

**California Charter Schools Association
One Movement Many Voices Video Contest
2014-15 Official Rules**

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. ALL FEDERAL, STATE, LOCAL, AND MUNICIPAL LAWS AND REGULATIONS APPLY. VOID WHERE PROHIBITED.

Participation constitutes entrant's full and unconditional agreement to and acceptance of these Official Rules. Contest is sponsored by the California Charter Schools Association, 1107 9th St., Suite 200, Sacramento, CA, 95814 (the "Sponsor").

ELIGIBILITY: The Contest is only open to legal residents of the state of California who are 13 years of age or older as of October 20, 2014. Employees, officers and representatives of the Sponsor (California Charter Schools Association), their parents, affiliates, subsidiaries, agents, advertising and promotion agencies, their immediate family members (parents, children, siblings and spouses) and persons living in the same household (whether related or not), are not eligible to participate in the Contest. Participation constitutes entrant's full and unconditional agreement to and acceptance of these official rules. **Void where prohibited by law.**

TIMING: The Contest begins at 12:00 a.m. PST on October 20, 2014 and ends at 11:59 p.m. PST on March 17, 2015 ("Contest Period"). The Contest Period consists of a Submission Period, a Voting Period and a Judging Period set forth as follows:

Submission Period: October 20, 12:00 a.m. – December 15, 11:59 p.m., 2014

Voting Period: January 5, 12:00 a.m. – February 5, 11:59 p.m., 2015

Judging Period: February 6, 12:00 a.m. – February 28, 11:59 p.m., 2015

Finalists Announced and Posted: After March 1, 2015

Winner Announcement: March 18, 2015

HOW TO ENTER: During the Contest Submission Period participants can enter the Contest by visiting the Sponsor's website located at www.calcharters.org and following the directions to link to the Contest promotional website. Participants will be invited to submit a theme-related video (the Submission) that adheres to the Contest Submission Guidelines. The video can be uploaded either directly to the Contest website or to YouTube. If uploading to YouTube Entrant needs to include the URL address of your video's landing page in the proper field. Each participant will be instructed to fill out all the required fields on the entry form along with a video abstract that describes in 500 characters or less "How has a charter school positively impacted you, your family, and/or your community?"* and submit it along with their video Submission. Each successfully completed Contest entry form and theme-applicable video will result in one (1) Contest entry (Entry). Only one (1) Entry per person/email address is permitted. All Entries must be received by 11:59 pm PST on December 15, 2014.

Once submitted an Entry cannot be deleted, canceled, or modified. Any violation or attempt to violate this restriction may cause Sponsor to disqualify participant's Submission. The participant is solely responsible for all costs associated with uploading a video. Incomplete Submissions, or those containing incorrect information or those which do not

follow the Official Rules will be voided. Proof of sending a Submission will not be deemed to be proof of receipt by Sponsor. By participating in this Contest, Entrants agree to be bound by these Official Rules and the decisions of the Sponsor which are final and binding in all matters relating to the Contest.

SUBMISSION GUIDELINES: The video Submission should depict how a California charter school has enriched a student's education. A Submission must be no longer than two (2) minutes in length and must be in English. Entries will be considered ineligible if, at the sole discretion of the sponsor, they do not clearly represent a California charter school and follow the applicable Contest theme as outlined in these Official Rules, or if they contain language or images that are in any way threatening, abusive, offensive, defamatory, invasive of another's privacy, in breach of confidence, embarrassing to any person or likely to deceive any person, hateful, blasphemous, pornographic, or racially, ethnically or otherwise objectionable or which constitutes or encourages conduct that would be considered a criminal offence or otherwise contrary to any law or appear contrary to the spirit of the Contest.

Entrant also warrants and represents that he or she consents to the Submission and use of the Video entry in the Contest, and to the Sponsor using the video and posting the Entry on their Internet sites in connection with the Contest. Submission must be the original work of the person who registered, created and uploaded the video and that person guarantees that he or she is the author and copyright holder of the Submission. If any individuals other than the Entrant appear in the video, the Entrant must have the permission of the individuals (or their parent's or legal guardian's permission if individuals are minors) to use their name and/or image in the Submission. Entrant must have permission to include any music that is featured in the video. Sponsor will not assist any Contestant with the development or production of a Submission. By entering a Submission, each Contestant represents and warrants that the Submission (i) does not infringe any other person's or entity's rights; and (ii) has not been submitted previously in a Contest of any kind. Submission must not contain any unauthorized third-party owned material such as, but not limited to, trademarks, logos, music, depictions of actors and the like. Additionally, Contestant represents and warrants that he or she will not have and will not acquire any trademark rights, copyrights, or any other rights in or to Sponsor's trademarks, trade names, logos or other intellectual property. Sponsor specifically reserves all its rights to protect its intellectual property against any infringement or other illegal or improper use.

