

# I HEART YU VIDEO

## OFFICIAL CONTEST RULES

### 1. Contest Period

The I Heart YU Video Contest (the “Contest”) is organized by York University as represented by the Student Engagement Office (the “Organizer”), and will take place from 12:01 a.m., Eastern Time (EST) October 8, 2021, to 11:59 p.m. (EST) October 19, 2021 (the “Contest Period”).

### 2. Eligibility

- a. The Contest is open only to legal residents of Canada, excluding Quebec, who have reached the age of majority in the province or territory in which they reside at the time of entry.
- b. To enter you must have a valid York University Student Identification number and York email address.
- d. **You are not eligible to enter if you are:**
  - i. an employee, representative or agent of York University, its advertising or promotional agencies, professional representatives, printing suppliers, licensees or the prize supplier;
  - ii. a retailer on any of York University’s campuses; or
  - iii. a member of the immediate family of any of the above persons (i.e. spouse, child, sibling, parent) or a member of the household of any of the above persons.

### 3. How To Enter

- a. No purchase is necessary to enter.
- b. You may submit only one (1) entry.
- c. To enter:
- d. submit a video to [sclcd@yorku.ca](mailto:sclcd@yorku.ca) via <http://dropbox.yorku.ca/>
- e. Your submission:

There will be three (3) categories of submission:

1. **Residence-based:** Students in residence will be asked to create videos that highlight the health and safety guidelines as it pertains to living in one of York’s residence buildings. Each building will be responsible for one video submission.

2. Recognized Student Team: Student organizations registered with SCLD, departmental peer mentor groups, and varsity sports teams will be asked to submit a video on their respective group's behalf. The video should be in relation to how a team emphasizes health and safety not only for themselves but also the community they serve.
  3. Individual Student(s): Any student or group of students (outside of group b above) may submit a video that demonstrates the importance of the health and safety guidelines as it relates to coming to campus and being part of the York community.
- f. Entries must be received before the contest closing date, 11:59 p.m. EST Tuesday October 19, 2021.
- g. A panel of internal judges will review all submissions and vote on a short list of 5 videos per category, starting October 22, 2021.
- h. Your video -Submission:
- i. The shortlist videos cannot infringe upon or encourage the infringement of any third-party rights or the participation in any unlawful activity. All YouTube licensing restrictions including use of copyrighted music are required to be considered when submitting a video. Videos that do not comply with YouTube's [Community Guidelines](#) or wholly compliant and consistent with the YouTube [Terms of Service](#) will be disqualified.
  - ii. must not contain any obscene or defamatory statements, including but not limited to words or symbols that are widely considered offensive to individuals of a particular race, ethnicity, religion, sexual orientation, disability or age (as determined in the selection committee's sole discretion);
  - iii. must be your original work and must not infringe the intellectual property, privacy or publicity rights or any other legal or moral rights of any third party, or violate applicable laws, or regulations; and
  - iv. must not have been entered in or won any previous contest or award and has not been published earlier in any medium.
- k. Any videos depicting obscenity, profanity, or other offensive content will be disqualified at York's sole discretion.
- l. You hereby represent that every person depicted in the photo and/or video has provided their consent to have it displayed on social media and/or used by York for promotional purposes.
- m. Each video may only be entered once. In the event the same video is entered more than once, whether by the same person or different people, the Organizer reserves the right to disqualify all entries using a duplicate video received after the first entry.

- n. All entries become the property of York University and may be reproduced, reused, and displayed for promotional purposes in all media.
- o. Entries will not be acknowledged or returned. The Organizer reserves the right to disqualify any entries by persons determined to be tampering with or abusing any aspect of the Contest or which violate or are deemed ineligible under these Official Rules.
- p. The Organizer is not responsible for late, lost, incomplete, illegible, misdirected, stolen, delayed, damaged, or destroyed entries, or for any unavailable network connections, failed, incomplete, garbled, or delayed computer transmissions, on-line failures, hardware, software or other technical functions or disturbances or any other communications failures or circumstances affecting, disrupting, or corrupting the Contest in any manner.
- q. The videos will be judged based on the following criteria:
  - i. Creativity: Use of innovation and interpretation of theme.
  - ii. York Spirit: Number of participants, use of York colours/clothing, script includes language on what they love about York.
  - iii. Organization & Production: Video is well planned and edited, good use of music and sound, etc.
  - iv. Length: Video stays in desired timing of 45 seconds to 2 minutes.

