



# 2017 Neuro Film Festival Official Contest Rules

NO PURCHASE IS NECESSARY TO ENTER OR WIN. A PURCHASE DOES NOT INCREASE YOUR CHANCES OF WINNING. You are providing your information to the American Academy of Neurology and its affiliate the American Academy of Neurology Institute (collectively, "Sponsor"). Any questions, comments or complaints regarding this contest shall be directed to Sponsor. The Neuro Film Festival ("Contest") begins at 12:01 AM Eastern Standard Time ("EST") on December 16, 2016 and ends at 11:59 PM Eastern Daylight Time ("EDT") on March 10, 2017 (the "Contest Period").

**ELIGIBILITY:** The Contest categories of "Neuroscience Is Rewarding," "Neuroscience Is Essential," and Neuroscience Is Critical," are open only to legal residents of the United States who are at least thirteen (13) years of age at the time of entry. The Contest category of "Neuroscience Is Cool" is open only to legal residents of the United States who are at least thirteen (13) and at most seventeen (17) years of age at the time of entry. "Entrant," as used in these Rules, means those eligible to participate in the Contest. Employees, officers and directors of Sponsor, suppliers of materials or services related to the Contest (including retailers, and advertising, fulfillment and marketing agencies), or members of their immediate families (mother, father, brothers, sisters, sons, daughters, spouses (including common law spouses), and their respective spouses, regardless of where they reside) and persons living in the same households (whether related or not) are not eligible to enter the Contest or win. By entering, you agree that you have read, understood and will abide by these Official Rules and the decisions of the judges and Sponsor, which are final and binding in all respects. All federal and local laws and regulations apply.

**CONTEST THEME:** Neuro Film Festival

**HOW TO ENTER:** Entrants must submit the following items to enter the Contest:

- (a) Create and Submit a Video meeting the following Requirements: Create a video and submit with the Contest submission form by including a downloadable link to your video, on or before the deadline of March 10, 2017. Video file must be at least 720P.

Videos must be no longer than five (5) minutes in length.

Videos must include one of the below video category phrases (e.g., "Neuroscience is Rewarding"), and focus on the theme of that category:

1. "Neuroscience Is Cool": video must explain why the brain is fascinating (Entrants ages 13-17 are only eligible for this category)
2. "Neuroscience Is Rewarding": video must explain how discovery opens doors
3. "Neuroscience Is Essential": video must explain why research is key

4. "Neuroscience Is Critical": video must explain why advocacy is impactful

Entrants may say the selected phrase, put it in text on the Video, or use it in a voice over.

Video must be the Entrant's sole intellectual property. Videos must not include any persons other than yourself, unless you obtain permission in writing from the person(s) that appear in the video that you must provide to Sponsor, if requested, as part of your entry in this Contest. In addition, the video also must not contain any visible brand names, logos, trademarks or other intellectual property owned by any company or individual other than Sponsor, unless you have obtained permission in writing from that company or individual that you must provide to Sponsor, if requested, as part of your entry in this Contest.

The video must not contain material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous or libelous. Also, the video must not promote bigotry, racism, harm or hatred against any group of individual or promote discrimination. The appropriateness of all videos will be determined solely by Sponsor, whose decisions are final. Sponsor reserves the right to reject any video it deems inappropriate for any reason. Your video must be your own original work, and has never been entered in any other contest and has never been published.

- (b) Complete the Contest submission form with the following information:
- Name
  - Age
  - Address
  - Email Address
- (c) Entrants under the age of 18 must include a Signed Parental/ Legal Guardian Consent and License of Content Form along with their video and completed Contest application form.

All entries (including signed form listed above) must be received by 11:59 p.m. EDT of the last date of the Contest, i.e., March 10, 2017. All entry forms become property of the Sponsor and will not be returned.

There is no limit on entries, Entrants can enter as many videos in as many categories as they wish. However, each individual video must only focus on one category.

