



Cupertino Safe Routes to School Video Contest

Project Overview:

Cupertino Safe Routes to School is looking for talented students to showcase their creative abilities. We are launching a video competition where we want students to create video content that conveys the [mission](#) of Cupertino Safe Routes to School. This content could be in the form of a music video, short story, PSA, TikTok, or any other type of video. Winning videos will be streamed on our Cupertino website and in the lobby of City Hall. Winners will also receive exclusive Cupertino Safe Routes to School gear, an interview in the Scene, and public recognition from the City Council.

Acceptable Content:

Videos must align with the mission of our program. Examples of this could be:

- The joy of walking and biking
- The environmental benefits of walking and biking
- Walk & Roll Days
- How biking improves mental health
- Active and sustainable transportation
- The benefits of carpooling
- The future of student transportation

Students may collaborate as a group or submit work individually. There is no cap on the number of submissions that a group or individual can submit. Every submitted video must follow the complete application process. Videos must be original. Your video submission must be your original concept and not a copy of anyone else's material. If your video infringes upon another's copyrighted material, it will be disqualified. You may be required to show proof that your entry is your original artwork. Videos must not exceed 5 minutes in length.

Submission Details: Videos must be uploaded to YouTube to be considered.

Selection Criteria and Process:

- Submissions must include a paragraph describing the video and how it aligns with one of our themes
- Videos must be submitted with the signed entry and below authorization form
- To be eligible for consideration, all videos must meet the above criteria

Proposals need to be submitted by filling out the below application and emailing the completed application to saferroutes@cupertino.org. No submissions will be accepted after Friday, May 28. On the final page of this application, the authorization to use videos must be signed. Selections will be made by the Cupertino Safe Routes to School team based on artistic merit and completeness of the application. Late submissions or those that do not follow the criteria will not be considered. Winners will be announced sometime in June 2021.



Project Entry Form:

First Name: _____ Last Name: _____

Age: _____ School: _____ Grade: _____

Address: _____ City: _____

Phone: _____ Email: _____

Signature: _____

Title of Submission: _____

YouTube Link: _____

Please include below a brief paragraph describing your video and how it conveys the mission of Cupertino Safe Routes to School.



AUTHORIZATION TO USE VIDEO:

I represent that this is my original content and I am the author and contributor of all of the content in this submission. I understand that, by entering this contest, I waive any and all rights to compensation for the video submitted. I hereby grant to the City of Cupertino and their authorized agents and employees the right to use my video, the rights in all copyright in this video, and the right to enhance and modify the video, or any other publicity deemed necessary and appropriate for the contest as well as any other materials produced or provided by the City of Cupertino. I understand that my submission will not be returned. I understand that my video, if presented on city television, may be altered from its original design or removed in the future for any reason. I also authorize the City of Cupertino to use my name in conjunction with the video whenever it is used, including during any publicity deemed necessary and appropriate for future programs. I understand no monetary or other compensation will be offered to the winners or anyone entering this contest, and that I will have no financial gain or benefit from the production, distribution, and/or sale of the video. I hereby release the City of Cupertino from any claims or demands associated with the video including, without limitation, the right of privacy or publicity.

Contestant Signature: _____

IF UNDER THE AGE OF 18: I am the parent or legal guardian of the Contestant. I have read the authorization to use artwork and understand its terms. I represent and warrant that I have the legal authority to enter into this authorization for use of video.

Parent or Guardian Signature: _____