#### **4. Prizes**

- a. There is a total of two prizes (2) per category
  - i. 1<sup>st</sup> place prize of five-hundred dollars (\$500);
  - ii. 2<sup>nd</sup> place prize of two-hundred dollars (\$200).
- b. The selected Entrant will receive email notification that they have been selected for the prize starting October 25, 2021. The Entrant must respond and confirm acceptance of the prize within three (3) business days of the notification email.
- c. In the event that a selected winner does not respond to the Organizer within three (3) business days of notification or does not comply with the Official Contest Rules, the prize will be forfeited, and the prize will be reassigned to another eligible Entrant. The new winning Entrant(s) will have three (3) business days to confirm acceptance.
- d. No cash alternative or substitution of the prize is provided, except that York University, in its sole discretion, reserves the right to substitute a prize of equal or greater value if the prize is unavailable for any reason. The prize is provided “as is” without warranty of any kind and must be accepted as awarded. York University disclaims all warranties including but not limited to implied warranties of merchantability, fitness for a particular purpose or non-infringement.

- e. Prize is not transferable unless authorized in writing by York University before the transfer is made. Such authorization may be granted or withheld in York University's sole discretion.
- f. Any applicable taxes are the responsibility of the winner.
- g. In order to be declared a winner, the selected winner(s) will be required to first correctly answer a mathematical skill testing question administered by e-mail and swear an affidavit indicating eligibility and compliance with these Official Contest Rules. In the event that the winner has not yet reached the age of 18 years or the age of majority in the winner's province or territory of residence, then the selected winner's parent/legal guardian must sign the affidavit to confirm compliance and consent with these Official Contest Rules and to accept the prize on behalf of the minor and provide a release and indemnity pursuant to Subsection 5(d) below.
- i. Prize is not transferable unless authorized in writing by York University before the transfer is made. Such authorization may be granted or withheld in York University's sole discretion.

**5. Conditions of Participation**

By participating in this Contest, you agree:

- a. to be bound by these Official Contest Rules and the decisions of the Organizer, whose decisions are final;
- b. to the use of your name, likeness, voice, image, recording, video footage and statements in connection with this Contest and the promotion and exploitation thereof;
- b. that if selected as a winner, you give York University and its agents the right to publish or broadcast your name, likeness, voice, image, recording, video footage or statements for editorial, promotional, advertising and publicity purposes, without compensation other than the value of the prize offered; and
- c. to release and indemnify and hold harmless York University, its advertising and promotional agencies, the prize suppliers, and all their respective officers, directors, employees, owners, agents, contractors, representatives, successors and assigns from any liability in connection with or arising out of this Contest, the awarding of the prize, the use of any personal information or the use of merchandise purchased in relation to winning a prize.

**6. Termination**

York University also reserves the right, without prior notice, and at any time, to terminate the Contest, in whole or in part or modify, suspend, or extend the Contest in any way.

**7. General Provisions**

- a. The invalidity or unenforceability of any provision of these Official Contest Rules does not affect the validity or enforceability of any other provision.

- b. This Contest and these Official Contest Rules are governed by and construed in accordance with the laws of the Province of Ontario and the federal laws of Canada applicable therein, without giving effect to any choice of law or conflict of law rules or provisions that would cause the application of any other jurisdiction's laws.
- c. Should the Contest be terminated prior to the stated expiration date, the Organizer shall, to the extent possible, award any remaining prizes in a fair and equitable manner, determined in its discretion, among the eligible entries received that are unaffected by the problem.

**8. Privacy Notice**

Personal information in connection with the Contest is collected under the authority of *The York University Act, 1965* and will be used for the administration of the Contest and related purposes. If you have any questions about the collection of personal information by York University, please contact [info.privacy@yorku.ca](mailto:info.privacy@yorku.ca), York University, 4700 Keele Street, Toronto, ON M3J 1P3,

**Limitation of Liability**

The Contest is not associated, affiliated, run or sponsored by YouTube. By participating in the Contest, Entrant provides information to the Organizer and not YouTube. By accepting these Rules, you release YouTube of all responsibilities.