

# 'You Belong', Video Competition

## Santa Maria Valley YMCA



**FOR YOUTH DEVELOPMENT®**  
**FOR HEALTHY LIVING**  
**FOR SOCIAL RESPONSIBILITY**

### Y do you belong?

Here at the Y we are more than just a gym. We are a space where people belong. A place where community is built and solace is found. A third space. We want our community to be reminded that we are indeed more than just some organization but rather a place to belong. Help us put this into a compelling, emotion evoking video using your own creative style coupled with a couple ideas we would like you to use. Keep reading to find out more...

### Due Date:

Video Due date: March 1<sup>st</sup>, 2018 by 1:00pm PST.

### Background of the YMCA

The mission of the YMCA is to strengthen our community by improving the quality of life and inspiring individuals and families to develop their fullest potential through *youth development, healthy living and social responsibility*. At the Y we look at every individual with a balanced perspective-- spirit, mind and body. (Get to know [about us](#) here.)

### What we are getting at...

Every human, at any age or stage of life desires to feel a part of a community—a place they are accepted no matter what—a third place.

### And what we really want...

You to create an emotion evoking video around the topic of *community*. Tell our Y story using no words. Use humor and/or compelling emotion that makes you want to 'look.' Make us laugh or cry. Or both! You have a lot of freedom here but we do have a couple requirements. You must include the tagline 'You Belong' at some point in the video as well as our official YMCA Logo. You can get a high resolution logo from the marketing director. Here is the vibe we are going for...watch [this](#).

### **Deliverables**

60 second video  
30 second video  
15 second video

### **Thought Starters**

[Dog Rescue](#)

[Christians & Muslims](#)

[Small Victories](#)

[What is One Moment of Humanity Worth?](#)

[Do We all have the Power to Heal?](#) (grainy but we still LOVE it!)

### **PRIZES:**

- 1<sup>st</sup> Place: \$1,500
- 2<sup>nd</sup> Place: \$1,000
- 3<sup>rd</sup> Place: \$500

**Legal Stuff**

**Entry Application**

Please complete this form and answer all questions. Your entry will not be considered if it has any incomplete fields or if any questions are not answered. You may download this form, complete it, and save it to send- or scan it into a document that becomes an attachment to your emailed entry- and return it to [benglish@smvymca.org](mailto:benglish@smvymca.org) (Brenee' English – Marketing Director)

FIRST NAME: \_\_\_\_\_

LAST NAME: \_\_\_\_\_

STREET ADDRESS LINE 1: \_\_\_\_\_

STREET ADDRESS LINE 2: \_\_\_\_\_

CITY: STATE: ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

I have signed this application and the attached release and waiver on the \_\_\_\_ DAY of \_\_\_\_ MONTH, 2017. I affirm that the statements made by me herein are accurate and truthful. I also affirm that I understand that my video will be displayed on social media (Facebook, Instagram) with potential of being posted on YMCA website, television and other social media or commercial media opportunities or at public events. I also understand that any or all parts of my video could be used in print material.

PRINT NAME: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

## Release and Waiver

In consideration for the opportunity to submit my Video and Entry Application to participate as an applicant in the "You Belong" video contest being produced by the Santa Maria Valley YMCA (non-profit) (hereby called Y) and for other good and valuable consideration, I irrevocably give the Y and its agents and contractors the right and permission to use, copy, alter, distribute, publish, broadcast, and display the Video that I have submitted; my voice and likeness; my name; the city or state in which I live; and other information and material included in my Entry Application, on the Ys social media sites, elsewhere on the Internet, in advertising and promotional materials, and in any other medium or format for any purpose related to the 'You Belong' video competition.

- I waive any right to royalties or other payment for the use of my Video and I also waive the right to inspect or approve the Y's use of the Video and other materials that the Y may use with them.
- I attest that there is no copyrighted material in my Video.
- I release and waive and agree to hold the Y, its agents, and its contractors harmless from any claims, damages, or liabilities resulting from their use of the Video and I agree not to bring any such claims against the released parties at any time in the future. This includes, but is not limited to, claims for violation of publicity rights and privacy rights, claims based on moral rights, claims for intrusion, claims for defamation, claims for fraud, claims for infliction of emotional distress, and claims for copyright or other intellectual property infringement, whether those claims may be based on statutes or the common law.

I represent and warrant to the Y that:

- The Video is my original work.
- I have not granted anyone else any rights to use, distribute, publish, broadcast, or display the Video.
- There must be a minimum of fifteen video submissions. Each submission must include the three deliverables stated above. The Y reserves the right to cancel or continue the contest if less than fifteen submissions are received by the deadline.
- I give the Santa Maria Valley YMCA full and complete rights and ownership over the video in which I submit to the contest.
- I have the full right and authority to execute this Release and Waiver.
- I have all rights necessary to grant the rights, waivers, and releases granted in this Release and Waiver.
- If any person in my video is not a Santa Maria Valley YMCA member I will have them sign a release waiver in which I will get from the Y Marketing Director.
- I have read this Release and Waiver and the Video Contest Rules and I fully understand them and agree to comply with them.
- All statements and information included in my Entry Application and any other statements and information that I provided to or will provide to the Y are true and complete.

PRINT NAME: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_