

## The 2019 Colorado Potatoes Video Contest

Entrants will submit a video that addresses the following prompt:

*Potatoes Power Performance! How do Colorado Potatoes power your performance?*

Videos must be sent to Colorado Potatoes by March 1, 2019. Videos may be sent as an attachment info@coloradopotato.org. A You Tube, Vimeo or Drop Box URL can also be sent to info@coloradopotato.org or via the form above. Videos may be sent as an attachment in the following forms: MPEG-4, mp4, .mov or m4v. Please indicate if your class is in the Elementary school division or in the Middle and High school division. Late submissions will not be accepted. Multiple entries by a single teacher sponsor are not allowed. There is no limit to the amount of videos a single school or school district can submit. Videos must be a minimum of 30 seconds long and a maximum of 2 minutes long. Videos of inappropriate length will be disqualified.

### Eligibility:

All videos entered in the contest must come from a sponsoring teacher. The sponsoring teacher must be a legal resident of the United States who are 18 years of age or older at the time of contest registration. The contest is designed to be a class project; however individuals can participate with a teacher sponsor.

Employees of The Colorado Potato Administrative Committee, affiliates, members of the immediate families (defined as spouse, child, sibling, parent, or grandparent), and members of the households (whether related or not) of any of the above are NOT eligible to participate or win in this contest.

Participants agree to abide by applicable federal, state, local laws and regulations.

If any individual appearing in a video is under the age of 18 or not of the age of majority in state of residence, consent form MUST be signed by the parent or legal guardian of the individual(s). A consent form MUST be completed and sent to the Colorado Potato Administrative Committee for each minor appearing in the video, including any audio recording used.

[Click here for the consent form.](#)

[Haga clic aquí para obtener el formulario de consentimiento.](#)

Consent forms must be submitted along with the video upon entry. Videos (with any minor appearing in the video) submitted without consent forms will be disqualified from judging.

### Prize:

There are two divisions, 1) Elementary School and 2) Middle and High School. There will be two winners, one for each division.

The winning video will receive a \$300 prize for the sponsoring teacher. The teacher prize will be distributed in the form of a check or VISA gift card, depending on the preferences of the winner and the discretion of The Colorado Potato Administrative Committee.

The winning class or individual will also receive \$500 worth of classroom/school supplies based on class/individual's preference and needs; keeping in mind a healthy lifestyle and brain power! The classroom prize will be distributed by The Colorado Potato Administrative Committee based on the preferences and needs stated. (Examples: sporting equipment, knowledge bowl or other educational supplies, or we could fund (up to \$500) a hiking, swimming, skiing, or other fitness activity outing for the winning classroom.)

Once the application has been accepted, The Colorado Potato Administrative Committee will fulfill the school's salad bar request for one (1) salad bar. Any school, public or private, participating in the National School Lunch Program (NSLP) is eligible to apply. If any winner comes from a school that does not participate in the NSLP, they will forfeit the salad bar prize and the other two prizes will still be awarded.

No purchase necessary. Contest is subject to all applicable federal, state, local laws and regulations.

The Colorado Potato Administrative Committee retains the right to disqualify any contestant if the rules are not followed.

Any information collected by registering to enter the contest shall be used only in a manner consistent with these Contest Rules.

If the contest is not able to run as planned, without limitation, The Colorado Potato Administrative Committee reserves the right to cancel, terminate, or modify the contest at their discretion.

Judges:

The winners will be selected by a panel of judges comprised of employees of The Colorado Potato Administrative Committee and/or members of the Colorado Potato Administrative Committee.

Judges will use the following score sheet to score entrants:

2018 Colorado Potatoes Video Contest					
<b>Creativity</b>					
0-5	6-10	11-15	16-20	21-25	
The video demonstrates no creative ideas.	The video demonstrates limited creative ideas.	The video demonstrates some creative ideas and a somewhat original approach to the prompt.	The video demonstrates creative ideas and an original approach to the prompt.	The video demonstrates highly creative ideas and an exceptionally original approach to the prompt that captures and keeps the viewer's attention.	
<b>Relevance</b>					
0-5	6-10	11-15	16-20	21-25	
Video is not related to the prompt. Video content is not related to nutrition.	Video is somewhat related to the prompt. Video content is related to nutrition, but without a central message.	Video answers the prompt. Video content is related to the nutritional message.	Video adequately answers the prompt. Video content effectively communicates the nutritional message.	Video entirely answers the prompt and has a clear nutritional message. Video content effectively and completely communicates the nutritional message.	
<b>Content</b>					
0-5	6-10	11-15	16-20	21-25	
Information presented is not accurate.	Little effort has been made to ensure evidence presented is accurate.	Video uses some factual evidence. The information presented is accurate.	Video uses factual evidence that supports the video's message. The information presented is accurate and relates to the prompt.	Video uses factual evidence that supports the video's message in a clear and logical way. The information presented is accurate demonstrates excellent understanding of the prompt.	
<b>Colorado Potatoes</b>					
0-5	6-10	11-15	16-20	21-25	
Contains little to no mention of Colorado Potatoes or potato nutrition.	Colorado Potatoes are mentioned, but potato nutrition is not addressed.	There is moderate mention of Colorado Potatoes and potato nutrition.	Colorado Potatoes and potato nutrition are both adequately addressed.	Video prominently features Colorado Potatoes and discusses in detail potato nutrition. They are the clear star of the video.	
<b>TOTAL SCORE:</b>					

The winners will be notified by email before or about April 30, 2019.

Participation:

By participating, entrants: (a) agree to these official rules and to the decisions of the judges in all matters, including the judging process, all decisions of the judges will be final; (b) release, indemnify and hold harmless the Colorado Potato Administrative Committee, its affiliates and their respective directors, officers and employees, from any and all claims, liabilities, losses or damages of any kind whatsoever, including but not limited to the infringement of intellectual property rights of others, resulting in whole or in part from their participation in the contest and the acceptance and use of the prize; (c) if a winner, consent (except where prohibited by law) to the use of their name and location for advertising and publicity purposes; (d) represent that the video submitted is their work and does not infringe on the intellectual property right of any other party; and (e) consent for The Colorado Potato Administrative Committee to use the video, in whole or in part and as edited by The Colorado Potato Administrative Committee, in all media for educational, commercial and other uses without additional compensation to or prior review by the entrant.

Participants agree that the Colorado Potato Administrative Committee and its agents are not responsible for late, or for error, omission, interruption, deletion, defect, delay in transmission, theft or destruction or unauthorized access to or alterations of entry materials, or for technical, network, computer, hardware or software malfunctions of any kind, or inaccurate transmission of or failure of The Colorado Potato Administrative Committee and its agents to receive entries for any reason whatsoever or for any errors, mishaps or problems, regardless of the cause, in the judging process. In the event the Colorado Potato Administrative Committee determines that the integrity of the Contest has been impaired or corrupted for any reason and as a result cannot be offered or completed as planned, the Colorado Potato Administrative Committee reserves the right in its sole discretion to cancel or terminate the contest and to select winners from among eligible entrants legitimately received prior to the event causing cancellation or termination; and notice of cancellation will be posted at [coloradopotato.org/videocontest](http://coloradopotato.org/videocontest). Should the Colorado Potato Administrative Committee and judges, in their sole discretion, determine that there are insufficient entries worthy of being selected as the winner; they reserve the right not select a winner and reward no prize. Dates are subject to change.