



Announces The Value of The Yellow School Bus to Education High School Student Video Scholarship Contest

Deadline: Wednesday, May 6, 2020
Winners Announced: Friday, June 5, 2020

Eligibility

The Contest is open to any individual who is enrolled in high school in the United States. No purchase of any sort is necessary, and there is no entry fee. Each submission must be the work of one individual (the “Entrant”).

Goal

Raise awareness and appreciation for the important role the yellow school bus plays in education. Video can include clips relating to experience of riding the bus to and from school, as well as the student field trips and extra-curricular activities.

How to Enter

Videos **must** comply with the Submission Rules listed below. In addition to the Video Submission, a fully completed Official Entry Form **must** also be submitted to the ASBC.

Awards: A \$2,500 scholarships for First place (\$2,500 to the student and a matching \$2,500 to his or her school).
A \$1,500 award for Second place and (\$1,500 to the student and a matching \$1,500 to his or her school).
A \$1,000 award for Third place and (\$1,000 to the student and a matching \$1,000 to his or her school).

- Only one (1) cash award will be awarded to a submission, regardless of the number of people in the video or working on the video.
- There shall be one (1) submitting individual, who shall have done all the final editing and production work.

Contest Rules

- **Running Time:** 30 seconds – 2 minutes, including any credits.
- **Originality:** Submissions must be original work of the Entrant and must not have been previously published or have won an award or prize of any kind. Previously published submissions from publicized contests will be disqualified. Submissions or works created by others will not be considered and will be disqualified.
- **Style:** Submissions can be in any style or genre of film or video, including animation, drama, comedy, still art, imagery or documentary.
- **Copyright:** Entrants must comply with the [Use of Copyright Materials in Student Television Network Activities](#) guidelines regarding to copyright for their entry. Submissions must not incorporate or include anything that violates any law or the copyright, trademark, publicity right, privacy right or other right of any third party. Proof of permission may be requested.
- **Music:** Any music used in the video must be created by the Entrant. Submissions containing copyrighted music, samples, files, or any other protected works that the Entrant does not have the rights to will be disqualified.

- **Permission:** Contestants are responsible for securing all necessary rights, licenses, clearances, releases, consents and/or permissions from any third parties that appear in the video entry in order to avoid disqualification, and the American School Bus Council reserves the right to request proof of ownership or permission to use any material contained in each submission.
- **Submission:** Contest entrants must submit their video as a YouTube link. Contest winners also will be asked for an MP4 file of their video submission.

Video Submissions must NOT:

- Include trademarks, logos, or copyrighted material not owned by the entrant. All images or references to third-party brands, logos or works must be edited or blurred in the video submission.
- Use individuals' names, in whole or in part (including the Entrant's last name), without written permission. (see sample release form)
- Be filmed in locations where students are not legally entitled to be and with approval of owner/operator.
- Depict unsafe activities on or outside a school bus. Filming in and around school buses must be supervised by the District Transportation Director.
- In the sole and absolute judgment of the ASBC, contain profanity; content depicting or promoting sexual activity; content depicting or promoting illegal activity; content that depicts or promotes violence or harm; or any other offensive, obscene, or inappropriate content.

Use of Submission

Entries and other submitted material become the property of the ASBC and will not be acknowledged or returned. By submitting an entry:

- You represent and warrant that, if you are the designated person that has entered this Contest, you are authorized to make representations and warranties, and will be severally liable for any breach of these representations and warranties or other failure to comply with the Official Rules of this Contest.
- You represent and warrant that your entry and all elements contained therein ("Content") is original and, to the extent the Content incorporates or includes anything that is owned or controlled by any third party, you have obtained in writing all rights necessary to comply with the Official Rules of this Contest; and, that Content does not violate any copyright, trademark, publicity right, or any other right of any third party.
- You agree that Content shall be, to the maximum extent eligible, a "work made for hire," under the U.S. Copyright Act, as amended, with all rights therein, including without limitation the exclusive copyright, being the property of the ASBC. Otherwise, if your entry or any element thereof is considered not to be a "work made for hire," you hereby unconditionally and irrevocably transfer to the ASBC all right, title, and interest in the Content (including, without limitation, the copyright) in any and all media whether now known or hereafter devised, in perpetuity, wherever produced or located, including the right to use, copy, distribute, perform, display and to create derivative works of the Content for advertising, trade, other commercial purposes or any other purpose; provided, however, to the extent Content contains third party materials, you have obtained written permission granting the ASBC a perpetual, royalty-free, fully paid, freely transferable (with full rights to sublicense) universal, unconditional and irrevocable right and license to copy, distribute, perform, display and to create derivative works from such third party materials for any and all purposes relating to the promotion, marketing, advertising, distribution and/or sales of the ASBC.
- You represent and warrant that you meet the requirements and qualifications for this Contest, and that you have read these Official Rules and are fully familiar with them.

- You agree to indemnify, and hold the ASBC, its officers, directors, employees, contractors, agents and representatives (“Indemnitees”) harmless from and against any third party claim (including reasonably attorneys’ fees and costs) arising from any use of the Content. You waive (i) any right to publicity, privacy or moral rights relating to the Content or your participation in this Contest, and (ii) any right to inspect or approve uses of the Content or to be compensated for any such uses. To the extent these rights may not be waived legally, you agree not to assert them.
- By submitting an entry, you grant to the ASBC and its affiliated companies the right, except where prohibited by law, to use your name, likeness, picture, voice, biographical information, submission/entry and written or oral statements, for advertising and promotional purposes in promoting or publicizing the Contest, the ASBC and its mission and services, without compensation unless required by law. You shall have no right of approval, no claim to compensation, and no claim (including, without limitation, claims based on invasion of privacy, defamation, rights of integrity or attribution, or right of publicity) arising out of any use, blurring, alteration, or use in composite form of your name, picture, likeness, address (city and state), e-mail address, biographical information, or entry. The rights granted under this paragraph shall extend to the ASBC and its affiliated companies and agents with respect to all entrants in the Contest, including the entrant who is selected as the grand prize winner and those entrants who are not selected. The ASBC is under no obligation to use the winning entries or any other entry for any purpose.

If you have any questions, please contact us at info@americanschoolbuscouncil.org