







**Share what you love about LifeSmarts!
Enter the LifeSmarts Promotional Video Contest!**

	<p>WHAT: We want you to help us promote LifeSmarts by creating a 45 - 60 second promotional video.</p> <p>Take this opportunity to share: your fun experiences in LifeSmarts, what you love about LifeSmarts, what you have learned and anything else you want to share to promote LifeSmarts to other teens!</p>
	<p>WHO: The competition is open to individuals or teams in the Junior Varsity (grades 6 - 8) or the Varsity (grades 9 -12) levels.</p>
	<p>PRIZES: The individuals / teams that create the top six videos will receive cash prizes. See prize amounts in the contest rules below.</p>
	<p>JUDGING: Entries will be judged by a panel of LifeSmarts staff, volunteers, and our LifeSmarts LEAP panel.</p> <p>The criteria for judging are as follows:</p> <ul style="list-style-type: none"> • Creativity in the content and presentation (30%) • Originality of the video and anticipated public appeal (30%) • Effectiveness in highlighting and promoting LifeSmarts while building excitement and motivating others to get involved (40%)



CONTEST RULES:

1. The contest is open to any LifeSmarts student, or any LifeSmarts student team.
2. Videos previously submitted for any LifeSmarts (or other) competition are ineligible. Entries must be original.
3. Contestants may enter one video submission in either the Junior Varsity (grades 6-8) or the Varsity (grades 9 – 12) levels.
4. The entry form (<https://lifesmarts.org/promotional-video-contest-entry-form/>) must be completed and a link to the video must be shared on the entry form.
5. Submissions should follow these guidelines:
 - Family friendly
 - 45 - 60 seconds long
 - No copyrighted materials (music, images, video clips, etc.) may be used for this contest unless you own the copyright or have a license to use the material for this contest.
 - Add the LifeSmarts ogo somewhere in the video. Logos can be downloaded from [here](#).
6. Submit your video no later than December 1, 2024, at 11:55 PM EST.
7. To submit your video, please use the following steps.:
 - Set up an account on YouTube.com (if you do not already have a YouTube account)
 - Upload your video to YouTube and in the upload properties, set your video to “unlisted” if you do not want it to be publicly searchable.
 - Include the hashtag #LifeSmartsPromo in the title and use this hashtag if the video is shared on social media.
 - Wait for the upload to finish.
 - Enter the URL of the YouTube video on the entry form.
 - The entry form is [here](#).
8. Entries will be judged by a panel of LifeSmarts staff, volunteers, alumni and our LifeSmarts LEAP members. The judging criteria is as follows:
 - Creativity (30%)
 - Originality of the video (30%)
 - Effectiveness in highlighting and promoting LifeSmarts, while building excitement and motivating others to become involved (40%)
9. Due to the holiday schedule, winners will be notified by January 6, 2025.
10. All contestants agree to allow LifeSmarts to use the entries online, on social media and as part of LifeSmarts promotional efforts.
11. Winners may be asked to provide a photo to appear with their entries.
12. The decisions of the judges are final. Submission indicates acceptance of all contest rules.
13. Prizes will be awarded as follows: The individuals / teams that create the top six videos will receive cash prizes in the following amounts: 1st Place - \$200.00; 2nd Place - \$150.00; 3rd Place - \$100.00; 3 Honorable Mentions – \$50.00 each
14. Questions? Contact LifeSmarts at Cheryl@nclnet.org