

## Competition Brief

### Who Can Enter?

All youth between the ages of 15 and 25 years old.

### What Do You Need To Do?

Create a short film (between 30 seconds and 3 minutes), either on your own or with a group of your friends. The film doesn't have to be shot using high-tech equipment, but should be of good quality so that we can play it online. You can create an animation or have your best friend star in your film, it's up to you.

Your film can be in another language aside from English, but please include subtitles if you choose this option. Complete the entry from online and submit your film via WeTransfer and send the notification to [youthtubecompetition@wpbts.co.za](mailto:youthtubecompetition@wpbts.co.za).

### Which Video Entry Category Is Right for Me?

We have two different categories you can choose from. Each category will have its own finalists and winners.

- Category 1: Age 15 - 19 years old
- Category 2: Age 20 - 25 years old

Please make sure that you enter accordingly.

### What Does The Film Need to Communicate?

The main thing is that your film encourages the youth to donate blood and help to save lives!

### What to Include and Exclude

**Include:** Our website address ([www.wpblood.org.za](http://www.wpblood.org.za)) and/ or SMS the word 'blood' to 33507  
Our payoff line: 'Do Something Remarkable. Donate Blood.'  
Our brand name and logo

**Exclude:** Foul language: no swearing please  
Violence: we'd prefer the films to be uplifting, not terrifying  
Nothing too graphically upsetting or sad  
No reference to Vampires or any blood sucking animal

### Need Some Inspiration?

Read more about the need for blood donation and let it inspire your creative angle.

- A blood transfusion takes place every 35 seconds in South Africa.
- We need over 700 units each day in the Western Cape alone.

- Research statistics show that although 75% of the population in the Western Cape might require blood and blood products in their lifetime, a mere 1.5% are blood donors.
- Each blood donation can save up to 3 lives!
- It only takes 30 minutes to donate blood.
- Each donation is only 475ml, less than a fizzy drink. The average person has between four and five liters of blood in their body.
- It is our youth, as leaders of tomorrow, who hold the future of a sustainable, safe blood supply in their hands.
- We make sure that we always have at least a few days' blood stocks available to prevent any dangerous shortages and to avoid death. We would therefore appeal to the public when we reach blood stocks of 2 days or less.

#### Donor Criteria

1. You need to be between the ages of 16 - 65.
2. You need to be healthy on the day of donation.
3. You need to live a safe sexual lifestyle.
4. You need to weigh 50kg or more.

It's also important to remember to eat and drink at least 3-4 hours before donating blood. Drink lots of fluids after donation.

**Find this interesting and want to know more?** Go to [www.wpblood.org.za](http://www.wpblood.org.za) to find more information on; how blood is used, the different blood groups, donor selection, testing, blood safety and many more!

#### Entry Dates

**Enter from 28 June - 18 September 2017.**

Winners will be selected by way of voting by the public and will be announced in November 2017.

- The maximum file size for any video file is 2GB
- Any music included in a video must be credited and rights must be obtained

Entries must be received by 12:00 p.m. (noon) ET on 18 September 2017. Once the entry form is completed and the entry is uploaded, the entry is final and may not be modified, supplemented or edited.

*Submissions which include a video that fails to adhere to any of the requirements set forth in these Official Rules may be disqualified or edited by the Promoter.*

### Selection of Finalists

Entries will be judged by a qualified panel of judges who will evaluate each entry based on the following judging criteria:

- Originality & overall artistic impression (25%)
- Audience appeal & entertainment quality (25%)
- Sense that there's a story being told (25%)
- Strength of message and appeal (25%)

### Public Voting

1. The verified Finalists will be announced on the Promoter's Website. The Finalists' Entries will be posted for public voting on the WPBTS Website starting 1 October 2017. Finalists' Entries may also be posted for public voting on other social media pages operated by the Promoter during the same period, at the Promoter's sole discretion. Limit one (1) vote per category per person.
2. The Finalist whose Entries receive the most votes in each of the categories will be deemed the "Category winner."
3. A Finalist may encourage family and friends to vote for his or her Entry, but a Finalist may not attempt to induce others to vote for his or her Entry through the use of any incentive or other promotion. Any use of automatic voting methods by any party will void all such votes and may result in the Finalist's Entry being declared ineligible and disqualified from the Contest. Any attempt by a Finalist and/or his/her family or friends or community to vote more than the one vote per person per category using "bot" technology and/or any other fraudulent mechanism, as determined by the Promoter in its sole discretion, shall give the Promoter the right to disqualify the Finalist in the Promoter's reasonable discretion.

