



2020 ATLANTA FILMMAKERS ALLIANCE (501c3) (AFA) ANTIHUMAN TRAFFICKING PSA CONTEST OFFICIAL RULES NO PURCHASE NECESSARY. CONTEST SUBJECT TO THESE OFFICIAL RULES.

1. TO ENTER THE 2020 ATLANTA FILMMAKERS ALLIANCE (AFA) ANTIHUMAN TRAFFICKING PSA CONTEST: NO PURCHASE NECESSARY TO ENTER OR WIN. Void where prohibited. To enter The Contest (the “Contest”), an Eligible Student (as defined below) must create a 30 to 70 second public service announcement (“PSA”) to help raise awareness of Human Trafficking. For instructions on creating the PSA go to www.atlantafilmmakersalliance.org/psachallenge

2. Eligible Students and Teachers (the parents permission and signed photo release forms) must upload the PSA video to YouTube, Vimeo or another platform and submit the website link to the Atlanta Filmmakers Alliance Antihuman Trafficking Contest.
3. Only individual entries will be accepted—NO GROUP ENTRIES. The student or his/her teacher must upload the entry located at www.atlantafilmmakersalliance.org/psachallenge and submit it by 11:59 p.m. ET on March 4, 2020 along with \$20 submission donation. (all proceeds go towards building communities by raising awareness on social issues like Human Trafficking)

4. ELIGIBILITY: The Contest is open only to individual students in grades 6–12 in a public school, an accredited private school, or a home school in the 50 United States (or District of Columbia), which is in compliance with the laws and regulations of its state/district and who are residents of the United States (an “Eligible Student”). The Eligible Student’s entry may only be submitted by a student’s or the student’s teacher (the “Submitting Teacher”). The Eligible Student’s entry must include a completed entry form that includes the student’s name, grade, and age; the title of the PSA; the student’s school’s name, address, city, state, zip code, and phone number; and the teacher’s name, email, and phone number. Entries of participants under the age of 18 must be accompanied by a parent or legal guardian’s signature of approval, as well as a parent or legal guardian’s name, phone number, and email address. Employees and or Board Members, and Cosponsors of Atlanta Filmmakers Alliance (AFA-nonprofit 501c3) and their affiliates, and members of their immediate families (parents, children, siblings, spouse) or family members living in the same household (whether related or not), their parents, subsidiaries, affiliates, and their advertising, promotion, and production agencies, manufacturers or distributors of Sweepstakes materials are not eligible to enter. Void where prohibited or restricted by law. Any person who attempts to defraud or tamper with the Contest will be ineligible for prizes. Each Eligible Student may only enter once. The Submitting Student or Teacher may only enter one submission per Eligible Student but may submit entries for an

unlimited number of Eligible Students.

5. ENTRY: By submitting an entry, each Submitting Teacher and Eligible Student agrees AFA shall own the entry submitted (including all rights embodied therein in winning entries) and any derivative works made therefrom and that it and its designees may exploit, edit, publish, use, adapt, modify, create derivative works from or dispose of any entry and elements embodied therein online, including names, addresses, and biographical information, online, in print, film, television, or in any other media now or hereafter known for advertising, promotional, or other purposes throughout the world, in perpetuity, without additional compensation or notification to or permission of the Submitting Teacher and Eligible Student, except as prohibited by law. The Eligible Student or Submitting Teacher's personally identifiable information submitted in connection with his or her entry shall be subject to Atlanta Filmmakers Alliance's privacy policies, which can be found, respectively, at: atlantafilmmakesalliance.org/privacy By submitting an entry in this Contest, the entrant understands and consents to the collection, maintenance, processing, and transfer of his or her information in and to the United States and other countries and territories, and to AFA. The entrant acknowledges and agrees that such information may be available to United States authorities or otherwise accessed in accordance with United States federal or applicable state law. Each entry must be in keeping with AFA's images and may not be offensive or inappropriate, as determined by AFA in their sole discretion. Furthermore, an entry may not defame or invade publicity rights or the privacy rights of any person, living or deceased, or otherwise infringe upon any person's personal or property rights or any other third-party rights. Atlanta Filmmakers Alliance reserves the right to disqualify any entry it deems to be offensive, inappropriate, or not in keeping with Atlanta Filmmakers Alliance's images, in their sole discretion.

4. JUDGING CRITERIA: All entries will be judged on the following criteria: 1. Originality and creativity [10 points] (Is the PSA unique and creative?) 2. PSA concept [10 points] (Does the PSA clearly and accurately address the contest topic—to raise awareness about human trafficking. Are the message and concept effective? 3. Clarity of message [10 points] (Is the idea communicated clearly? Is the PSA well organized?) 4. Quality of video [5 points] (Does the PSA reflect great images and video quality?) 5.

