection, inaccessibility or unavailability of an email account used in connection with the contest. SDSU and parties donating prizes are not responsible for any printing, typographical, technical, computer, network or human error which may occur in the administration of the contest, the uploading, the processing or judging of submissions or votes or the tabulating of votes, the announcement of the prizes or in any contest-related materials. Use of website is at user's own risk. SDSU and parties donating prizes are not responsible for any personal injury or property damage or losses of any kind which may be sustained to user's or any other person's computer equipment resulting from participation in the contest. Should any portion of the contest be, in SDSU's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention, technical failures or other causes which, in the sole opinion of SDSU, corrupt or impair the administration, security, fairness or proper play, or uploading of submissions, SDSU reserves the right at its sole discretion to suspend, modify or terminate the contest, and select the winners from eligible submissions received prior to action taken or as otherwise deemed fair and appropriate by SDSU.

**9. CONDITIONS OF PARTICIPATION:** By participating in the contest, submitters (and submitter's parent or legal guardian if Submitter is a minor) agree (and agree to confirm in writing) (a) to release SDSU and parties donating prizes from any and all claims, damages or liabilities arising from or relating to such submitter's participation in the contest; and (b) participants waive all rights to claim, punitive, incidental, consequential, or any other damages. If a finalist/winner is found to be ineligible or not in compliance with these Official Rules, the prize(s) may be forfeited and an alternate winner may be selected.