### Prizes

1. The Promoter may choose to randomly award prizes during the duration of the campaign. Prizes will be awarded to Winners as well as spot prizes for those who vote.
2. Winners of spot prizes will be contacted directly via email or phone call. Two (2) attempts will be made to contact the individual before a new winner is selected.
3. The Prizes will be awarded on a date of the Promoter's choosing.
4. The Promoter reserves the right to substitute the Prize for an alternative prize of equal or greater value should the Prize promoted not be available due to unforeseen circumstances;
5. The Promoter reserve the right to extend, reasonably shorten or suspend the time period of the Campaign whenever it should so choose for technical, commercial, or operation reasons, or for the greater public good, or due to a "force majeure" event or generally for any reason whatsoever within its sole discretion, on condition that it notifies the participants in a manner that is expedient according to its best ability.
6. The Prize is non-transferable and cannot be exchanged for cash.
7. Photos will be taken when prize giving takes place. The photo(s) will be placed in the Promoter's newsletter(s). All details may be used by the Promoter in its publicity campaigns.
8. The names of the prize winners will be published on the [www.wpblood.org.za](http://www.wpblood.org.za), [www.facebook.com/wpblood](https://www.facebook.com/wpblood), [www.twitter.com/wpblood](https://www.twitter.com/wpblood) and its Instagram page: [www.instagram.com/wp\\_blood](https://www.instagram.com/wp_blood).

## General Conditions

1. The Promoter has the right to use the participant's films without paying any royalties. All submitted entries are the property of the Promoter.
2. The winner will be required to provide a valid ID which corresponds with their entry as proof of identity to verify their identity as the chosen winner, and to confirm they are 15 years or older. Proof of parental /guardian consent for 15 and 17 years old may also be required.
3. All legal rights to music (if used in film) must be obtained. The winners will have to supply the Promoter with the proof.
4. Responsibility is not accepted for entries lost, damaged or delayed as a result of any network, computer hardware or software failure of any kind. Proof of sending will not be accepted as proof of receipt.
5. All participants and winners, as the case may be, by entering the promotional competition, indemnify the Promoter, their Advertising Agency, advisers, nominated agents, suppliers, its affiliates and/or associated companies against any and all claims of any nature whatsoever arising out of and/or from their participation in this promotional competition and/or use of the Prize (including, as a result of any act or omission, whether as a result of negligence, misrepresentation, misconduct or otherwise on the part of the Promoter).
6. All winners from the previous year's competition may not enter the current competition. Previous finalists may enter again but may not submit the same film as previous year.
7. Potential Finalists and Winners are subject to verification, including without limitation, verification of eligibility and compliance with these Official Rules. Potential Finalists will be required to complete, sign and return an Affidavit of Eligibility, Liability Release and, where lawful, Publicity Release. Each potential Finalist will also be required to execute an Assignment of Rights, in which he/she irrevocably assigns and transfers to the Promoter any and all rights, title and interest in each element of the Entry (including the video and title), including, without limitation, all copyrights, and waives all moral rights in those works. All completed documents must be returned to Contract Administrator within 7 days of the date notice was sent or Finalist status will be forfeited and an alternate Finalist may be selected. Notification of Finalist or winner status must be kept confidential until the Finalists and winners are announced by the Promoter. Failure to comply with this requirement may result in disqualification.
8. If for any reason the Contest is not capable of running as planned, including without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes which corrupt or affect the administration, security, fairness, integrity or proper conduct of the Contest, the Promoter reserves the right, at its sole discretion to cancel, modify or terminate the Contest. Further, the Promoter reserves the right, at its sole discretion, to disqualify any individual deemed to be (a) tampering or attempting to tamper with the entry process or the operation of the Contest; (b) violating the Official Rules; or (c) acting in an unsportsmanlike or disruptive manner or with intent to annoy, abuse, threaten or harass any other person. the Promoter reserves the right to require winners to submit to a confidential background check to confirm eligibility as a condition of awarding any prize to help ensure that the use of any such person in advertising or publicity for the Contest will not bring Contest Parties into public disrepute, contempt, scandal or ridicule or reflect unfavorably on the Contest as determined by the Promoter in its sole discretion. Entrants/Finalists agree that the Promoter has the sole right to decide all matters and disputes arising from this Contest and that all decisions of the Promoter are final and binding. South African law shall govern these competition rules and the courts of South Africa shall have exclusive jurisdiction.

**Indemnity**

I agree that the Promoter and affiliates shall not be liable for any liabilities, claims, demands, losses, damages, costs, or penalties of any kind arising out of or relating to my activities in connection with producing my Submission. I agree not to sue or pursue any claims against Western Province Blood Transfusion Services and I agree to indemnify, defend and hold harmless any Parties from and against any and all liabilities, claims, demands, losses, damages, costs, or penalties of any kind (including attorneys' fees) arising out of or relating to my submission and/or the production thereof.

**Disclaimer**

By submitting a video to the Promoter, I agree that the video is the original, uncopied work of the creator or creators. Also, that I have cleared and am responsible for clearing of the use, rights and copyrights of all non-original material in the piece, either by permission of the original creator(s), or under the parameters and protections afforded non-profit, educational use by the principles of Fair Use. The ownership and rights of videos submitted and published in Western Province Blood Transfusion Services shall reside with Western Province Blood Transfusion Services. Furthermore, Western Province Blood Transfusion Services reserve the right of publication. This means that when a video is accepted for publication, the author may not publish the video on their own accord on any of their own channels without the express permission of Western Province Blood Transfusion Services. Western Province Blood Transfusion Services reserves the right to use the video in all matters relating to the publication, advertising, publicity and showcasing of Western Province Blood Transfusion Services until they choose to no longer use it.