

EQUITY FOR ALL ARIZONANS SHORT VIDEO CONTEST

**Sponsored by
Blue Cross Blue Shield Arizona - Health Choice
in partnership with Arizona Town Hall
and KJZZ radio**

Call for Submissions

Calling all TikTokers, Instagramers, Facebookers, social media mavens, and videographers. We want to see the many perspectives on equity through *your* eyes. Submit your short video on the topic for a chance to win one of four \$500 cash prizes.

Prizes will be awarded to the best video in each of the following categories:

- Best Overall Video on Topic of Equity in Arizona
- Health Equity for All Arizonans
- Most Creative Video on the Topic of Equity in Arizona, or Health Equity for All Arizonans.
- Viewer's Choice award for the video on the Topic of Equity for All Arizonans, or Health Equity for All Arizonans, that receives the most likes or favorites on social media as of midnight on December 10, 2023.

How to Enter

- Create a video about Equity for All Arizonans or Health Equity for All Arizonans.
- Share the link to your video on social media to get likes.
- Submit the link to your video by completing the form linked below between August 15, 2023 (when the contest opens) and December 10, 2023 (when the contest closes).
- Share your video widely and collect as many likes and favorites as possible.
- If you wish to compete for the Viewer's Choice award, submit evidence of the number of "likes" your video has received on social media as of a date and time on or before midnight PST on December 10, 2023, by midnight on December 10, 2023.

[Submit Your Video](#)

Terms and Conditions

Arizona Town Hall and Blue Cross Blue Shield Arizona – Health Choice (“Sponsors”) are holding a short video contest (the “Contest”) focusing on “Equity for all Arizonans,” with special emphasis on health equity. As an entrant in the Contest, whereby your video submission will be reviewed and considered for certain cash prizes, you (“Contestant”) hereby agree to comply with Terms and Conditions set forth herein.

❖ Entry Requirements

- **Eligibility:** The Contest is open to all with a U.S. address, except that board members and employees of the Sponsors, and their families, are not eligible to enter. There is no entry fee.
- **Deadline:** Entries must be submitted by midnight PST December 10, 2023.
- **Subject:** Videos must focus on the concept of “Equity for all Arizonans.”
- **Duration:** Videos must be no longer than 2 minutes in duration. Conciseness is preferred.
- **Video format:** Videos must be submitted in a format that will allow them to be viewed on one of the contest platforms of: Youtube, Instagram, Facebook, and Tiktok.
 - The scenes of the film **MUST** be shot by the contestant, (slide shows will be rejected).
 - The subject of your video **MUST** focus on the concept of “Equity for all Arizonans.”
 - Each video must include the following hashtags: #AzTownhall #WeGetPeopleTalking #EquityForAllArizonans. Additional hashtags may be used.
- **Originality:** Videos must be the original work of the creator/contestant. The contestant must obtain and submit upon request the written consent of all the people depicted.
- **Language:** Videos in all languages are accepted; videos not in English must include English subtitles or captioning.
- **Video submission:** Submission must be completed at the designated form on the contest page.
- **Number of submissions:** Each Contestant is limited to 1 submission. Multiple submissions will disqualify the Contestant.
- **Audience Favorite Award:** Each Contestant competing for the Viewer’s Choice award must submit, no later than midnight on December 10, 2023, screenshots showing the number of likes or favorites the Contestant’s video has received on social media platforms to which the video has been shared. The screen shots should be submitted as an attachment to an email in a jpg format with a file size no greater than 1 MB, sent to townhall@aztownhall.org.
- **Termination:** Sponsors reserve the right, at their sole discretion, to consider any video ineligible and disqualify the Contestant, or to cancel, terminate, modify, or suspend the Contest in whole or in part and without prior notice at any time.
- **Posting:** The four prizewinning videos will be shared on Arizona Town Hall’s social media channels and may be used or posted in other locations.

❖ Prizes

Sponsors will award four prizes of \$500 for the winner in each of the following categories:

- Best Overall Video on Topic of Equity for All Arizonans
- Health Equity for All Arizonans
- Most Creative Video on the Topic of Equity for All Arizonans, or Health Equity for All Arizonans.

- Viewer's Choice award for the video on the Topic of Equity for All Arizonans, or Health Equity for All Arizonans, that receives the most likes or favorites on social media as of any date or time on or before midnight on December 10, 2023.

