

REACH THE SUMMIT VIDEO CONTEST 2012



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Dear 4th Grade Teachers and Students,

On part of the Division of Travel and Tourism I would like to thank you for participating in the state's first ever Reach the Summit Video Contest. You and your fourth grade class have the opportunity to tell us why you love New Hampshire and why you think travelers should come here.

Get the class together and create a video clip in 60 seconds or less telling us places, things and activities you enjoy in the state or you think others would like. Possibly talk about the historical heritage or wide range of natural landscape across the state. Create your class's video and send it to us by May 1st 2012. Make sure to get as creative, fun, and as inventive as you would like!

The Grand Prize winning class will receive a class field trip to the Cog Railway located on Mount Washington, the highest peak in the Northeast. Transportation will be provided by the luxurious Premier Coach. The runner up video will be played at Red River Theatre in Concord before scheduled showings all summer long.

For details you can visit our webpage visithn.gov/reach-the-summit.

We hope you get your class together for an interactive way to remember why you love New Hampshire so much!

Best Regards,

A handwritten signature in cursive script that reads "Rosemary Sullivan".

Rosemary Sullivan
Marketing and Communications Intern
New Hampshire Division of Travel & Tourism Development

REACH THE SUMMIT VIDEO CONTEST 2012

visitnh.gov/reach-the-summit

New Hampshire



GRAND PRIZE

**Win a class field trip on the
Mount Washington Cog Railway!
Reach the summit of this 6,288' peak on
the world's first mountain climbing tracks**

- ◆ Discover why Mount Washington and the Presidential Mountain Range are watched by meteorologists and scientists from around the world in the Weather Observatory located at the summit. Winds like no where else in the world!
- ◆ Experience over 140 years of history along these historic tracks. Did you know there used to be a resort at the summit?
- ◆ New Hampshire's mountains are glacially carved geological wonders
- ◆ Learn about the endangered plants and wildlife that can be found on Mount Washington and within the Alpine Garden
- ◆ Tourism is New Hampshire's second largest industry and you will see why visitors want to come here

**Travel to Bretton Woods in a luxury
charter motor coach generously donated
by Premier Coach**

How to enter

Create a 60 second video with your 4th grade class to convince someone to come to NH who has never even been here before!

Act, sing, make a commercial, do interviews, do reenactments, or any other idea your class comes up with - Get creative and have fun!

Grand Prize - Most convincing

Wins a class trip to the Mount Washington Cog Railway and travel in style in one of Premier Coach's luxury motor coaches

Runner Up

Video showing at Red River Theatre before previews of scheduled films throughout summer vacation

Fun Categories

Best History
Best Geography
Best Science
Best Literary
Best Overall Acting
Best Humor
Most Creative
Most Educational

Fun Category Winners will have their video shared on the VisitNH: Facebook page and will be awarded a certificate signed by Lori Harnois, Director of New Hampshire Division of Travel & Tourism Development!

THE MOUNT WASHINGTON
COG
RAILWAY

**RED RIVER
THEATRES**

Premier Coach



REACH THE SUMMIT

VIDEO CONTEST 2012

RULES & REGULATIONS



Timing: The “Reach the Summit Video Contest” begins upon the day of which each school receives their information packets and will commence on May 1st 2012 on which all video clips must be returned to listed address.

Eligibility: To participate in the contest you must be a 4th grade student within one of the New Hampshire school districts. Teachers must supervise class creation of the clip and assist where ever needed.

Entry: Once each class has received the information regarding the contest, visit <http://visitnh.gov/reach-the-summit/> and fill out an application and release to entirety. This must be returned by May 1st enclosed with the video in order to be qualified to participate. Teacher must include completed Entry form and Model Release Form. Any student who participates on film, voice or acting must have a release form filled out and sent in. Any other student not seen or heard and does behind the scene work does not need to fill out a Model Release Form. Teachers are responsible for ensuring participation in this contest is approved by the student’s parents or guardian.

Participation: Only one video clip is permitted per 4th grade class. Each video clip can not exceed the 60 second time limit, if clips are over the set time they will not be judged for any prizes offered. It is crucial that class’s topic of choice and video clip is appropriate and does not include offensive, racial, sexual and/or religion content. Any video clip containing that sort of information will not qualify for the prizes.

Format: Video clips must be mailed on a DVD, CD or Flash drive to receive judging. Please ensure your class’s video is in one of the following formats: WebM file, MPEG4, 3GPP, MOV, AV1, MPEGPS, WMV or FIV.

Address: Please send the videos and applications to the following listing
Division of Travel & Tourism
Attn: Rosemary Sullivan
172 Pembroke Rd.
Concord, NH 03302

Judging Categories: The Grand Prize	Best History
Runner Up to Grand Prize	Best Geography
Best Overall Acting	Best Science
Most Creative	Best Literary
Best Humor	Most Educational

Prizes: The Grand Prize video will receive a trip to the Cog Railway for the entire class! Reach the summit of this 6,288’ peak on the world’s first mountain climbing tracks! The Runner Up winner will have the class’s video played in Red River Theatre in Concord before the scheduled showings! All of the subcategory winners will be awarded a certificate signed by the Director of Travel & Tourism!