**SELECTION OF WINNERS:** There will be four (4) winners of the Contest, one (1) for the “Neuroscience is Cool” category (open only to ages 13-17); one (1) for the “Neuroscience is Rewarding” category; one (1) for the “Neuroscience is Essential” category; and one (1) for the “Neuroscience is Critical” category.). The four (4) winners will be determined by a panel of independent judges selected by Sponsor based on the following criteria:

1. Creativity of Presentation  
Content is graded on a scale of 1 to 5 stars:
  - Originality of presentation
  - Overall appeal
  - Inspiring/moving story
  - Quality of entry
2. Technical Presentation  
Quality of film presentation is graded on a scale of 1 to 5 stars. Depending on project, technical aspects to be judged may include:
  - Writing/script
  - Editing
  - Videography
  - Sound design/music (original or with permission)
  - Acting/performance
  - Other qualifying criteria
3. Compliance with the Official Rules, including Video Requirements. Entries not complying with these Official Rules, including the Video Requirements described above, will be disqualified from the Contest.

**WINNER NOTIFICATION AND CONFIRMATION:** Selected entrants will receive prize notification via electronic mail or phone call using the contact information provided at entry. To be confirmed a winner, selected entrants must respond to the notification within three (3) days from time of its delivery to confirm that the notification has been received. Entrants may also be required to execute and return within five (5) days a Declaration of Compliance with Contest Rules and Liability Release/Consent to Publicity Form (“Form”) releasing the Releasees, as set out below, and consenting (except where prohibited by law) to the use of the winner’s name, portrait, picture, voice, likeness, comments, city and province of residence, and biographical information (e.g. age) for the purpose of promoting and supporting the mission of the Sponsor. If a selected entrant cannot be contacted, does not respond to the notification, fails to return the Form and any other required documents within the specified time period, or if the entrant is found to be not in compliance with these Official Rules or declines acceptance of a prize for any reason, or if any document, prize or notification, is returned as undeliverable, his/her entitlement to the prize will be forfeited and, at Sponsor’s sole and absolute discretion, the prize may be awarded to an alternate entrant, subject to winner confirmation.

**CONTEST PRIZES:** There will be four (4) prizes awarded. One (1) \$1,000 (USD) cash prize to the winner of the “Neuroscience is Cool” category; one (1) \$1,000 (USD) cash prize to the winner of the “Neuroscience is Rewarding” category; one (1) \$1,000 (USD) cash prize to the winner of the “Neuroscience is Essential” category; and

one (1) \$1,000 (USD) cash prize to the winner of the “Neuroscience is Essential” category. The value of all Prizes is \$4,000 (USD).

**GENERAL PRIZE CONDITIONS:** Prizes will only be awarded by Sponsor upon winner confirmation and final approval by Sponsor, as set out above. Prizes must be accepted as awarded. Prizes are non-refundable, not convertible to cash, and cannot be replaced if lost or stolen. Prizes are provided “as is” without further warranty, representation, condition, or guarantee, express or implied, of any kind. Prizes will be awarded only to residential addresses within the United States. Winners are responsible for all federal, state, provincial, territorial, and local taxes and any other costs and expenses associated with prize acceptance and use of the prize not specified herein as being provided. All prize details not specified herein are at Sponsor’s sole discretion.

**LICENSE AND USE OF ENTRANT INFORMATION:** In consideration of the Entrant’s participation in the Contest, the Entrant hereby grants to the Sponsor a worldwide, royalty-free, perpetual, irrevocable, non-exclusive right and license to copy, reproduce, display, transmit, distribute, edit, publish, translate, and otherwise use the submitted video, in whole or in part, in any form, media, or technology now known or later developed, for the full term of any copyright, including any extensions and renewals, for the purpose of promoting and supporting the missions of the Sponsor. This license includes the right of the Sponsor to: incorporate the submitted video into other works; create a trailer with the video or splice it together with other videos; place the video on Sponsor’s YouTube page or any other social media page, website, or at events of the Sponsor; and to brand the video with Sponsor or Contest name and logo. Sponsor is not required to credit the Entrant under this license. Entrant’s use of the Sponsor’s or Contest logo is strictly prohibited without the written consent of the Sponsor.

In consideration of the Entrant’s participation in the Contest, the Entrant grants to the Sponsor the right to use the Entrant’s names, likenesses, photographs, voices, sounds, and biographical information in connection with the Contest and for any and all advertising, publicity, and promotional purposes relating to the Contest or promoting and supporting the mission of the Sponsor. Sponsor is not obliged to compensate the entrant for use of the submitted material, unless required by law. If required, Entrant waives any and all moral rights in their submitted film.

