



# Heroes for Trust Contest

## About BBB

For more than 100 years, the Better Business Bureau has been helping people find businesses, brands, and charities they can trust. There are local, independent BBBs across the United States, Canada, and Mexico, including BBB Serving Louisville, Southern Indiana, and Western Kentucky, which was founded in 1916 and serves 44 counties in Kentucky and 8 counties in Indiana.

## Contest Information

The 2021 BBB Student Video and Poster Contest is sponsored by BBB Consumer Education Fund (CEF), a 501(c)(3) charitable organization. Eligibility: This contest is open for all public and private high school students (grades 9-12) in the following counties in BBB's service area in **Kentucky**: Adair, Ballard, Barren, Breckinridge, Bullitt, Butler, Caldwell, Calloway, Carlisle, Carroll, Crittenden, Daviess, Edmondson, Fulton, Graves, Grayson, Green, Hancock, Hardin, Hart, Henry, Hickman, Hopkins, Jefferson, Larue, Livingston, Lyon, McCracken, McLean, Marion, Marshall, Meade, Metcalf, Muhlenburg, Nelson, Ohio, Oldham, Shelby, Spencer, Taylor, Trimble, Warren, Washington, and Webster; and the following counties in **Indiana**: Clark, Crawford, Floyd, Harrison, Jefferson, Orange, Scott, and Washington.

## Rules and Guidelines

- Go to <http://bbb.org/kyin-student> for more details
- Entries must be submitted by Friday BEFORE Thanksgiving (by 4:30pm EST).
- Entries can be photographed and emailed to [jdodson@louisville.bbb.org](mailto:jdodson@louisville.bbb.org) and must include in the subject line, Student First Name, Student Last Name Initial, and School (example: John D. – Your High School) in jpg or png format. If the file is too large for email, it can be shared via Google Drive or mailed on a flash drive to BBB, Attn: Jeremy Dodson, 844 South 4th Street, Louisville, KY 40203.
- Students and/or teachers/advisors will be informed when the entry is received.
- The contest theme is "Trust."
- All entries must reflect the theme.
- All entries must include the BBB logo, available at <http://bbb.org/kyin-student>.
- All entries must incorporate the BBB color scheme, available at <http://bbb.org/kyin-student>.
- Each entry should have the student's name in the lower right-hand corner
- No entry fee is required.
- There are 3 categories for submission: 1. Video submission (short film or PSA), which should be between 30 – 60 seconds in length. 2. Graphic Design (using computer software to create an original piece) or 3. Visual Art (using paint/colored pencils/markers/charcoal/etc. to create an original piece without computer software).
- Students may enter one (1) originally produced piece to the contest or one (1) entry per category.
- Entry must be new/original work.
- Applicants are solely responsible for their film production - this includes getting the appropriate releases for all persons who appear on-camera, including minors and their parents/guardians. The use of original music or royalty-free music is strongly recommended. Proper release forms must be presented for music with a copyright. Any material that is found without proper licensing may be rejected.
- The submission should include the title, category, student's name, and student's school.
- Along with the actual submission, the entry form must be signed. By signing the entry form, the student acknowledges they have read and understood this rules and guidelines form, as well as the terms and conditions form. A submission without a signed entry form will be rejected.
- The entry becomes the property of Better Business Bureau. Entries may be used in future promotions, events, or marketing campaigns.
- Although all cast/crew must sign the entry form, the name (or names) listed beside "Applicant's Name(s)" will be the only one(s) that are eligible to receive awards.
- BBB is an organization founded on trust and ethical behavior. It is our expectation that this contest is run on the "honor system" and honorable behavior is expected from all participants. Any allegations of "vote-buying" by a contestant will be investigated. If evidence substantiates the allegation(s) that a student has purchased/bought votes, he/she may participate but all his/her votes will be nullified and the student will be ineligible for any award.



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## Judging & Awards

- A panel of judges will determine the top winner in each category, based on the following criteria:
- Communication of the theme – how well does the entry express the theme of “Trust”
- Creativity/Originality – how innovative and artistic is the entry?
- Production – how well is the entry directed, edited, written, designed, or laid out?

Prizes will be awarded to the 1st, 2nd, and 3rd place winners in each category. There will also be a "Public's Choice" winner declared through BBB's social media.

