



YMCA  
Youth for Youth  
Gambling Education  
Program (Y4Y)



# Y4Y Contest Rules Video & Poster



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Gambling  
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## ELIGIBILITY

The contest is open to those aged 19-24 who reside within the province of Ontario. Individual and team entries are welcomed providing all team members meet the following criteria. If you are a team, the prize money will be divided among all teammates evenly.

In order to successfully submit your project the following criteria must be met:

- Must be 19-24.
- Resident of Ontario.
- Complete the Y4Y gambling education module.
  - Module includes: 2 video presentations, and a document that includes information on resource available to help you be successful in the competition.
- Complete program's evaluation form
- Ensure that minors (below 18) are not shown in your video.

## CONTEST DETAILS

The Youth for Youth Digital Media competition is designed to educate and empower young people to raise awareness with regards to underage gambling, problem gambling, and the available resources. **This contest encourages young adults aged 19 to 24 to develop a video (no longer than 60 seconds). Along with the video we are asking participants to submit a poster that actively promotes the message of their video.** Submissions will first be evaluated by a panel of judges consisting of youth aged 15-18 and contest organizers. The judging panel will select a shortlist of candidates, who will then be voted on by the public via social media.

The participants of the competition will be provided resources that will help them to start off. However, it is the expectation that the contestants utilize their own resources. It is about learning, and engaging your peers with interesting and innovative information. In utilizing your own resources, you are also showing the contest organizers that you went above and beyond to ensure the success of your project.

Video and poster can be created in either English or French.

**You are not expected to be an expert on the topic of gambling. The intention of this contest is to educate participants and have them learn and teach the material.**

## Topic Chosen for the Competition

### **‘Gambling’ opportunities available to youth via technology, associated risks and harm reduction strategies:**

The definition of what gambling and gaming entails has become blurred over the years. Participants will receive gambling awareness education as well as information on the blurred lines between gambling and gaming. Technology and the internet have made way for new types of underage gambling opportunities to form. All sorts of casino games are available online, on gaming consoles, smart phones, etc. Youth can bet on an outcome of a video game through gaming consoles such as Xbox and PlayStation and gambling like activities are incorporated in some video games. Research shows that youth who are exposed to gambling at a younger age are more at risk of developing a gambling problem later on in their life. 26% of Ontario students report playing video games daily and children who regularly play video games exhibit a “false sense of confidence and security” and take greater risks and gamble larger amounts. Also small but significant correlation has been found between the number of hours spent playing video games and the severity of problem gambling. Youth participants will be asked to research the topic further and creatively spread awareness about the gambling opportunities available to youth via technology, its potential risks and provide a harm reduction strategy (ways to stay safe), and if possible information about available support resources for problem gambling in Ontario, Canada. Participants can consider narrowing their focus by concentrating on a subtheme within the topic of gaming and gambling. Possible subthemes include:

- The freemium model (sites/apps/games)
- E-sports
- Gambling like activities in videogames
- Daily fantasy sports
- Skin betting and lootbox unlocking

The resources that participants receive upon registration for the contest explain these topics in more detail.

### **The Objectives of this Contest**

In answering the above questions you are encouraged to consider the contest objectives and takeaway points, which are:

- Youth gambling awareness
- Preventing youth problem gambling and underage gambling
- Increase the awareness of available resources for problem gambling in Ontario, Canada

## RULES

**Content:** Each video must be about gambling awareness and prevention to encourage your peers to lead a healthy lifestyle and to make informed decisions.

- The video must be one minute (60 seconds) in length or less. Videos that are longer than one minute will be rejected.
- Please use royalty-free audio or visual material or make sure that you obtain any required authorizations.
- The video must not contain coarse language, offensive, racist or inappropriate comments, violence, or the promotion of drugs via the production or on clothing worn in the making of the video. Contest organizers reserve the right to refuse, modify or delete a video that is deemed inappropriate.
- Videos and posters submitted for the contest will become the property of the Y4Y Youth for Youth Gambling Education Program.

## REGISTRATION AND SUBMISSION GUIDE

### Instructions for Registration Process

- Visit this Facebook page: <https://www.facebook.com/YMCAY4Y/>
- Register with your intent to participate. Registration will take place through a google form: <https://goo.gl/forms/09MsX37giMstIEbi2>
- Once registered you will receive an email with corresponding educational material and resources including two video presentations. This email will be sent to contestants shortly after they are registered.
- If you are registering as a team please:
  - Select and provide a team name
  - Assign a team leader for your team
  - Ensure that all team members register individually using the same team name and team leader name.
  - Acknowledge that the team leader will be responsible for submitting your teams' final project (video + poster).
  - Note that when you are registering as a team, the prize money will be divided among all teammates evenly.
- After watching and reading the emailed resources, you are able to email the contest organizer at any time to ask any further questions.
  - a. Contest Organizer Email: [Cameron.penny@ymcagta.org](mailto:Cameron.penny@ymcagta.org)

### Instructions for Submission Process

- Submission of projects (video + poster) will take place through a google form: <https://goo.gl/forms/pGoGNian91bJbtz12>
- Your final project must be submitted by April 1<sup>st</sup> 2018 through the submission form mentioned above.

