



# Appaloosa Horse Club Video Contest

Ends March 31, 2017



# ApHC Video Contest

This competition is dedicated to the lifestyle of owning Appaloosa horses and the diversity of the Appaloosa horse.

## THEME:

Your life with your Appaloosa horse.

## Categories:

### 1. Everyday Life

- a. Open: 19+ years old
- b. Youth category: between the ages 8-18 years old

### 2. Competition/Show

- a. Open: 19+ years old
- b. Youth category: between the ages 8-18 years old

## Awards:

Awards will be given to both adult and youth in each category. Awards will be announced May 1, 2017.

First place: \$100.00

Second place: \$50.00

Winners will also have their video in an ApHC commercial.

## Deadline:

March 31, 2017

## Requirements:

1. Length of video must be anywhere between 20 and 30 seconds. The longer video does not mean you have a better chance of winning. The creative 20 second video can be more enjoyable than a 30 second video.
2. If you using your phone, make sure the resolution is the highest quality setting. File must be a MP4 or .mov
3. Upload your video to youtube.com and email the video link to marketing@appaloosa.com. Attached a signed release of your video.

4. A signed model release will have to accompany your video. A parent or guardian signature is required for all youth entries..

## Judging:

There will be a blind vote by members of ApHC on-line for the entries. Then the ApHC staff members will break any ties.

## Possible ideas:

1. You riding your Appaloosa horse.
2. You and your Appaloosa horse hanging out in the pasture or on the trail.
3. Your Appaloosa horse doing their funny little things they do.
4. The new Appaloosa foal.
5. Let your imagination soar with possibilities.

## Video Contest Tips

1. Make sure the resolution is the highest quality setting you can use.
2. Hold your device (camera or your phone) that you are recording with steady. Landscape format is preferred.
3. Make sure you follow the theme, Your life with your Appaloosa horse. But, don't dilute your creativity, and stop you from producing something unique, just keep within the boundaries of the theme.
4. Make sure your video is strong in composition, exposure and focus. Try different perspectives and angles and don't be afraid to break the compositional rules.
5. The most important thing about entering is to enjoy the process and enter as many as you want.

*\*\*All Videos will become the property of the Appaloosa Horse Club\*\**

# Terms and Conditions

The Competition is the ApHC Video Awards.

The Competition is governed by these Terms and Conditions and, by entering the Competition, each entrant agrees to be bound by them.

Entry is open to any ApHC member.

Minors may enter the Competition only with the consent of a parent or guardian. A consenting parent or guardian is bound by these Terms and Conditions as if they were the entrant.

## To Be a Compliant Entry:

Each entry must only include original material created by the person named as the entrant.

An entry must not contain:

- the name or any other identifying information of the entrant (excluding their image);
- any identifiable information (including the image) of any other person unless a Model Release is first obtained and is provided to the ApHC on request. Where a child's information appears in an entry, a Model Release must be obtained from their parent or guardian;
- any infringing, threatening, false, misleading, abusive, harassing, defamatory, vulgar, obscene, scandalous, inflammatory, pornographic or profane content;
- any material that could constitute or encourage conduct which would be considered a criminal offence, give rise to civil liability or otherwise violate any law either of the Jurisdiction or any other country whose laws may apply to the entry;
- trademarks or copyrighted material owned (in whole or in part) by third parties;

any commercial content that promotes any product or service.

An entry must not infringe upon the copyright, trademark or any other intellectual property rights of any third person or violate any person's rights of privacy.

Entries will be accepted from February 20, 2017 to March 31, 2017, although there is no restriction on when entries may be created.

Entries must be submitted in accordance with the instructions set out in the entry instructions.

Entries must be submitted separately and each entry must individually meet the Technical Specifications as follows:

Length of video must be anywhere between 20 and 30 seconds.

File must be a MP4 or .mov

Only Compliant Entries will be judged and considered eligible for Prizes.

Each entry will be voted on by the members of ApHC.

The judging will work as follows:

Voting will be "blind". No names or other information will be provided.

Prizes will be as follows:

First place: \$50.00

Second place: \$25.00

The staff at ApHC will break any ties.

Prize winners and awardees will be published on the Website [April 15, 2017].

Chance plays no part in determining the Prize winners or awardees.