**MISCELLANEOUS:** Releasees, as defined below, are not responsible for entries that are late, lost, illegible, mutilated, incomplete, corrupted, stolen, garbled, damaged, delayed, destroyed, undelivered or misdirected, altered, or otherwise irregular, mechanically reproduced, submitted using robotic, automated, programmed, or illicit means, contain false information, included in a bulk-drop off (e.g. multiple entries submitted by the same entrant), have become subject to unauthorized access, or do not conform with or satisfy any or all of the conditions these Official Rules as determined by Sponsor, in its sole and absolute discretion, all of which may be disqualified and judged void. As a condition of accepting the prize, winner agrees to furnish any requested information needed for tax reporting.

**RELEASE:** BY ENTERING THE CONTEST, ENTRANTS AGREE TO RELEASE, DISCHARGE AND HOLD HARMLESS, SPONSOR AND ALL OF ITS RESPECTIVE EMPLOYEES, REPRESENTATIVES, DIRECTORS, OFFICERS, SHAREHOLDERS, AND AGENTS (COLLECTIVELY, "RELEASEES") FROM ANY AND ALL CLAIMS MADE BY ENTRANTS OR ANY OTHER THIRD PARTIES, LIABILITIES OR DAMAGES RELATED IN ANY WAY TO THE OPERATION OF THE CONTEST, AS WELL AS ANY AND ALL CLAIMS, DAMAGES OR LIABILITY FOR ANY INJURY, LOSS, OR DAMAGE OF ANY KIND TO PERSONS, INCLUDING DEATH, AND PROPERTY, WHETHER DIRECT OR INDIRECT, WHICH MAY BE DUE TO OR ARISE OUT OF THE ADMINISTRATION OF THE CONTEST, PARTICIPATION OR ATTEMPTED PARTICIPATION IN THE CONTEST, SELECTION AND CONFIRMATION OF WINNERS, OR ANY PORTION THEREOF, OR THE ACCEPTANCE, USE/MISUSE, ATTEMPTED USE, OR POSSESSION OF ANY PRIZE. ENTRANTS WAIVE ALL WARRANTIES, REPRESENTATIONS, CONDITIONS, OR GUARANTEES, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE.

**DISCLAIMER:** Sponsor reserves the right to terminate, suspend, cancel or modify the Contest, without notice, and award the prizes from among all eligible, non-suspect entries received prior to cancellation, if for any reason this Contest is not capable of running as planned due to any reason, including infection by computer virus, bugs, errors, tampering, fraud, unauthorized intervention, technical failures or other causes beyond the control of Sponsor that may corrupt or impair the integrity, fairness or proper play of the Contest.

Releasees are not responsible or liable for any events which may cause errors and/or the Contest to be stopped, including but not limited to: (1) incorrect or inaccurate capture of entry information; (2) any failure of, error, omission, interruption, deletion, defect, delay in operation or problems with websites associated with the Contest; (3) transmission, communications line failure, problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers, cable, satellite, or Internet Service Providers (ISP), computer equipment, software or any other failure of any email or entry to be received by Sponsor due to technical problems, human error, traffic congestion on the Internet or at any web site, mail delays, postal strikes, or any combination thereof; and/or (4) any injury or damage to entrant's or any other person's computer relating to or resulting from participation in this Contest or downloading any materials in this Contest. Releasees are not responsible for printing, typographical, computer, mechanical, technical, electronic, network or other errors or problems, including any errors or problems that may occur in connection with the administration of the Contest or in any other Contest-related materials.

Sponsor reserves the right, in its sole and absolute discretion, to disqualify you from participating in this Contest if you: (a) violate the Official Rules; (b) tamper or attempt to tamper with the entry process, including by generating entries by script, macro or other automated means, without notice or liability; (c) act in a manner Sponsor determines to be not fair or unsportsmanlike, with an intent

to annoy, threaten or harass any other entrant or Sponsor, or in any other disruptive manner; or (d) attempt to undermine the legitimate operation of the Contest.