SELECTION OF WINNERS: One (1) Grand Prize Winner will be chosen. In addition, two (2) Runners-up will be chosen from each of two grade groupings (grades 6–8 and grades 9–12), for a total of four (4) Runners-up (the Grand Prize Winner and the Runners-up, collectively the "Winners"). Entries submitted will be judged by the Atlanta Filmmakers Alliance. The potential winners will be notified on or around May 5, 2020. Each Submitting Teacher and Eligible Student agrees to be bound by the Official Rules, and the decisions of the judges are final in all matters relating to this Contest. By entering and/or accepting a prize, each Submitting Teacher, Eligible Student, and/or Winners (including Teacher Winners as defined below) hereby releases and holds harmless the Atlanta Filmmakers Alliance (501c3), and their respective cosponsors, parents, affiliates, subsidiaries, advertising and promotion agencies, and all others associated with the development and execution of this Contest (including prize suppliers), and the respective officers, directors, shareholders, agents, and employees of the foregoing from any and all claims, demands, losses, promises, causes of action, and liabilities arising out of the preparation for or participation in this Contest, or any use or misuse of any prize (or any portion thereof) awarded hereunder, including any travel or activity related thereto.

6. PRIZES: One (1) Grand Prize Winner will be chosen from among all eligible entries ("Grand Prize Winner"). The Grand Prize Winner will receive a cash prize of \$1,000 awards and acknowledgement at the

Atlanta Filmmakers Alliance Film Festival. Four (4) Runners-up Winners will also be chosen, two in grades 6–8 and two in grades 9–12 (“Runner-up Winner”). Each Runner-up Winner will receive a cash prize of \$500. Average Retail Value of all student prizes shall not exceed: \$5,455. The teacher of the Grand Prize Winner and the teachers of the four (4) Runner-up Winners (“Teacher Winners”) will each receive a \$100 Visa Gift Card (ARV: \$100). For purposes of the Contest, the Teacher Winner is defined as the teacher listed on the Student Contest entry form. No cash substitutions for prizes. In the event of prize unavailability, a prize of equal or greater value will be awarded as determined by the Sponsor’s sole discretion. Prizes are nontransferable. All federal, state, and local taxes, if any, are the sole responsibility of the Winners. Void where restricted or prohibited.

6. GENERAL: By entering, the Eligible Student and Submitting Teacher agree to release and hold harmless the Atlanta Filmmakers Alliance (nonprofit 501c3), it’s Cosponsors and Promotion Parties, and their respective parents, affiliates, subsidiaries, advertising and promotion agencies, prize suppliers, and all others associated with the development and execution of this Contest, and the respective officers, directors, shareholders, agents, and employees of the foregoing (collectively, the “Released Parties”) from any and all claims, injuries, damages, or losses to the person or property and/or liabilities of any nature that in any way arise from participation in this Contest or acceptance, use of the prize, participating in or traveling to or from any prize-related activity. The Submitting Teacher represents and warrants that he/she has the right to grant the rights set forth herein. The Atlanta Filmmakers Alliance and Cosponsors are not responsible for delays in receiving or responding to winner prize notifications and such winner may be disqualified at the Atlanta Filmmakers Alliance’s sole discretion. Prizes will only be executed in and delivered to addresses within the United States. The Winners may be required to participate in reasonable promotional activities. By entering the Contest and/or accepting a prize, the Eligible Student and Submitting Teacher grants to the Atlanta Filmmakers Alliance, it’s Cosponsors and Promotion Parties and their designees the right to use his or her name, likeness, hometown, biographical information, school name, and entry for any lawful purposes in connection with the Contest, including video, advertising and promotional purposes, in any and all media now or hereafter known throughout the world, in perpetuity, with notice, but without further permission or compensation, except where prohibited by law. The Released Parties are not responsible for lost, late, incomplete, damaged, inaccurate, stolen, delayed, misdirected, undelivered or garbled entries; interrupted or unavailable network, server, Internet Service Provider (ISP), website, or other connections; for lack of availability or accessibility, or miscommunications due to failed computer, satellite, telephone, or cable transmissions or lines; for technical failure or jumbled, scrambled, delayed, or misdirected transmissions; for computer hardware or software malfunctions, failures, or difficulties; or for any other computer, network, technical, typographical, human or other error, problem, or malfunction related to or in connection with the Contest, including, without limitation, errors, problems, or malfunctions that may occur in connection with the administration of the Contest, the announcement of the prizes, the processing or judging of entries or any Contest-related materials. The Released Parties are not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest and assume no responsibility for any injury or damage to participants’ or to any other persons’ computers (whether hardware or software), relating to or resulting from downloading materials or software in connection with this Contest. If for any reason (including, but not

limited to, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other cause beyond the control of the Atlanta Filmmakers Alliance, which corrupts or affects the administration, security, fairness, integrity, or proper conduct of this Contest) the Contest is not capable of being conducted as described in these rules, The Atlanta Filmmakers Alliance and Cosponsors shall have the right, at its sole discretion, to cancel, terminate, modify, or suspend the Contest.

7. WINNERS' NAMES: The names of the Winners will be available on approximately July 2020. You may request the names of the Winners by contacting us www.atlantafilmmakersalliance.org with the subject line "Antihuman Trafficking PSA Contest Winners' List."

8. CONTEST SPONSOR: WALTON ELECTRIC.

Send Contest Inquiries to Atlanta Filmmakers Alliance, P.O. Box 381, Lilburn Georgia, 30048