All Submissions become the property of Sponsor and will not be returned or acknowledged. By submitting an entry, each Entrant: 1) irrevocably grants Sponsor a royalty-free exclusive license throughout the world to use, re-use, copy, publish, republish in whole or in part, edit, add to, modify, and rearrange the entry in whatever media, including without limitation edit, rearrange, and/or copy the entry for use in the promotion of Sponsor's products and services, in perpetuity, without further permission, consideration or payment to the Entrant, except where prohibited; 2) warrants and represents that the Entry is entirely the original creation/work of the Entrant and that use of the Entry as described herein will not violate any law or infringe upon the rights, title, claim or interest of any third party; and 3) certify that Entrant is the creator and sole copyright owner of the Entry.

VOTING PERIOD: All approved Submissions will be displayed on the contest website. Once the Submission Period has ended the Voting Period will begin. Those that meet the Eligibility requirements as outlined in these Official Rules are invited to evaluate and vote

for their favorite Submission as described in the Submission Guidelines. Voting Limit: Only one (1) vote per person per day is allowed during this Voting Period. Any attempt by anyone to submit more than the stated number of votes by using multiple/different email addresses and/or any other methods will void all their votes and he or she will be disqualified from further participation in the Contest.

JUDGING PERIOD: A panel of qualified judges (the “Judges”), determined solely by the Sponsor, will review all eligible Submissions throughout the Contest Period. Once the Voting Period has ended they will choose three (3) Finalists based on the following judging criteria; Uniqueness & Relation to Theme 25%, Originality and Creativity, 25%, Quality of Submission 25% and Public Appeal (measured by the number of votes) 25%. The Finalists will be posted to the Contest website after March 1, 2015.

WINNER DETERMINATION: The winners will be determined by the Submissions with the highest score after the Judging Period is completed. In the event of a tie, judges will use the score of Uniqueness & Relation to Theme that they assigned to that Submission. The submitted videos of the top three (3) Finalists will be shown during the General Session at the 22nd Annual California Charter Schools Conference which will be held March 16 – 19, 2015, at the Sacramento Convention Center in Sacramento, CA. Winners and prizes will be announced live in rank order of First, Second and Third Place on March 18, 2015

PRIZES: One (1) First Place winner will be awarded a \$5,000 cash prize along with a \$10,000 donation to the California charter school of their choice. One (1) Second Place winner will receive \$2,000 cash prize along with a \$3,000 donation to the California charter school of their choice. One (1) Third Place winner will receive \$1,000 cash prize along with a \$2,000 donation to the California charter school of their choice. Total Prize Pool Value is \$23,000.

PRIZE VERIFICATION & CONDITIONS: All Prizes may not be awarded in the event an insufficient number of eligible Submissions are received that meet the minimum criteria established by the judges. By accepting a Prize, each winner agrees to release the Sponsor from any and all liability whatsoever for any injuries, losses, or damages of any kind caused by entering the promotion or for damages of any kind caused by any prize or resulting from acceptance, possession, or use/misuse of prize awarded. All local, state and federal taxes are solely the responsibility of winner. No substitution or transfer of prize will be permitted. Winners and (all three Finalists) will be required to sign an Affidavit of Eligibility and Liability/Publicity Release to be returned within seven (7) days of notification, or prize may be forfeited and an alternate recipient selected. If potential recipient fails to return requisite document within 7 days of receipt, or if a potential recipient is not in compliance with these Official Rules, then such person shall be disqualified and an alternate recipient may be awarded the prize at issue.

