

Creative Quarantine Contest Rules

KEYSTONE'S CREATIVE QUARANTINE 2020 CONTEST OFFICIAL RULES

NO PURCHASE NECESSARY, VOID WHERE PROHIBITED

BEFORE YOU MAY ENTER, YOUR PARENT/LEGAL GUARDIAN MUST CONSENT TO YOUR PARTICIPATION IN THE CONTEST, AS DESCRIBED BELOW.

1. **ELIGIBILITY:** Keystone's Creative Quarantine 2020 Contest for National Drug and Alcohol Facts Week is open to all middle and high school students in York County, South Carolina. The student can be enrolled in public, private, charter or be homeschooled.
2. **CONTEST TIMING:**
 - o Entry "Submission Period": The Entry Submission Period begins at 5:00 PM on Thursday, March 26th, 2020 and ends at 8:00 PM on April 1st, 2020. **ALL** entries **MUST** be received by 8:00 PM on April 1st.
 - o Judging: The preliminary judging will begin on April 2nd, 2020.
 - o Public Voting Period: Beginning on or about 12 PM on April 2nd until April 3rd at 12 PM the community/general public will have the opportunity to vote for the entry they feel would be most likely to make teens think twice about using/abusing substances. These entries will be named the "People's Choice" Award (One middle and one high school winner). Each winner will receive a \$250 gift card.
 - o Winner Announcement: The winners will be announced on Friday, April 3rd, 2020 at 4 PM.

The Sponsor reserves the right to extend the Submission Period and/or change the timing of the Public Voting Period as deemed necessary in its sole opinion. If such changes are made, the new timing will be posted on keystone's facebook and instagram social media platforms.

3. **BRIEF CONTEST DESCRIPTION:** Eligible students, either working alone or in a group (maximum four people) have the opportunity to use their gifts and talents to create a prevention message geared towards their peers. This contest is going to challenge you to be creative. Whether that be a video, painting, drawing, graphic, poem, etc. You have a unique voice to reach your fellow peers and raise awareness about the dangers of substance use and abuse. Grab your camera, paint, pencil, friends and create a one of a kind prevention message aimed to reach other teens about this widespread issue. For participant(s) to be officially entered into the contest, the participant(s) **MUST** register as described in section 4 and all entries must be uploaded and sent in between 4:00 PM March 26th, 2020 and 8:00 PM on April 1st, 2020. Students may not be in multiple groups. Limit one entry per participant(s). Entries will be judged according to the process and criteria set forth in Section 7. The top ten participant(s) whose entries earn the highest overall score will be finalists. Prizes are described in Section 8.

4. **TO REGISTER:** During the submission period, participant(s) and their parent(s)/legal guardian(s) may register for the contest by sending the registration sheet to asteele@keystoneyork.org. Information requested on the registration form will include participant(s) full name, phone number, email address, date of birth, school grade, school name and address, and parent/legal guardian(s) name and email address. The parent/legal guardian of each of the participant(s) must indicate his/her consent to his/her child's participation in the contest. Once the participant(s) and their parent/legal guardian submit the registration information, the confirmation will be sent to the participant(s) and parent/legal guardian(s) email address. All final entries must be submitted no later than 8:00 PM on April 1st, 2020 to asteele@keystoneyork.org.

5. **CONTEST DESCRIPTION:** Create an original one of a kind public service announcement which sends a message about the dangers of using and abusing substances that would make students' peers think twice about using/abusing substances. See below for suggested themes and examples.

Suggested themes:

- . The impacts of substances body and brain
- . In memory of...
- . Advocacy
- . Awareness
- . Inform
- . Educate

Examples:

VIDEO: <https://youtu.be/Xz7Jd7Jw1OI>

POEM: <https://www.slideshare.net/juliusalison/say-no-todrugs-poem>

DRAWING

PICTURE



All Participants are required to include in someway #creativequarantinecontest. If submitting a digital entry the last slide should be the Mandatory End Frame which can be found at keystoneyork.org.

DO NOT show the act of using any drug in your entry (implied drug use or descriptions of drug use are permitted).

DO NOT include any logos, brand names, or trademarks in the entry other than those owned by Keystone. Entries that contain logos, brand names, or trademarks or promote any brand or product other than those belonging to Keystone may be disqualified at the sponsor's sole discretion.

Participant(s) must work independently on the development of their entry.

The concept, ideas, and language used in the entry must be wholly original to the applicable participant(s). No use of profanity or any inappropriate language or non-school appropriate attire can be used/portrayed in any entry.

Entries may **not** contain any music or sound effect unless either:

1. The music/sound effect was created by you or by someone who has given you written permission to use his/her music/sound effect
2. The music composition is in the public domain and was performed by you or by someone who has acquired/licensed by the Participant(s) from a royalty-free source which does not require credits or other attribution to appear in connection with the entry video.

Participant(s) must be certain that any music or sound effect conforms to all applicable requirements.

If entry is a video, the video must be at least 30 seconds long but not longer than 60 seconds long, and must be submitted in English.

Participants **must not** engage in any violent, dangerous, or illegal behavior in creating an entry for the contest.

6. **SUBMISSIONS:** All entries must be uploaded and sent in between 5:00 PM March 26th, 2020 and 8:00 PM on April 1st, 2020. Students may not be in multiple groups. Limit one entry per participant(s). All final entries must be submitted no later than 8:00 PM on April 1st, 2020 to asteele@keystoneyork.org.

7. **DETERMINATION WINNERS:** All entries will first be screened to ensure they meet the entry criteria. A panel of judges from Keystone' Prevention Team will then score all qualifying entries. Entries will be scored using the following criteria:
 - o Creativity (40% of score)
 - o Content-how well the entry presents the dangers of substance use/abuse (30% of score)
 - o Persuasiveness/Effectiveness (30% of score)

The top "five" middle and the top "five" high school entries will be voted on by the public.

8. **PRIZES:**

One (1) Middle School "People's Choice" Award: \$250 gift card

One (1) High School "People's Choice" Award: \$250 gift card

In the event that a winning entry is submitted by a group of 2-4 students the value of the cash prize will be divided equally among the applicable group members.