The Crash Course contest (the “Contest”) starts August 20, 2011, at 12:01 a.m. and ends October 26, 2011, at 1:00 p.m. The contest is sponsored by The Allstate Foundation (“Sponsor”), Children’s of Alabama, Injury Free Coalition for Kids; Safe Kids; ThinkFirst; Jeff State Community College.

DESCRIPTION

The Crash Course contest is a video and poster contest to promote safe driving habits among teens. It is being held in conjunction with the Crash Course Teen Driving Summit scheduled for October 26, 2011. Competitors will produce a public service announcement-style video and a display poster that creatively communicate the safe driving message to their peers.

ELIGIBILITY

Contest is open to legal residents of Alabama who are enrolled full time as a student in one of the 13 Jefferson County public high schools. One entry per school. By submitting an entry, participants agree to be ready, able and willing to partake in any media opportunities such as interviews, photos, sound bites, video footage, etc. surrounding the Contest. Only contestants who complete all required entry forms and releases and submit materials in accordance with the specifications set forth in Submission Agreement will be eligible for entry. Other forms and releases will be required for prize winners as set forth below. Employees of The Allstate Foundation (“sponsor”), Allstate Insurance Company, Children’s Health System, and their respective parents, subsidiaries, affiliates, promotion and advertising agencies, and members of their immediate family (spouse, mother, father, sister, brother, ward, daughter or son and their respective spouses, regardless of where they reside) and persons living in their same households, whether or not related, are not eligible to enter or win. An eligible minor should have his/her parent’s or legal guardian’s permission to enter. Void where prohibited by law. Contest is subject to all applicable federal, state and local laws.

HOW TO ENTER VIDEO CONTEST

Each Jefferson County public high school will produce a videotaped public service announcement 30 or 60 seconds in length. The video must be recorded on a standard size DVD (no mini DVDs) and must be playable on a PC computer (not MAC). The video must be an original work created exclusively for the contest and within the contest period. The video must include the Crash Course name and must focus on at least one of the following themes: safe driving techniques; how to avoid impaired driving; and/or passenger safety. The video should not include the name of the school or students participating in the production of the video or have any other content that identifies the school or students by name. The video must be produced in a safe manner so that no one involved is at risk of injury or harm in the production process.

Each entry must be original and not be plagiarized. It must be in keeping with the sponsor's image and may not be offensive, as determined by the Sponsor in its sole discretion, nor can it defame or invade publicity rights or privacy of any person,
living or deceased, or otherwise infringe upon any person’s personal or property rights or any other third party rights. It must not contain any foul language, nudity, gang symbols, violence or other offensive materials. It must not contain any copyrighted materials.

Every video must be submitted with all required completed paperwork including the entry form, the Affidavit of Eligibility and the Liability and Publicity Release from Sponsor and the Media Consent Form from Children’s Health System.

Limit of one video production team per school and one video entry per team. If you enter as part of a team, all members of the team must meet all the eligibility requirements and designate a Team Leader to submit the video on behalf of the team. Each member hereby grants the Team Leader authority to represent and bind him or her in connection with the activities and requirements contemplated hereunder, including, without limitation any communications with Sponsor and further agrees that the Sponsor may rely upon the statements of the Team Leader as the representative of the team. Sponsor assumes no responsibility for any internal disputes among your team. In the event there is a dispute amongst your team, the decision of the Team Leader shall be final and binding, provided it does not violate these Official Rules.

JUDGING

All eligible entries will be shown during the lunch break to all students attending Crash Course. The PSA will not be identified in any way so as to reveal the school team that produced it. Students will vote on the video that best meets the contest criteria: meets all standards as outlined in “How To Enter Video Contest” section above, clearly communicates the theme and key points, presents the message in a compelling or entertaining manner and reflects creativity. Votes will be cast via the group vote on site. Winners will be chosen based on the results of the popular vote. Sponsor reserves the right to conduct a background check, at its sole discretion. Finalists may be disqualified, at the Sponsor’s sole discretion, for any of the following: having been charged with or convicted of a felony or misdemeanor, being delinquent on a government ordered payment, such as child support, spousal support, alimony, tax payments, etc.

