

OFFICIAL RULES

America Is...

Video Contest ("Contest")

OFFICIAL RULES ("Rules")

THE FOLLOWING CONTEST IS INTENDED FOR PLAY IN THE UNITED STATES ONLY AND SHALL ONLY BE CONSTRUED AND EVALUATED ACCORDING TO UNITED STATES LAW. DO NOT ENTER THIS CONTEST UNLESS YOU ARE A LEGAL RESIDENT OF THE UNITED STATES AT THE TIME OF ENTRY.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN.

VOID WHERE PROHIBITED. BY ENTERING, ENTRANT AGREES TO BE BOUND BY THESE RULES AND THE DECISIONS OF WOODMEN OF THE WORLD LIFE INSURANCE SOCIETY AND/OR OMAHA WOODMEN LIFE INSURANCE SOCIETY ("THE SPONSOR"), WHICH SHALL BE FINAL IN ALL RESPECTS.

1. **ENTRY PERIOD:** The "America Is..." Video Contest (the "Contest") entry period opens **April 2, 2018 and closes on April 27, 2018, at 12:00 p.m. CST.**
2. **VOTING PERIOD:** The "America Is..." Video Contest (the "Contest") voting period opens **April 30, 2018 and closes on May 11, 2018, at 12:00 p.m. CST.** The winners will be announced on **May 14, 2018** (as defined in "Selection of Winners" below).
3. **ELIGIBILITY OF ENTRANTS:** Open only to legal residents of any of the 50 United States or the District of Columbia who are 18 years of age or older at the time of entry. The Entrant registering must be an employee of the elementary school ("educational institution") he or she is representing, and must have full permission from said institution's administration to enter the contest.
4. **ELIGIBILITY OF VOTERS:** Only individuals who are 13 years or older are eligible to vote.
5. **HOW TO ENTER:** To enter, create a video that meets the requirements of these Rules. Upload your video entry to the Sponsor's Facebook page under the America Is... Video Contest tab. Once uploaded, entries and other submitted material become the property of the Sponsor and the Submission cannot be edited, revised or replaced, and the Submission will not be returned.

Sponsor may, in its sole discretion, remove, delete and/or disqualify Submission and/or Entrant it deems inappropriate or otherwise non-compliant. The Official Entry Form must include all requested information, including, without limitation, all contact information along with a Video Submission that complies with these Rules.

6. **SELECTION OF WINNER(s):** Videos will be viewed and voted upon by the public, on Sponsor's Facebook page under the America Is... Video Contest tab, starting **April 30, 2018**. Voting closes on **May 11, 2018, at 12:00 p.m. CST**. The winners will be announced on **May 14, 2018**. The three entries that receive the most votes will be deemed the contest winners. The entry that receives the most votes will be deemed the Grand Prize winner. The entry that receives the second most votes will be deemed the Second Place winner. The entry that receives the third most votes will be deemed the Third Place winner. Winners will be notified by mail, phone and/or email on May 14, 2018 and will be required to respond within forty eight hours indicating whether he/she can accept the prize. If the Entrant has not responded within the allotted time or is unable to accept the prize, the prize will be forfeited and may be awarded to an alternate winner who will be selected from among all remaining eligible Entries.
7. **PRIZE DETAILS:** Prizes for the winning videos will be donated by the Sponsor to the educational institution that the Entrant represents.
 - **Grand Prize:** \$2,500
 - **Second Place:** \$1,500
 - **Third Place:** Patriotic prize pack: 1 large US Flag for school, 500 hand-held flags, 500 flag code & guidelines booklets, 500 US Flag lapel pins, 50 US Flag code posters for classrooms and 500 presidential rulers.

No substitution of prize is offered, except at the sole discretion of the Sponsor. Prizes are non-transferable. Unclaimed prizes will not be awarded. If a prize, or any portion thereof, cannot be awarded for any reason, Sponsor reserves the right to substitute a prize with another prize of equal or greater value.

