

ADHD Awareness Week Video Contest Guidelines, Rules, and Release Consent

The Many Faces of ADHD - What do *you* want the world to know about ADHD?

This contest is a chance for people with ADHD to transform the world.
Submit your video about how ADHD affects you and tell us!
It's your opportunity to educate, inspire, and entertain.

Overview

- Read the rules and release consent for the video contest at ADHDAwarenessWeek.org
- Watch the instructional videos for creating and submitting your video at TotallyADD.com/videocontest.
- When you are ready to submit your video, return to ADHDAwarenessWeek.org. The site will guide you through the painless submission process. By the way, submission starts July 15th and end August 30th, 2012. So get started now!

Crucial Contest Dates

- July 15, 2012 Video submission opens
- August 30, 2012 Video submission ends (at 11:59 pm EDT)
- September 6, 2012 Top five videos announced and voting opens to the public
- September 23, 2012 Voting ends (at 11:59 pm EDT)
- October 3, 2012 Grand prize winner announced

The 6 Simple Rules

1. Video submissions must be in English and no longer than two (2) minutes, including the required video release consent and introduction (see next two items).
2. Required video release consent should be spoken by all person(s) submitting or featured in the video while they are facing the camera. The video release should be: "*I, [your name], have read and agree to the terms of the TotallyADD.com Video Release.*"
3. Required introduction should be spoken by the person(s) submitting the video while they are facing the camera. The introduction should begin with the words "*My story,*" and be followed with your name(s) and a short statement about how ADHD has affected your life(lives) (check out adhdawarenessweek.org/intro-examples/).
4. Keep it clean. No violence, profanity, sex, product endorsements, or direct attacks on individuals or organizations. Your video must not infringe on any third party rights. That means all images or music used must be either be original, open source, or have appropriate permissions.
5. Videos previously produced for compensation are not eligible.
6. Videos that violate the rules or entry guidelines (for example, those that exceed 2 minutes not including the required release and intro, do not include your name(s), or contain inaccurate or inappropriate messages, etc.) will be disqualified from the contest.

Other Stuff You Should Know

- Portions of all submitted videos may be used in videos created to promote ADHD Awareness Week and other ADHD Awareness efforts, and your video may be edited and used to promote this contest before judging begins.
- During the submission process prior to actually submitting a video, contestants must agree to both the contest rules as stated in this agreement (the rules you are reading now) and the terms of the video release consent (see below).

Judging Process

All of the entries that meet the above requirements will be judged by our panel of ADHD experts based on:

- Creativity and originality
- Quality of production
- Content of message and accuracy of information

The top five (5) finalists will be notified and have their videos posted on ADHDAwarenessWeek.org. From September 6-23, 2012, the public will vote for their favorite. One vote allowed per computer. The video with the most votes, the Grand Prize Winner, will be notified before being announced to the public on October 3, 2012.

Check Out The Prizes

Ten entries will be selected at random from the submissions that meet the judging criteria to win subscriptions to ADDitude Magazine. The top five finalists each will win a prize package worth over \$500 with the grand prize package worth over \$1000. Details available at ADHDAwarenessWeek.org and below.

GRAND PRIZE: The first prize winner will have their video featured at the 2012 Children & Adults with ADHD (CHADD) conference to be held in San Francisco. They will receive complimentary registration for the National CHADD conference in November 2012 as well as a one year membership to CHADD. Ten weeks of ADHD coaching services will be provided by an ADHD Coaches Organization (ACO) member. The Attention Deficit Disorder Association (ADDA) will provide a 3-year family/individual or one year professional membership.

FINALIST PRIZES: Each of the five finalists will receive a prize package worth over \$500, including products from ADDCrusher.com, CoachingForADHD.com, FidgetToFocus.com, and TotallyADD.com

10 lucky entrants will be *randomly* selected to receive a one (1) year subscription to ADDitude Magazine.

Video Release Consent

Read the terms of the Video Release Consent that all those submitting or featured in the video must agree to (see next page).