All decisions (including scores) of the Judges and, where relevant, the ApHC are final and will be binding on each entrant. No correspondence will be entered into.

Each ApHC retains all copyright of the entries. The ApHC will only use entries in accordance promoting the ApHC.

Prize-winning entries/awardees and any such other entries as the ApHC, in its absolute discretion, decides will be displayed in the Award Gallery.

In consideration for the ApHC accepting its Entry, each entrant grants to the ApHC, its licensees and assignees:

- a non-exclusive and irrevocable license to exercise all rights in their entry, including without limitation, the right to reproduce and communicate the entry to the public in whole or in part, in perpetuity and in any media, and
- the right to publicize, broadcast and communicate to the public their name and/or likeness,
- in relation to the promotion of, or any matter incidental to, the Competition without financial compensation.

Each entrant agrees that their entry or entries may be edited or adapted at any time by the ApHC for legal, editorial or operational reasons.

It is an entrant's responsibility to protect any entry against misuse by third parties, for example (but not limited to) by inserting a digital watermark (but not a visible watermark which could lead to identification of the entrant by the Judges). The ApHC assumes no responsibility and is not liable for any image misuse.

As a condition of accepting a Prize, a winner must sign any legal documentation as, and in

the form, required by the ApHC in its absolute discretion, including but not limited to a legal release and indemnity form.

The ApHC is not obliged to return any entry.

By entering the Competition, each entrant warrants that:

- their entry or entries are their own original work;
- all details provided with their entry are true and accurate;
- they have all necessary rights and authorities to grant the ApHC the rights granted under these Terms and Conditions;
- use of their entry by the ApHC, in accordance with these Terms and Conditions, will not infringe the rights of any third party;
- their entry does not breach any law, including laws relating to minors and photographing people in public places; and
- the award of any Prize to them would not breach any law.

Each entrant indemnifies the ApHC against any loss or damage (including all royalties, fees or other monies that may be payable to a third party) resulting from the entry of anything other than a Compliant Entry. If a breach of the warranties is discovered following the awarding of a Prize to the relevant entrant, the ApHC may demand the return of that Prize, such Prize to be returned within 30 days of the demand.

Each entrant acknowledges that the ApHC is under no obligation to use their entry, and any reproduction and/or communication of their entry to the public by the ApHC (in accordance with these Terms and Conditions) is at the absolute discretion of the ApHC.

Each entrant acknowledges and agrees that:

- the ApHC may disclose an entrant's personal information to its employees, contractors and agents to assist in the conduct of the Competition;
- the names of Prize winners and awardees may be published in accordance with these Terms and Conditions; and
- the ApHC may use entrants' personal information for any promotional, marketing and publicity purposes of the ApHC, subject to privacy and spamming laws as they apply in the Jurisdiction.

If there is any event that prevents or hinders the ApHC's conduct of the Competition or the ApHC's ability to deliver any Prize to a Prize winner, the ApHC may, in its absolute discretion, cancel the Competition and recommence it at another time under the same conditions.

The ApHC is not responsible for any incorrect or inaccurate information, or for the failure of any equipment or programming associated with or utilized in the Competition, or for any technical error that may occur in the administration of the Competition. The ApHC assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or distribution or unauthorized access to or alteration of entries.

To the full extent permitted by the law, the ApHC will not be liable for any delay, death, injury, damages, expenses, or loss whatsoever (whether direct or consequential) to persons or property as a result of any person entering the Competition or accepting or using any Prize, including without limitation non-receipt of any Prize where that is due to the fault of persons other than the ApHC.

# Model Release Agreement and Authorization for Model to be in Media

This agreement is between \_\_\_\_\_ and Appaloosa Horse Club, 2720 W.  
Pullman Road, Moscow, ID 83843, 208.882.5578.

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Name (Parent or Guardian if a minor)

Member #

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Address

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City

State

Zip-code

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Phone number

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Signature (Parent or Guardian if a minor)

Date

# Video Release Agreement and Authorization for ApHC to use any or all of the video in promotions for ApHC.

This agreement is between \_\_\_\_\_ and Appaloosa Horse Club, 2720 W. Pullman Road, Moscow, ID 83843, 208.882.5578.

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Name (Parent or Guardian if a minor)

Member #

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Address

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City

State

Zip-code

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Phone number

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Signature (Parent or Guardian if a minor)

Date