8. VIDEO SUBMISSIONS REQUIREMENTS:

- **Running Time:** 30 – 60-seconds, including any credits.
- **Originality:** Submissions must be original work of the Entrant. Submissions or works created by others will not be considered and will be disqualified.
- **Content standards:** Each entry must adhere to theme of “What America Means to Me” and must show student(s) enrolled in the educational institution that the Entrant represents expressing what America means to them. Entries cannot defame, misrepresent, or contain disparaging remarks about the Sponsor or any of its products, or other people, products or companies or communicate messages inconsistent with the positive images and/or goodwill to which the Sponsor associates. Entries shall not contain any content that is or contains unlawful behavior, profanity, explicit sexuality, harmful, threatening, abusive, harassing, tortious, defamatory, vulgar, obscene, libelous or is hateful, racially, ethnically or otherwise offensive or objectionable. Videos viewed as inappropriate by the Sponsor for any reason will be disqualified.
- **Copyright:** Each entry must not infringe upon the copyrights or trademarks of any third party. Submissions containing copyrighted music, samples, files, or any other protected works, that the Entrant does not have the rights to will be disqualified.
- **Permission:** Entrants are responsible for securing all necessary rights, licenses, clearances, releases, consents and/or permissions from any third parties that appear in the video entry in order to avoid disqualification, and the Sponsor reserves the right to request proof of ownership or permission to use any material contained in each submission.

- 9. VOTING REQUIREMENTS:** Voters may view and vote for their favorite video on Sponsor’s Facebook page under the America Is... Video Contest tab. After clicking on the America Is... Video Contest tab, individuals will be taken to a page showing all the video entries and provided with the option to vote along with details and Rules for the contest. Each individual is allowed (1) vote, per entry, per day. Individuals may not use more than one email address to vote more than one time per entry, per day. Invalid votes, as determined by the Sponsor, will not be counted. Any use of robotic, macro, automatic, programmed or like voting methods will void all such votes. Any attempt by any person to circumvent the voting restrictions in order to cast multiple votes will result in disqualification of such votes. Entrants may encourage family and friends to vote for his or her Entry, but may not attempt to induce others to vote for his or her Entry through the use of any incentive or payment. Violation of these requirements shall give the Sponsor the right to disqualify a submission.

10. AGREEMENT TO RULES, LIMITATIONS OF LIABILITY AND RELEASE:

- Each Entrant must comply with all the terms and conditions of the Rules contained herein. By participating in the Contest, each Entrant fully and unconditionally agrees to be bound by and accepts the terms and conditions of these Rules and the decisions of the Sponsor and its judges (including, without limitation, the selection of finalists and winners, and the awarding of prizes), which are final and binding in all respects.
- By submitting an entry the Entrant represents that:
 - The Entrant is the designated person that has entered this Contest on behalf of the educational institutions and is authorized to make representations and warranties.
 - The entry and all elements contained therein (“Content”) is original and, does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity and that publication of the entry via various media including Web posting, will not infringe on the rights of any third party. Entrant will indemnify and hold harmless Sponsor from any claims to the contrary.
 - Upon the request of the Sponsor, the winner shall execute and deliver such additional instrument, as may be solely deemed by Sponsor.
 - By entering this Contest and uploading your Submission, Entrant irrevocably grants to the Sponsor and their agents the unconditional and perpetual right to post, display, publish, use, adapt, edit and/or modify such Submission in any way, in any and all media, for any purpose, without limitation, and without consideration to you. Finalists agree to irrevocably assign and transfer to the Sponsor any and all rights, title and interest in Submission, including, without limitation, all copyrights and waive all moral rights in Submission.

- The Entrant agrees to release the Sponsor from any and all claims, damages, or liabilities arising from or relating to such Entrant's participation in the Contest and will be severally liable for any breach of these representations and warranties or other failure to comply with the Rules of this Contest.
- The Entrant represents and warrants that the Entrant meets the requirements and qualifications for this Contest and that the Entrant has read these Rules and is fully familiar with them.

All Submissions will be reviewed for content before being published or judged; however, such review does not relieve Entrant from responsibility for compliance with all of the Terms and Conditions and these Rules.

Submissions that do not comply in all material respects with the Terms and Conditions or these Rules or that otherwise contain prohibited, or inappropriate content as determined by the Sponsor, in its sole discretion, will be disqualified and will not be published or considered for prizes. The Sponsor makes the final determination as to which Submissions are eligible to take part in this Contest and be considered for a Finalist Prize. Certain Submissions may be featured from time to time on the Website during the Contest Period and/or in Sponsor's social media pages and channels, in the Sponsor's sole discretion; being selected as a featured Submission does not guarantee selection as a Finalist in the Contest.