**CAUTION:** ANY ACT OR ATTEMPT BY AN ENTRANT TO UNDERMINE THE LEGITIMATE OPERATION OF THIS CONTEST MAY BE A VIOLATION OF CRIMINAL AND/OR CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER REMEDIES (INCLUDING ATTORNEYS' FEES) FROM ANY SUCH INDIVIDUAL(S) TO THE FULLEST EXTENT PERMITTED BY LAW, AND TO BAN OR DISQUALIFY THE ENTRANT FROM THIS AND FUTURE CONTESTS.

**ARBITRATION:** Except where prohibited by law, as a condition of participating in this Contest, each entrant agrees that any and all disputes and causes of action arising out of or connected with this Contest, or any prizes awarded, shall be resolved individually, without resort to any form of class action, and exclusively by final and binding arbitration held in Minneapolis, MN. Under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental or consequential damages, or any other damages, including attorneys' fees, other than entrant's actual out-of-pocket expenses (i.e., costs associated with participating in this Contest), and participant further waives all rights to have damages multiplied or increased.

**CHOICE OF LAW:** All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrants and Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the substantive laws of Minnesota. By entering, Entrants submit to the jurisdiction and venue of the Hennepin County, Minnesota.

**WINNERS' LIST:** The winners will be posted online at [NeuroFilmFestival.com](http://NeuroFilmFestival.com) after winners' confirmation is complete.

**PRIVACY:** Sponsor respects your right to privacy. By entering this Contest and voluntarily providing your information, you consent and agree to the collection and use of your information by Sponsor, for the purposes of administering this Contest and future communications related to the Sponsor, unless you opt-out.

The above "Neuro Film Festival" Privacy Policy does not apply to any information you may provide to Sponsor outside of entering for the Contest, such as, any information that you provide to Sponsor at a live event, or any other instances in which Sponsor may collect information from you outside of entering for the Contest.

**RULES:** This Contest will be run in accordance with these Official Rules, subject to amendment by Sponsor. The Official Rules at [NeuroFilmFestival.com](http://NeuroFilmFestival.com) shall govern in the event of any inconsistency with other Contest-related materials.

**SPONSOR:** American Academy of Neurology Institute, 201 Chicago Avenue, Minneapolis, MN 55415.

**PARENTAL CONSENT TO PARTICIPATE AND LICENSE CONTENT**

The Entrant and Entrant’s parent/legal guardian certify: 1) that the Entrant meets the Eligibility requirements stated in the Neuro Film Festival Contest Official Rules (“Official Rules”); and 2) the Entrant and Entrant’s parent/legal guardian agree to all rights, responsibilities, and releases stated in the Official Rules and to fully comply with the Official Rules.

In consideration of the Entrant’s participation in the Contest, the Entrant and Entrant’s parent/legal guardian hereby grant to the Sponsor a worldwide, royalty-free, perpetual, irrevocable, non-exclusive right and license to copy, reproduce, display, transmit, distribute, edit, publish, translate, and otherwise use the submitted video, in whole or in part, in any form, media, or technology now known or later developed, for the full term of any copyright, including any extensions and renewals, for the purpose of promoting and supporting the missions of the Sponsor. This license includes the right of the Sponsor to: incorporate the submitted video into other works; create a trailer with the video or splice it together with other videos; place the video on Sponsor’s YouTube page or any other social media page, website, or at events of the Sponsor; and to brand the video with Sponsor or Contest name and logo. Sponsor is not required to credit the Entrant or Entrant’s parent/legal guardian under this license.

In consideration of the Entrant’s participation in the Contest, the Entrant and Entrant’s parent/legal guardian grant to the Sponsor the right to use the Entrants’ names, likenesses, photographs, voices, sounds, and biographical information in connection with the Contest and for any and all advertising, publicity, and promotional purposes relating to the Contest or promoting and supporting the mission of the Sponsor. Sponsor is not obliged to compensate the entrant for use of the submitted material, unless required by law. If required, Entrant and Entrant’s parent/legal guardian waives any and all moral rights in their submitted film.

AGREED AND ACCEPTED:

DATE:

\_\_\_\_\_  
Entrant’s signature

Parent or Guardian must sign on behalf of Entrant if Entrant is under 18 years old or is considered to be a minor in the province in which he or she resides.

\_\_\_\_\_  
Parent/Guardian