

## **The Reel HBCU Challenge Rules and Regulations**

The Reel HBCU Challenge (the “Contest”) is open to legal residents of the fifty (50) United States and the District of Columbia currently attending a Historically Black College or University (HBCU) and is at least 18 years old at the time of entry. Employees of the National Black Movie Association and other companies and individuals associated with the promotion of the Contest, and their respective partners, subsidiaries, affiliates and advertising and promotion agencies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. The Contest is subject to federal, state, local and municipal laws, and regulations.

### **Sponsor:**

The contest is created and sponsored by The National Black Movie Association, located at 80 M Street, SE Suite 100 Washington, District of Columbia 20003-3250. The Sponsor can be contacted by emailing [info@blackmovieassociation.org](mailto:info@blackmovieassociation.org).

### **Agreement to Official Rules:**

Participation in the Contest constitutes the entrant’s full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Sponsor, which are final and binding. Winning a prize is contingent upon being compliant with these Official Rules and fulfilling all other requirements set forth herein.

### **Contest Entry Period:**

The Contest entry period begins on Sunday, November 1, 2020 at 5pm EST and ends on Tuesday, December 15, 2020 at 11:59pm EST (the “Contest Entry Period”). Entries that are submitted before or after the Contest Period will be disqualified. Submissions will be accepted for the duration of the Contest Entry Period using the following method: ONLINE

## How To Enter:

Each entrant must submit a short film themed The Year 2020 of ten (10) minutes, but not less than five (5) minutes for one of the following movie genres:

- Comedy
- Action
- Drama
- Romance
- Documentary
- Horror
- Thriller
- Animation

All material submitted must follow the PG-13 rating in accordance with the Motion Picture Association Rating System. For guidelines on your film submission, visit <https://www.filmratings.com/>. Failure to adhere to the PG-13 rating code will result in disqualification. The method of entry will be available by visiting The National Black Movie Association website ([www.blackmovieassociation.org](http://www.blackmovieassociation.org)) and following the directions provided to fill out the entry information and submit. All contest entries must be submitted online by completing the online application and providing a YouTube or Vimeo Link for the Short Film. Each submission can only have one name for the owner; therefore, the entrant must have 100 percent ownership of the material entered the Contest. Limit one (1) entry per person, per email address and per household for the duration of the Contest Entry Period, regardless of method entry. Entries received from any person, email address or household in excess of the stated limitation will be void. All entries become the property of Sponsor and will not be acknowledged or returned.

## Prize Drawing:

On or about January 1, 2021, the Sponsor will open voting from the general public to select the potential winner for a period of thirty (30) days. The odds of being selected depend on the number of entries received and the number of votes cast during the public voting period. Upon review of the final votes cast, the Sponsor will attempt to notify the potential winner via telephone or email on or about Friday, February 5, 2021. If the potential winner cannot be contacted within five (5) days after the date of the first attempt to contact him/her, the Sponsor may select an alternate potential winner in his/her place based on the number of votes for non-winning, eligible entries.

## **General Public Voting:**

**See separate rules for General Public Voting Period beginning on or about January 1, 2021.**

## **Winner Notification:**

The potential winner will be notified by email, mail and/or phone on or around Friday, February 5, 2021. The potential Grand Prize winner (parent/legal guardian if a minor in his/her state of residence) will be required to complete, electronically sign and submit a Declaration of Compliance within five (5) days of the date notice or attempted notice is sent, in order to claim his/her prize. If a potential winner cannot be contacted or fails to submit the Declaration of Compliance within the required time period (if applicable), or prize notice is returned as undeliverable, the potential winner forfeits the prize. If the potential winner is at least eighteen (18) but still considered a minor in his/her jurisdiction of residence, Sponsor reserves the right to award the prize in the name of his/her parent or legal guardian, who will be required to sign the Declaration of Compliance on the potential winner's behalf and fulfill any other requirements imposed on winner set forth herein. The potential winner must continue to comply with all terms and conditions of these Official Rules and winning is contingent upon fulfilling all requirements. In the event that a potential winner is disqualified for any reason, Sponsor will award the applicable prize to an alternate winner by number of votes cast for other entries. Only two (2) alternate potential winners will be contacted should the selected winner fail to respond or comply with the Official Rules, after which the prize will remain un-awarded. Prizes will be fulfilled approximately twelve (12) to fifteen (15) weeks after the conclusion of the Contest.

## **Prizes:**

**Prize Awarded will include donations submitted between 11/1/2020 and 12/31/2020.**

## **General Conditions:**

In the event that the operation, security or administration of the Contest is impaired in any way for any reason, including, but not limited to fraud, virus, bug, worm, unauthorized human intervention or other technical problem, or in the event the Contest is unable to run as planned for any other reason, as determined by Sponsor in its sole discretion, the Sponsor may, in its sole discretion, either (a) suspend the Contest to address the impairment and then resume the Contest in a manner that best conforms to the spirit of these Official Rules or (b) terminate the

Contest and, in the event of termination, award the prize at based on number of votes cast from among the eligible, non-suspect entries received up to the time of impairment. The Sponsor reserves the right in its sole discretion to disqualify any individual it find to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to damage the website or undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages (including attorney's fees) and any other remedies from any such person to the fullest extent permitted by law. Failure by the Sponsor to enforce any provision of these Official Rules shall not constitute a waiver of that provision.

### **Release and Limitations of Liability:**

By participating in the Contest, entrants agree to release and hold harmless the Sponsor, and each of their respective partners, subsidiaries, affiliates, advertising and promotion agencies, other companies associated with the Contest and each of their respective officers, directors, employees, shareholders, representatives and agents (the Released Parties) from and against any claim or cause of action arising out of participation in the Contest or receipt or use of the prize (including any travel or activity related thereto), including but not limited to: (a) any technical errors associated with the Contest, including list, interrupted or unavailable Internet Service Provider (ISP), network, server, wireless service provider, or other connections, availability or miscommunications or failed computer, satellite, telephone, cellular tower or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties; (b) unauthorized human intervention in the Contest; (c) mechanical, network, electronic, computer, human, printing or typographical errors; (d) application downloads (e) any other errors or problems in connection with the Contest, including, without limitation, errors that may occur in the administration of the Contest, the announcement of the winner, the cancellation or postponement of the event, the incorrect downloading of the application, the processing of entries application downloads or in any Contest-related materials; or (f) injury, death, loss or damages of any kind to persons or property which may be caused directly or indirectly, in whole or in part, from entrants participation in the Contest or acceptance, receipt or misuse of the prize (including any travel or activity related thereto). Entrant further agrees that in any cause of action, the Released Parties liability will be limited to the cost of entering and participating in the Contest, and in no event shall the entrant be entitled to receive attorney's fees. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

## **Disputes:**

Except where prohibited, each entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the District of Columbia. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrants rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of District of Columbia, without giving effect to any choice or law of conflict of law rules which would cause the application of the laws of any jurisdiction other than the District of Columbia.

## **Disclaimer:**

There is no purchase necessary to enter or win. A purchase will not increase your chances of winning. All Federal, state, local and municipal laws and regulations apply. Void where prohibited. By entering this contest, you agree to all terms and conditions that apply to The Reel HBCU Challenge. The National Black Movie Association is not responsible for submissions owned by individuals other than the applicant. By entering this contest, the applicant releases use of his/her likeness and material to promote the contest and the organization.

## **Privacy:**

Information collected from entrants is subject to Sponsor's privacy policy.