Winners will be notified by email at the addresses provided in their applications prior to December 10. Prizes will be awarded, and the winning videos will be shown. Other than awarding the cash prizes, Sponsors shall have no other obligations to the Contestant for use of the submitted material.

❖ **Screening and Judging Criteria**

- The decisions of the judges appointed by Sponsors are final and binding, and not subject to appeal. The judges will first screen the videos for quality, appropriateness, and compliance with these Terms and Conditions. Sponsors suggest that Contestants focus on the following qualities: creativity, humor, intelligence, and filmmaking technique. One of the four prizes will be awarded based on the number of likes or favorites on social media. See <https://support.google.com/youtube/answer/11616410?> for creator tips.

❖ **Privacy / Disclaimer of Liability**

Information provided to enter the Contest will not be sold to third parties but may be shared as may be necessary for the purposes of conducting and judging the Contest or making use of the submitted video as permitted by these Terms and Conditions.

By submitting any video for the Contest, the Contestant acknowledges and agrees that any video submitted may be made available for viewing, voting and comment on by the public, and understands that comments with which the Contestant disagrees or is unhappy about may be published or otherwise become associated with any submitted video. Contestants hereby waive any privacy expectations that they may have with respect to any video submitted to the Contest.

Contestants further agree that Sponsors, their agents, officers, board members, and employees, are released and discharged from and against all and any costs, claims, damages, liabilities, and expenses of any sort arising out of, or generally relating to submission of the material for the Contest and participation in it. Sponsors are not responsible for technical failures of any kind, including without limitation any problems or delays arising from any technical, software, equipment malfunctions, computer viruses, or congestion, any other technical, equipment, or human errors of any kind with regards to the administration of the Contest, or any damage or alteration to the Contestants' video that may occur in connection with the uploading or display of the video.

❖ **Content and Conduct**

Contestants shall not submit any video(s) that in whole or in part violate or infringe in any way upon the rights of others; which is unlawful, threatening, abusive, defamatory, invasive of privacy or publicity rights; vulgar, obscene, profane, contains morbid images, or otherwise objectionable material; which encourages conduct that would constitute a criminal offense; gives rise to civil liability or otherwise violate any law, including, but not limited to, HIPAA; or which contains any advertising or any solicitation with respect to products or services.

❖ **Rights and Clearances**

- **Proprietary rights:**

Submitted videos must be the original work of the Contestant and must not infringe upon the copyrights, trademarks, and rights of privacy, publicity, or any other proprietary rights of a person or entity, and may require: location releases for footage shot at any location; name, voice, and likeness releases for any person whose name, voice, likeness, and/or feature appears; releases for the use of any props, set dressings, and other materials used; releases from any individuals participating in the production of the video and releases for any other audio and/or audio-visual materials not wholly owned by the Contestant that are used.

- **Minors:**

If any person(s) appearing in any video is (are) under the age of 18, Contestants must obtain the original signature of a parent or legal guardian before submitting the video. Contestants less than 18 years of age must provide their parents' consent.

- **Rights granted to Sponsors:**

Contestant grants to Sponsors a royalty-free, perpetual, irrevocable, non-exclusive right and license to use, display, reproduce, edit, publish, translate, and distribute the submitted video (in whole or in part) worldwide and/or to incorporate it in other works in any form, media, or technology now known or hereafter developed for the full term of any copyright and renewal that may exist in such material (the "Sponsors' Rights"). If the video contains any material or elements not owned by the Contestant and/or are subject to proprietary rights of third parties, the Contestant hereby automatically grants or warrants that any third parties owning material included in the submitted video, has(ve) expressly granted to Sponsors the Sponsors' Rights. The Contestant shall bear the sole liability for, and hereby indemnifies Sponsors from and against, any claims or damages resulting from any infringement of copyrights, proprietary rights, or any other harm resulting from such a submission.

❖ **Governing Law, Dispute Resolution**

The Contest and these Terms and Conditions shall be governed by the laws of the state of Arizona, which shall be the proper venue for any claim, suit, or dispute arising from the Contest and participation therein, and these Terms and Conditions. If a dispute arises out of or relates to this Contest and participation therein, and these Terms and Conditions, and if the dispute cannot be settled through negotiation, the parties shall first try in good faith to settle the dispute by mediation administered by the American Arbitration Association under its Mediation Procedures before resorting to arbitration, litigation, or some other dispute resolution technique. In any dispute arising out of this Contest the prevailing party shall be entitled to recover from the other party its costs and reasonable attorney's fees.