

# Walsworth Level Up Contest Rules

## **To enter:**

To enter, submit a URL to your video at [www.walsworthyearbooks.com/levelup](http://www.walsworthyearbooks.com/levelup). There can be only one video entry per school. Save all original files used in your entry, in the event that you are selected as a winner. NO PURCHASE NECESSARY.

Entries must be received by 11:59 p.m. Central Time on Oct. 6, 2019. Late entries will not be accepted.

## **Eligibility:**

The contest is open to all schools across the United States. Must be 13 years or older to be included in the video. Video's must be submitted by an adviser at a senior high, junior high, middle school or college.

Employees of Walsworth and their immediate families (spouse/domestic partner or any children) are not eligible to participate.

Entries will not be judged unless the school name, school city, school state, adviser name, adviser email, yearbook company and link to the video are provided.

## **Timing:**

Contest opens Sept. 12, 2019

Deadline for submission: 11:59 p.m. Central Time, Oct. 6, 2019

Winners will be notified by Oct. 14, 2019

## **Theme:**

The contest theme is Level Up. Do you want to take better photos or spiff up your writing? Could your design and layouts use an update? Or perhaps you want to turn your yearbook program into an award winner. Walsworth will select two schools to work extra closely with to help Level Up their yearbook. Entries will be judged on the ability to meet the judging criteria below.

## **Selection:**

All entries will be reviewed by a committee of judges for adherence to the judging criteria below. Decisions of the judges are final.

## **Judging Criterion:**

Film a short video telling us how you want to level up your book. Be creative, but make sure to tell us these three things:

- 1) What about your book do you want to Level Up?
- 2) Why do you want to improve that aspect of your book?
- 3) What is your yearbook staff willing to do to make that happen?

**The Prize:**

Walsworth Yearbooks and yearbook gurus Mike Taylor, CJE, and Jim Jordan will work closely with your school over two years to help you Level Up your book! Estimated prize value of \$3,500.

**The prize includes:**

- Mike Taylor, CJE, and/or Jim Jordan visiting your school each year.
- Adviser Academy tuition fee paid for adviser (travel expenses not included)
- Workshop fees paid for adviser and editor(s)-in-chief and/or other editors (travel expenses not included)
- Elite Weekend tuition paid for adviser (travel expenses not included)
- JEA/NSPA or CSPA Registration (adviser's choice) fee paid for adviser (travel expenses not included)
- One set of adviser and student editions of *Yearbook Suite* curriculum
- One *Possibilities* book

**Winners must be able to commit to the following:**

1. Two years on the Level Up program
2. Monthly check-ins with Mike Taylor, CJE, Jim Jordan or the Walsworth Marketing Department
3. Travel expenses for Adviser Academy, Elite Weekend and JEA/NSPA or CSPA
4. Submit their yearbooks to JEA/NSPA or CSPA yearbook critiques
5. Participate in 2020 and 2021 Photo Contest
6. Discuss their progress in Leveling Up their book on Walsworth blogs, podcasts and more

**Video requirements**

All videos must be uploaded to your preferred online platform and a URL must be submitted for the judges to view.

Schools may enter one video.

The video must not contain brand names or trademarks unless the entrant can demonstrate that he or she has legally obtained the right to display the brand name or trademark.

The video must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity, copyright and other intellectual property rights.

The video must not contain material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous or libelous, as determined by Walsworth.

The video must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age.

The video must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any state where the video is created.

### **Entry rules**

1. All entries must be suitable for family viewing.
2. Contestants must know the names and addresses of all identifiable people shown in their entries. Entrant must obtain all releases and consents necessary of any persons featured in the entry for Walsworth to use the photo for any purpose contemplated by these rules. Failure to obtain consent will result in forfeiture of any awarded prizes.
3. All entries become the property of Walsworth. Receipt of entries will not be acknowledged and submitted entries will not be returned. Walsworth assumes no responsibility for submitted entries.
4. Entrant confirms and promises that the entry is original and does not infringe the intellectual property rights of any third party. By participating, entrant agrees that ownership of the entry and all intellectual property rights in the entry is assigned to Walsworth and will do all things necessary to give effect to that assignment. Entrant agrees to sign any further documentation required by Walsworth to give effect to this clause.
5. Contest is void where prohibited or restricted by law, where a license is required or where subject to tax (other than tax on prizes awarded). All federal, provincial, state and local taxes are the sole responsibility of the winners. All fees and personal expenses incidental to redemption of prizes (as deemed necessary) will be the sole responsibility of the winners.
6. Prizes must be claimed within 30 days of notification. If not claimed by this date, the prizes will be forfeited. All claims thereto following this date will be null and void.
7. No substitution or transfer of prizes except at the sole discretion of Walsworth. All restrictions apply.
8. Walsworth reserves the right to cancel or suspend the contest should any cause beyond the control of Walsworth affect the administration, security, fairness, integrity or proper operation of the contest, or for any other reason it deems appropriate, at its sole and absolute discretion.

### **General conditions**

This Contest is in no way sponsored, endorsed, or administered by, or associated with Facebook. Facebook is completely released of all liability by each entrant in this Sweepstakes.

Walsworth reserves the right at its sole discretion to disqualify any individual that tampers or attempts to tamper with the entry process or the operation of the promotion or website, these official rules, or acts in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person. CAUTION: ANY ATTEMPT BY AN ENTRANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION THE CONTEST RULES AND OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW.

Winners will be announced on the Walsworth Yearbooks blog at [www.walsworthyearbooks.com/blog](http://www.walsworthyearbooks.com/blog) on Oct. 14, 2019.

Each entrant agrees that: (1) any and all disputes, claims, and causes of action arising out of or in connection with this contest, or any prizes awarded, shall be resolved individually, without resorting to any form of class action, and any judicial proceedings shall take place in a federal or state court within the state of Missouri; 2) any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this contest, but in no event attorneys' fees; and (3) under no circumstances will entrant be permitted to obtain awards for, and entrant hereby waives all rights to claim punitive, incidental, and consequential damages, and any other damages, other than for actual out-of-pocket expenses, and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, or the rights and obligations of entrant and Walsworth in connection with the contest, shall be governed by, and construed in accordance with the laws of the State of Missouri, without giving effect to any choice of law or conflict of law, rules or provisions (whether of the State of Missouri, or any other jurisdiction), that would cause the application of the laws of any jurisdiction other than the State of Missouri. IN NO EVENT SHALL WALSWORTH OR ITS RELATED ENTITIES BE LIABLE TO ANY ENTRANT OR WINNER FOR DAMAGES THAT EXCEED THE VALUE OF THE PRIZE TO BE AWARDED TO ANY INDIVIDUAL ENTRANT IN THIS CONTEST.

### **Questions**

All questions regarding contest details should be directed to Aimee Parsons at [aimee.parsons@walsworth.com](mailto:aimee.parsons@walsworth.com).