Sponsor’s and judges’ decisions are final and binding on all matters relating to this Contest.
Winners will be notified that day.
Winners will be notified by telephone, mail and/or email.

PRIZES

Based on the results of the vote, a grand prize of $1,000 will be awarded to the school with the most votes, a second place prize of $500 will be awarded to the school with the next highest number of votes and a third place prize of $500 will be awarded to the school with the third highest number of votes. A trophy for each winning school will also be presented. Prize money must be spent on communicating and promoting the safe driving message to the winners’ schools. Prize money is awarded to the school, not any individual.
Cash prizes will be awarded as checks. All prize details are at the sole discretion of the Sponsor. Grant is subject to certain terms and conditions as specified by provider. No substitution or transfer of prize is permitted, except by Sponsor, which reserves the right to substitute a prize with one of comparable or greater value, at its sole discretion. Any and all federal, state and local taxes on the prizes are the sole responsibility of the winners. Total Approximate Retail Value of all prizes: $2,000.

HOW TO ENTER THE POSTER CONTEST

Each Jefferson County public high school will produce a poster that will serve to promote safe driving habits among teens. Poster paper will be provided and must be used for the official entry. Any additional materials may be used to produce the poster as long as they fit within the dimensions of the poster paper. The poster must include the Crash Course name, but it should not include the name of the school or students participating in the production of the poster or have any other content that identifies the school or its students by name. The poster must focus on at least one of the following themes: safe driving techniques; how to avoid impaired driving; and/or passenger safety. It may be produced by students from the participating school who are not participating in the October 26th event.

Each entry must be original and not be plagiarized. It must be in keeping with the sponsor's image and may not be offensive, as determined by the Sponsor in its sole discretion, nor can it defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person’s personal or property rights or any other third party rights. It must not contain any foul language, nudity, gang symbols, violence or other offensive materials. It must not contain any copyrighted materials.

Every poster must be submitted with all required completed paperwork including the entry form, the Affidavit of Eligibility and the Liability and Publicity Release from Sponsor and the Media Consent Form from Children’s Health System.

Limit of one poster production team per school and one poster entry per team. If you enter as part of a team, all members of the team must meet all the eligibility requirements and designate a Team Leader to submit the video on behalf of the team. Each member hereby grants the Team Leader authority to represent and bind him or her in connection with the activities and requirements contemplated hereunder, including, without limitation any communications with Sponsor and further agrees that the Sponsor may rely upon the statements of the Team Leader as the representative of the team. Sponsor assumes no responsibility for any internal disputes among your team. In the event there is a dispute amongst your team, the decision of the Team Leader shall be final and binding, provided it does not violate these Official Rules.

JUDGING

All eligible entries will be reviewed by a panel of judges to be selected by the Sponsor and/or Children’s of Alabama. Judges will select winners based on how well the poster meets the contest criteria: meets all standards as outlined in “How To Enter Video Contest” section above, clearly communicates the theme and key points, presents the message in a compelling or entertaining manner and reflects creativity. Sponsor reserves the right to conduct a background check, at its sole discretion.
Finalists may be disqualified, at the Sponsor’s sole discretion, for any of the following: having been charged with or convicted of a felony or misdemeanor, being delinquent on a government ordered payment, such as child support, spousal support, alimony, tax payments, etc.

Sponsor’s and judges’ decisions are final and binding on all matters relating to this Contest.

Winners will be notified the day of the event or by telephone, mail and/or email.

PRIZES

Based on the judges’ decision, a single grand prize of $500 will be awarded to the school whose poster best meets the contest criteria. Prize money must be spent on communicating and promoting the safe driving message to the winners’ schools. Prize money is awarded to the school, not any individual. In addition, the winning poster will be printed at Sponsor’s expense and distributed to all Jefferson County high schools.

Cash prizes will be awarded as checks. All prize details are at the sole discretion of the Sponsor. Grant is subject to certain terms and conditions as specified by provider. No substitution or transfer of prize is permitted, except by Sponsor, which reserves the right to substitute a prize with one of comparable or greater value, at its sole discretion. Any and all federal, state and local taxes on the prizes are the sole responsibility of the winners. Total Approximate Retail Value of all prizes: $500.