Winners and/or teachers/advisors will be notified by email on or by the first Friday of December. First-place students will be recognized at their school sometime in December before Winter Break. Teachers/advisors/principals of winners are encouraged to be available to attend the recognition presentation.

## Terms and Conditions

By entering the BBB Student Video/Poster Scholarship Contest, entrants release and hold the promoter harmless from and against any and all losses, damages, rights, claims, and action. BBB is not responsible for any claim involving copyright, trademark, or royalty infringements related to the work. Applicants are responsible for their own insurance.

By submitting your entry you certify that you are authorized to submit this work and that all clearances and licenses necessary for public display of the work have been granted and agree that you will indemnify and hold harmless the Better Business Bureau for any liabilities and expenses in connection with any claims based on any entry submitted to BBB.

BBB retains the right to accept or decline any entry, for whatever reason, without notice or explanation.

Nudity, profanity, explicit violence, drug use, or references to drug use or anything the committee finds offensive or vulgar are grounds for rejection.

You request BBB evaluate and judge the submitted material.

Entering the competition constitutes permission to use the names and likenesses of the submission for publicity and promotions with no compensation. Additionally, the Entry becomes the property of BBB and may be used in future promotions, events, or marketing campaigns and cannot be returned.

You indemnify BBB, their affiliates, sponsors, employees, and judges of and from any and all claims, loss, or liability that may be asserted against you or incurred by you or any associates, at any time in connection with the submitted work.

By signing the entry form, you acknowledge that you have read the submission guidelines and qualifications and accept all terms of participation in the BBB Student Video/Poster Contest contained herein.

## Graphic Design

For all graphic design entries, the BBB logo and the slogan “Start with Trust” must be used. Each entry should also have the student’s name in the lower right-hand corner. Each entry should use the BBB color scheme. Entries can be submitted via email in jpg or png format or mailed on a flash drive. A copy of the logo and color scheme may be obtained from the BBB website at <http://bbb.org/kyin-student> along with additional information.

## Visual Arts

For all visual art entries, the BBB logo and the slogan “Start with Trust” must be used. Each entry should also have the student’s name in the lower right-hand corner. Each entry should use the BBB color scheme. Entries can be submitted via email in jpg or png format or mailed on a flash drive. A copy of the logo and color scheme may be obtained from the BBB website at <http://bbb.org/kyin-student> along with additional information.



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Entry Type (check one):  Visual Art  Graphic Design  Video

Title of Entry: \_\_\_\_\_

Design Software/Program Used: \_\_\_\_\_

Applicant's Name(s): \_\_\_\_\_

School: \_\_\_\_\_

Teacher/Advisor's Name: \_\_\_\_\_

Teacher/Advisor's Phone Number: \_\_\_\_\_

Teacher/Advisor's Email: \_\_\_\_\_

List of Cast/Crew (if applicable): \_\_\_\_\_

By signing below, I acknowledge that I have read the submission guidelines, rules, guidelines, terms, conditions, and accept all terms of participation in the BBB Student Video and Poster Contest contained herein. If signing as the parent and/or legal guardian for a minor, I hereby warrant that I am the parent and/or legal guardian of the person signing this document and have caused such person to sign said agreement and will indemnify BBB Louisville against all claims, liabilities, and expenses respecting such agreement, and that, knowing of BBB Louisville's reliance on said agreement, I agree to cause said person to adhere to all of the provisions of this agreement.

\_\_\_\_\_  
Applicant's Signature / Parent / Guardian Signature (if applicable) \_\_\_\_\_  
Date

\_\_\_\_\_  
Applicant's Signature / Parent / Guardian Signature (if second applicant) \_\_\_\_\_  
Date

\_\_\_\_\_  
Cast/Crew Signature / Parent / Guardian Signature (if applicable) \_\_\_\_\_  
Date

\_\_\_\_\_  
Cast/Crew Signature / Parent / Guardian Signature (if applicable) \_\_\_\_\_  
Date

\_\_\_\_\_  
Cast/Crew Signature / Parent / Guardian Signature (if applicable) \_\_\_\_\_  
Date

\_\_\_\_\_  
Cast/Crew Signature / Parent / Guardian Signature (if applicable) \_\_\_\_\_  
Date

**Entries are due the Friday before Thanksgiving by 4:30pm EST. First place winners will be honored at their school sometime in December before Winter Break.**