GENERAL: By accepting a Prize, where permitted by law, recipient grants to the Sponsor its parent, subsidiaries and related companies, and those acting pursuant to the authority of Sponsor (which grant will be confirmed in writing upon Sponsor’s request), the right to print, publish, broadcast and use worldwide IN ALL MEDIA without limitation at any time the recipient’s full name, portrait, picture, voice, likeness and/or biographical information for advertising, trade and promotional purposes without further payment or additional consideration, and without review, approval or notification. IN NO EVENT WILL SPONSOR , THEIR RESPECTIVE PARENTS, AFFILIATES, SUBSIDIARIES, ADVERTISING AND PROMOTION AGENCIES, DEALERS, DISTRIBUTORS,

SUPPLIERS, PRIZE PROVIDER AND THEIR RESPECTIVE DIRECTORS, OFFICERS, EMPLOYEES, REPRESENTATIVES AND AGENTS BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND (INCLUDING WITHOUT LIMITATION, DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES) ARISING OUT OF PARTICIPATION IN THIS SWEEPSTAKES OR THE ACCEPTANCE, POSSESSION, USE, OR MISUSE OF, OR ANY HARM RESULTING FROM THE ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZES. By participating, entrants release and agree to hold harmless the Sponsor, their respective parents, affiliates, subsidiaries, advertising and promotion agencies, dealers, distributors, suppliers, Prize provider and their respective directors, officers, employees, representatives and agents from any and all liability for any injuries, death or losses or damages to persons or property AS WELL AS CLAIMS/ACTIONS BASED ON PUBLICITY RIGHTS, DEFAMATION, AND/OR INVASION OF PRIVACY that may arise from participating in this Sweepstakes or its related activities or the acceptance, possession, use or misuse of, or any harm resulting from the acceptance, possession, use or misuse of the Prize(s). Winner acknowledges that Sponsor have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Prize.

INTERNET LIMITATIONS OF LIABILITY: If for any reason this contest is not capable of running as planned due to infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the reasonable control of the Sponsor which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, Sponsor reserves the right, at its sole discretion, to disqualify any individual who tampers with the entry process, and to cancel, terminate, modify or suspend the Contest in whole or in part, at any time, without notice and award the prizes using all non-suspect eligible entries received. No responsibility is assumed for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction or unauthorized access to, or alteration of, entries, or for any problems or technical malfunction of any telephone network or telephone lines, computer on-line systems, servers, or providers, computer equipment, software, failure of any e-mail or entry to be received by Sponsor on account of technical problems, human error or traffic congestion on the Internet or at any Website, or any combination thereof, including any injury or damage to participant's or any other person's computer relating to or resulting from participation in the Contest or downloading any materials in the Contest. CAUTION: ANY ATTEMPT TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES OR OTHER REMEDIES FROM ANY SUCH PERSON (S) RESPONSIBLE FOR THE ATTEMPT TO THE FULLEST EXTENT PERMITTED BY LAW. In the event of a dispute as to the identity of a winner based on an e-mail address, the winning entry will be declared made by the authorized account holder of the e-mail address submitted at time of entry. "Authorized account holder" is defined as the natural person who is assigned to an e-mail address by an Internet access provider, on-line service provider or other organization (e.g., business, educational, institution, etc.) that is responsible for assigning e-mail addresses for the domain associated with the submitted e-mail address.

USE OF DATA: Sponsor will be collecting personal data about entrants including e-mail addresses from entry forms in accordance with its Privacy Policy. Please review the Sponsor's Privacy Policy at the following link: <http://www.calcharters.org/about/privacy/>.

By participating in the Contest and providing your e-mail address, entrants hereby agree to Sponsor's collection and usage of their personal information and acknowledge that they have read and accepted Sponsor's Privacy Policy.

DISPUTES: Except where prohibited, you agree that any and all disputes, claims and causes of action arising out of, or connected with, the Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in the State of California. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, your rights and obligations, or the rights and obligations of Sponsor in connection with the Sweepstakes, shall be governed by, and construed in accordance with, the laws of the State of California, without giving effect to any choice of law or conflict of law rules (whether of the State of California or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of California.

Recipient List Requests: To request confirmation of the name and address of the Winners please send a self-addressed, stamped business size envelope, by March 20, 2015, to: The California Charter Schools One Movement Many Voices Video Contest c/o Alliance Sweepstakes Services, 620 Park Avenue, #332, Rochester, NY, 14607.

SPONSOR: The California Charter Schools Association, 1107 9th St., Suite 200, Sacramento, CA, 95814.