OWNERSHIP AND OTHER RIGHTS

All tangible contest materials submitted will become the property of Sponsor and will not be returned.

GENERAL

By participating, each entrant (and, if an eligible minor, his/her parent or legal guardian) agrees: (a) to abide by these rules and decisions of Sponsor and judges, which shall be final and binding in all respects relating to this Contest; (b) to release, discharge and hold harmless Sponsor, Allstate Insurance company, Children’s of Alabama, and their respective parents, affiliates, subsidiaries and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the foregoing (collectively, “Released Parties”) from an and all injuries, liability, losses and damages of any kind to personal, including death, or property resulting, in whole or in part, directly or indirectly, from entrant’s participation in the contest or any Contest-related activity or the acceptance, possession, use or misuse of any awarded prize; and (c) to the use of his/her name, voice, article, image and/or likeness for programming, advertising, publicity and promotional purposes in any and all media (including YouTube, Facebook, Twitter and any other social media forums), now and hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without compensation (unless prohibited by law) or additional consents from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so.
By submitting an entry, each entrant (and, if an eligible minor, his/her parent or legal guardian) agrees that The Allstate Foundation shall own entry in any and all media now and hereafter devised for advertising, promotion, and other purposes, worldwide, in perpetuity, without compensation, permission or notification from the entrant or any third party of any kind, except as prohibited by law, and will not be returned. Children’s of Alabama holds media and publication rights as granted by The Allstate Foundation.

Released parties are not responsible for lost, late, misdirected, damaged, stolen, altered, garbled, incorrect, incomplete or delayed entries. Released Parties are also not responsible for problems downloading any Contest-related information or materials from the website or for any other technical malfunctions of electronic equipment, computer on-line systems, servers, or providers., computer hardware or software failures, phone lines, failure of any entry to be received by Sponsor on account of technical problems, traffic, congestion on the internet or the website, or for any other technical problems including telecommunication, miscommunication or failure, and failed, lost, delayed, incomplete, garbled or misdirected communications which may limit a student’s ability to participate in this Contest. Released Parties are note responsible for any other errors or malfunctions or any kind, whether network, printing, typographical, human or otherwise relating to or in connection with eh Contest, including, without limitation, errors or malfunctions which may occur in connection with the administration of the Contest the processing or judging of entries or blogs, the tabulating of the votes, the announcement of the prizes or in any Contest-related materials. Sponsor reserves the right to modify, suspend or terminate the Contest in the event it becomes infected by a computer virus, bug or is otherwise technically impaired, and to cancel or suspend the Contest in its entirety should tampering, unauthorized intervention, fraud, technical failures or other causes corrupt the administration, security, fairness, integrity or proper play of the Contest and, if terminated, at Sponsor’s discretion, determine the winner from among all non-suspect, eligible entries received up to time of cancellation using the judging procedure outlined above. CAUTION: ANY ATTEMPT BY AN INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE CONTEST IS A VIOLATION OF CRIMINAL AND CIVIL LAWS. SHOULD SUCH AN ATTEMPT BE MADE, THE SPONSOR RESERVES THE RIGHT TO SEEK DAMAGES AND OTHER SUCH REMEDIES (INCLUDING ATTORNEYS’ FEES) FROM ANY SUCH INDIVIDUAL TO THE FULLEST EXTENT PERMITTED BY LAW AND TO DISQUALIFY SUCH INDIVIDUAL FROM THE CONTEST.

In the event Sponsor is prevented from awarding prizes or continuing with the Crash Course contest as contemplated herein by any event beyond its control, the Sponsor shall have the right to modify, suspend or terminate the contest.

You (and, if an eligible minor, your parent or legal guardian) hereby acknowledge and agree that neither Sponsor nor its agents have arranged for or carry any insurance of any kind for the benefit of you, or for the benefit of heirs, executors or administrators of you. You (and, if an eligible minor, your parent or legal guardian) hereby acknowledge and agree that you are solely responsibility for obtaining and paying for any life, health, travel, accident or other insurance relative to any activities related to this contest, including without limitation, the contest and/or any prize.
This Contest is sponsored by The Allstate Foundation, 2775 Sanders road, F4, Northbrook, IL 60062.