- If you are a team please ensure that only the team leader is submitting the required files.
- On the same submission form, you will find a short evaluation survey. The questions are designed to evaluate learning, effectiveness of the contest and feed back to contest organizers. The evaluation process is organized by a third party firm. All responses to the evaluation questions will be anonymous. All team members must complete the evaluation.
- Once submitted, the Jury will begin evaluating the submissions. They will select 5 videos that they found most closely reflected the contest requirements.
- You will be notified if you have made it to the shortlist of candidates on April 20<sup>th</sup> 2018. You may be asked to revise and refine your submissions. Revised and updated submissions must be received between April 23<sup>rd</sup> 2018 to May 7<sup>th</sup> 2018.
- Shortlisted submissions will be posted on programs' Facebook page or website for public voting from May 14<sup>th</sup> – 20<sup>th</sup> 2018 and you are encouraged to invite your friends and family to vote for your submission.

### **Important dates**

**Registration period:** November 6<sup>th</sup> 2017 to April 1<sup>st</sup> 2018

Emailing of resources to registered participants: November 6<sup>th</sup> 2017 to April 1<sup>st</sup> 2018

**Submission deadline:** April 1<sup>st</sup> 2018 (Late submissions will not be accepted. The submission deadline is valid for the video, poster, and required forms)

**Submission review and finalist selection:** April 2<sup>nd</sup> to April 20<sup>th</sup> 2018

**Submission revision period:** April 23<sup>st</sup> to May 7<sup>th</sup> 2018

**Online public vote:** May 14<sup>th</sup> to May 20<sup>th</sup> 2018

**Winner announced:** May 22<sup>nd</sup> 2018

### **Winner selection process**

The selection of submissions, which meet all eligibility requirements, will be carried out according to the following criteria:

- 25% Creativity and originality
- 25% Clear and accurate content
- 25% Impact in raising awareness and prevention goals
- 25% Technical quality

### **Finalist selection process**

A jury will select 5 finalist submissions.

Submitted videos will be judged in terms of creativity, quality, accuracy of content, and their ability to generate interest and awareness. The shortlisted videos will be voted on by the public.

The submitted posters will be evaluated on creativity, image quality, effectiveness on promoting the main theme of the video, and how it generates interest and awareness.

Contest organizers reserve the right to refuse, modify or delete a video that they deem inappropriate.

## **Public vote**

The top 5 videos selected by the jury will be published on our website and Facebook page, on May 14th to May 20<sup>th</sup> 2018. During this time, the public will be invited to vote for their favourite video.

## **JURY VOTE**

The jury is comprised of contest organizers and youth aged 15-18. The Jury will shortlist 5 of the submissions for the public voting. The public will have a 50% weight in determining the winners and the jury vote will make up the other 50%.

## **If you win a prize**

- The winning videos will be published on the website and the contest's Facebook page on May 22<sup>nd</sup> 2018.
- Winners will be notified by phone or by email on May 22<sup>nd</sup> 2018 of the steps required in order to claim their prizes.
- Follow the emailed steps to claim your prize. If you do not, then your prize will be forfeited and potentially awarded to another team.
- Must also consent to their photographs being taken by the contest organizers for the same purposes, without further compensation. Each participant irrevocably and in perpetuity grants the contest organizers, without compensation, the right to use the video and poster submission, in whole or in part, in any way, to reproduce, make derivatives, modify, translate, distribute, transmit, publish, license and broadcast the video submission worldwide, by any means

## **Surveys and Interviews**

Upon submission of your final project you will be **required** to complete an exit survey. The questions of this survey are designed to evaluate learning, effectiveness of the contest and feed back to contest organizers. The evaluation components are lead by a third party and participants' responses will not impact their submission evaluation in any way. The third party firm will only share information with regard to whether contestants have completed evaluation component with contest organizers.

If you would further like to contribute to the success of this contest (or want a free gift card!) consider partaking in a shortphone interview to further assess your opinions on the contest.