Video Contest Entry Form

Please:

1. Read the information below, and by completing this form, you agree to the statements below and the Rules & Regulations
2. Have the consent of ALL individuals who were involved with the conception, production, and submission of this video clip as well as any models or actors who are recorded in any way on the submitted video clip.
3. Include completed Model Release Forms for each individual visually or voice recorded in the submitted video (you do not need Model Release Form for those who participated in the production but were not recorded).
4. Include one complete Contest Entry Form per class video and all Model Release Forms with video clip for submission to:

**New Hampshire Division of Travel & Tourism
c/o Rosemary Sullivan, Video Contest Submission
172 Pembroke Road
Concord, NH 03302-1856**

Please Print Clearly

School Name	Teacher Name: First Last
Mailing Address	Daytime Phone
City, State Zip	Email

Title of Video

For all Contest Entries: By submitting a Video as part of a Contest Entry, you warrant and represent that: (a) it is your original work and has been legally created; (b) it has not been previously published or distributed in any media; (c) it has not been entered into or won previous contests or awards; (d) it does not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other legal or moral rights of any person or entity; (e) that you have obtained permission from every person whose name or likeness is used in the Contest Entry (the "Participant") and from your school principal and/or superintendent. If any Participant is a minor, written permission must be granted by the Participant's parent/legal guardian. Participants, or the parent/legal guardian of Participant, must transfer all rights for usage to the Sponsor if and as requested; (f) you own all rights to your Contest Entry, including without limitation, copyrights, and, that you have received prior written permission from the photographer/videographer if the Video was captured by someone other than yourself; (g) publication of the Contest Entry via various media, including Web posting, will not infringe on any third party rights; and (h) you will release, defend, indemnify and hold harmless the Sponsor and related entities or agents from any claims and damages (including reasonable attorneys' fees) arising from or relating to the breach or alleged breach of your representations and warranties herein, your Video, or your conduct in creating your Video or otherwise in connection with this Promotion. Sponsor reserves the right at their sole discretion to remove, reject or disqualify any Contest Entry or portion thereof (along with the Entrant who submitted them) at any time in the event it is determined by Sponsor or the judges that any aspect of the Contest Entry is offensive, inappropriate, not in keeping with Sponsor's image or if it is determined that the Entrant has not otherwise complied with any portion of these Official Rules. Should Sponsor void any such Contest Entry elements, Entrant is not relieved from responsibility for compliance with these Official Rules.

By signing this form, I hereby give the New Hampshire Division of Travel & Tourism Development and contest partners (Mount Washington Cog Railway, Premier Coach, and Red River Theatre) permission to use audio and/or video, use the school name and all participants, and to utilize video clips that display property for promotional purposes. I understand that examples of my work and/or these recordings may be distributed by, but not limited to, print, internet, digital media, broadcast and/or cable television. I have read and agree to the above information for all Contest Entries and have read and agree to the contest Rules & Regulations.

By signing this form, I understand that there will be no financial or other credit for use of my recording and I release the State of New Hampshire and the contest partners from any liability resulting from or in connection with the publication and/or distribution of such work. Permission or consent can be rescinded only with written communication and revocation does not apply to the publication or work that was completed prior to revocation.

TEACHER SIGNATURE

DATE

PRINCIPAL SIGNATURE

DATE



Model Release Form

Note:

- Individual Model Release Forms must be completed and signed by the Parent/Guardian of all students under the age of 18 years of age who appear, model, act, have voice recorded, or their name spelled and displayed in the Video submission.
- All adults over the age of 18 who appear, model, act, have voice recorded, or their name spelled and displayed in the submitted video must complete a Model Release Form.
- Completed forms must be returned to the student’s teacher for inclusion with Video submission in order for submission to be valid.
- Contact information provided in this form will be used **solely** for the purpose of a record of consent.

Please Print Clearly

Name of individual appearing in Video Submission – First Last (PRINT)	If individual is a minor - Parent/Guardian Name – First Last (PRINT)
Mailing Address	Phone
City, State Zip	Email
School Name	Teacher Name – First Last (Print)

By signing this form, I understand that I, or if individual is a minor, my child will appear, have voice, or/and a presence in a Video that will be submitted to the State of New Hampshire Division of Travel & Tourism Development as part of the Reach the Summit Video Contest. I grant full permission to the State of New Hampshire Division of Travel & Tourism Development and the contest partners (Mount Washington Cog Railway, Premier Coach, and Red River Theatre) to use, publish, and display my child’s image and/or voice as it is contained in the video.

By signing this form, I understand that there will be no financial or other credit for use of the video or voice recording. I fully understand the details of this contest. I agree for myself and my heirs, to release and hold harmless, defend and indemnify the New Hampshire Department of Resources and Economic Development, its (trustees, officers) employees, and volunteers from and against all claims, demands, actions, and causes of action as result of participation in this contest. I release the State of New Hampshire and the contest partners from any liability resulting from or in connection with the publication and/or distribution of such work. Permission or consent can be rescinded only with written communication, and revocation does not apply to the publication or work that was completed prior to revocation.

MODEL NAME – if over the age of 18 - PRINT

MODEL SIGNATURE – if over the age of 18

DATE

If model is a minor - PARENT/GUARDIAN NAME - PRINT

PARENT/GUARDIAN SIGNATURE

DATE