VIDEO RELEASE

To: Big Brain Productions Inc. and TotallyADD.com

Thank you for your submitting your video to TotallyADD.com for consideration for the contest. We are committed to educating people about ADHD and ADD by providing user-friendly information, removing stigma, and empowering people to minimize the impairments and challenges of ADHD so they can unleash their strengths and create a life they love. As a condition to our reviewing your video ("the Materials"), we ask that you agree to the following:

The video I have submitted has been produced by me and includes, no footage, images, music, or other copyrighted material. I have not included photos, music or images that I stole or downloaded that belong to someone else.

All of the people appearing in the video have read this video release agreement, are releasing their rights, and verbally stated the same on camera ("I, [your name], have read and agree to the terms of the TotallyADD.com Video Release."). If anyone is under 18 years of age, see requirements below. If someone is way off in the distance, I don't have to worry about getting his or her okay. **In plain language:** everyone who is in the video knows they are in the video, the purpose of the video and I have recorded their permission on camera.

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I hereby irrevocably consent to my name, likeness, voice, and person being recorded via picture and sound while appearing in this video and any videos, audios, programs, or other properties created to promote understanding of ADHD/ADD by Big Brain Productions Inc. and TotallyADD.com. **In plain language:** I did this out of the goodness of my heart and that's how it is being received, but if TotallyADD.com can use this in other ways beyond the contest, that's awesome and I'm all for it.

The Materials may be exhibited, exploited, advertised, and translated throughout the universe in perpetuity in and by any means, media, and languages now known or hereafter invented so that the mission of education and empowerment may continue. **In plain language:** I created and sent this stuff to TotallyADD.com. Since this contest will come and go, I will allow the material to be used for future projects. It's okay to use this in DVDs, online videos, TV programs, and whatever new technologies they invent to make our Blu-Ray players and hard drives obsolete.

I waive and relinquish all rights and remedies at law or in equity, including moral rights, and I release and forever discharge you and all others dealing with you from, and agree not to sue you or any of them, with respect to any claim, cause of action, liability, loss, or damage of any nature whatsoever arising out of the foregoing, including claims relating to defamation or invasion or breach of any right of copyright, privacy, personality, or publicity or other right. **In plain language:** If you folks find more uses for what I've produced, I'm not expecting money. I understand that this material can live on and make a difference for others.

You may assign, license, transfer or otherwise dispose of any of the rights granted herein in whole or in part without notice. **In plain language:** If someone else can use it to help educate and inform, and you think they're legit, go for it.

If myself or anyone appearing in the video is under 18 years of age I will also record permission from a Parent or Guardian who will have read and understood the foregoing agreement and release and said so, on camera. They will confirm that they are the parent or legal guardian of the individual named in the above release who is a minor. They indemnify you against any loss or claim if the minor disavows this agreement because the minor was a minor or any other grounds. They confirm that they are entitled to agree to these terms and release and to grant the rights above to Big Brain Productions Inc. & TotallyADD.com ("I, [your name], am the parent/legal guardian of [minor's name], the subject of this video. I have read and agree to the terms of the TotallyADD.com Video Release."). **In plain language:** If you are under 18 years old, someone who is legally your parent or guardian has to give their okay as well.

I have read and understood this Agreement prior to clicking AGREE, and I am fully familiar with all terms herein. **In plain language:** By clicking on AGREE, I agree to all of the above terms and conditions.

SUMMARY

- Everyone who is in the video knows that they are in the video and has verbally agreed, on camera, to the terms of this release (if under 18, a parent or guardian has verbally agreed, on camera, to the terms of this release).
- I'm not mixing in photos or music or images that I stole, downloaded, or that belong to someone else.
- I am submitting this video out of the goodness of my heart and that's how it's being received, but if TotallyADD.com can use this in other ways beyond the contest, that's awesome and I'm all for it.
- If you folks find more uses for what I've produced, I'm not expecting money.
- I understand that this material can live on into the future and continue to make a difference for others.