

# Cupertino Safe Routes to School Video Contest



## Project Overview:

Cupertino Safe Routes to School is looking for talented 6-12 grade students to showcase their creative abilities. We are launching a video competition for students to create video content that conveys the [mission](#) of Cupertino Safe Routes to School. Videos will inspire people to take active modes of transportation to school and/or beyond, or provide tips or education on how to be safe using active transportation. Videos will receive extra consideration if they include benefits of alternative transportation relating to your topic or an interview of an expert on your chosen subject. Video content could be in the form of a music video, short story, public service announcement, TikTok, animation, or any other type of video. Winning videos will be streamed on our Cupertino website and in the lobby of City Hall and Quinlan Center. Winners will also receive Cupertino Safe Routes to School gear, an interview in the City Newsletter (the Scene), and public recognition from the City Council. Submissions are due May 28, 2021.

## Acceptable Content:

Videos must align with the mission of our program and fall into one of our two contest categories: Inspirational or Educational. Possible topics for each category include but are not limited to:

### Inspirational

- The joy of walking and biking
- Walk & Roll Days
- Why I walk, bike or ride a scooter to school
- Let's all walk or bike
- Active and sustainable transportation
- The future of student transportation
- How biking is cool and FUN!

### Educational

- How to social distance while taking alternative transportation
- How to carry stuff on a bike
- How to be visible while taking active transportation
- How to ride in the dark
- How to ride in the rain
- How to lock your bike
- How to make sure your helmet fits and is adjusted properly

### Bonus Content

- The environmental benefits of walking and biking
- How active transportation improves grades, mental health, and/or physical health
- The benefits of carpooling
- Interview with expert(s)



Students may collaborate as a group or submit work individually. Students who work in a group are required to follow social distancing guidelines to create their video. 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. 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. Any students under 18 who are filmed riding a bike, scooter or skateboard need to wear a helmet or the video will be disqualified.

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 [saferoutes@cupertino.org](mailto:saferoutes@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. Middle school and high school submissions will be evaluated separately. One winner and two runners up will be selected for each category at both the middle school and high school level. Submissions will be evaluated by a panel of judges which includes members of the Cupertino Safe Routes to School team, SR2S Working Group high school representatives, and Cupertino Teen Commissioners. Winning videos will primarily be selected based on their effectiveness to inspire or educate (and the accuracy of the content, in the case of educational videos), and completeness of the application. Videos will also be judged on artistic merit. Late submissions or those that do not follow the criteria will not be considered. Winners will be announced in August 2021.

### **Contact Us**

If you would like to speak with a member of the Cupertino Safe Routes to School team about any aspect of the competition, you can contact us directly.

Email us anytime at: [SafeRoutes@Cupertino.org](mailto:SafeRoutes@Cupertino.org)

Call us weekdays between 9am and 5pm: (408)777-7609



**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 inspires or educates people to use active transportation.**



**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 video, if presented on city television, the City website, or displayed on screen in the lobbies of City buildings, 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 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 Video 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: \_\_\_\_\_