## **PRIZES**

1<sup>st</sup> prize: \$2500 for the participant(s)

2<sup>nd</sup> prize: \$1500 for the participant(s)

3<sup>rd</sup> prize: \$500 for the participant(s)

Contest organizers reserve the right not to award any prizes if they deem, at their sole discretion, that there are too few videos submitted, that the quality of the videos is poor or that the videos do not meet the eligibility requirements.

## **TERMS AND CONDITIONS**

The Youth for Youth Education Program reserves the right, in its absolute discretion, to disqualify a video/poster it believes does not respect or potentially not respect one or several of the Y4Y Video Contest official rules.

The contest organizers reserve the right to modify, suspend or cancel the Contest for any reason, without any prior notice.

These rules may be changed without notice or reason including, if necessary, to comply with any applicable law. By entering this contest, participants agree to abide by these rules and acknowledge that the contest organizers shall not be responsible for any damages, costs, demands, claims or losses of any kind, incurred by any contestant as a result of participation in this contest.

**Video and poster originality:** We want to see your work, not someone else's. Please only use content that you created. The video and poster must not infringe upon or violate any laws or any third party rights, including, but not limited to, copyright, patent, trademark, trade secret or other proprietary rights and must not lead to any cause of action including libel, defamation, privacy violation, contract breach or tort. The participant must obtain all necessary permissions, licences, clearances, releases, waivers of moral rights and other approvals from third parties (including, but not limited to, all copyright holders and all individuals appearing in the video submission), necessary to use the video submission, in whole or in part, in any way, including without limitation, to reproduce, make derivatives, edit, modify, translate, distribute, transmit, publish, license and broadcast the video submission worldwide, by any means. Any and all such permissions, licences, clearances, releases, waivers of moral rights and approvals must be attached to the video submission.

**Content restrictions:** Videos must not contain, illustrate, comment or target, without exception, any of the following:

- Obscenities, offensive or sexually explicit language, nudity, hurtful content, or equally unacceptable language or content;
- Ensure that minors (below 18) are not shown in your video.
- Language or content that is malicious, threatening, offensive, degrading, defamatory, racist, insulting, hateful, violent or obscene, acts of explicit violence or discriminatory language or content;
- Any individual, which the participant or the people who agreed to be included, in accordance with the official rules, who is identifiable in any way;
- Any reference to personal information concerning other people, including their names or information that could be used to identify or locate another person or otherwise considered as an infringement of privacy of another person;
- Content that encourages violence, intimidation or illegal behaviour, or tolerating these behaviours, or encouraging prejudices, hatred or prejudices towards a group or a person, or encouraging discrimination or exploitation based on race, gender, religion, disability or age;
- Any illegal claims or content;
- Defamation, libel or slander;
- Dangerous stunts;
- The use of any type of real weapons;
- Drug use;
- Any other content deemed offensive by the YGAP or the jury, at their sole discretion.
- Y4Y reserves the right to determine, at its sole discretion, if the content of a video contravenes the video related requirements.

**Indemnity and limitations of liability:** Your personal safety and that of your actors, camera crew and other individuals involved in the making of the video must be maintained. Do not put anyone at risk during the making of the video. If you show dangerous tasks in your video, you must follow all safety regulations and take all necessary precautions to prevent any injuries. Each participant accepts to defend, indemnify and save harmless from the Y4Y, its employees, officers, directors and agents as well as the jury from any and all lawsuits, claims, losses, injuries, death, damages and expenses, including any reasonable legal costs arising out of the participant's video/poster or in connection with the latter in any way, and to release the Y4Y, its employees, officers, directors and agents as well as the jury from any liability in connection with the Contest (including the awarding of a prize).

**Grant of rights:** By participating in the contest and by submitting a video/poster, each participant:

- Grants the Youth for Youth Education Program an irrevocable, non-exclusive, royalty-free and perpetual license and right (including the right to sub-license) to copy, modify, reproduce, broadcast, display, publish, show in public, expose, encode, stock, adapt, transmit and use or present, in whole or in part, the video through any current or future means of communication (including any future promotional or educational project and school presentations ), and including, but not limited to, the perpetual distribution over



the Internet starting on the date of participation, including, but not limited to, the administration and promotion of the contest;

- Waives, in favour of the Y4Y, all intellectual property rights, public image and privacy rights, moral rights or any other right recognized by the law that he/she may have acquired for the video and poster or its features, if applicable, and which may prohibit the Y4Y from using the video;
- Waives and releases the Y4Y, its employees, officers, directors and agents as well as the jury of any claim based on public image rights, defamation, invasion of privacy, copyright, trademark infringement or any other legal action concerning the video and poster's intellectual property rights.
- The participant grants these rights, free of charge, to the Y4Y and accepts that no other permission or further copyright payment to the participant or other party be required.