



Maryland Automobile Insurance Fund

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MAIF OPERATION: SAFE PROM 2013 **Short Film Contest – Submission Guidelines**

Want help fund your school's After Prom Party and make prom night safer? The Maryland Automobile Insurance Fund (MAIF) is sponsoring a video contest to encourage Maryland high school students to make good choices when it comes to texting or drinking and driving, this prom season. MAIF is calling for student-produced videos between 60 and 90 seconds. Winning entries will receive a donation for their school's After Prom Party as well as the option to have MAIF's Distracted Driving Simulator on site at their Prom.

Entry Rules:

- Videos must be student written and produced.
- Students must be prom-eligible to participate.
- Videos must be between :60 and :90 (including credits, if applicable)
- Videos must address the issues of distracted and/or impaired driving.
- All videos must have a 10-second title card with the following information: (Note: 10-second title card does not count against video running time.)
 - MAIF "Operation: Safe Prom 2013" Video Contest
 - MAIF Logo (official logo file will be emailed to contact at each school)
 - School Name and logo
 - Title of Film
- Performers must not consume alcohol, break any traffic laws, or be placed in a dangerous situation at any time during the production of the video. Failure to adhere will result in disqualification of entry.
- Teams must not use any copyrighted material including video, photos or music. Submissions, including any music contained within, must be the original work and creation of participant. Failure to adhere will result in disqualification of entry.
- Contest is only open to high schools in the state of Maryland.
- Multiple teams from the same high school may submit entries.

Contest Deadlines:

We request that an authorized representative (preferably Principal or Vice Principal) notify MAIF via email (MAIFSocial@emaif.com) of their school's intent to participate by 5:00 pm on Monday April 15, 2013. At that time, they may designate a contact person from the school staff.

Final video submissions must be received by 5pm on Friday, April 26, 2013.

Video Submission:

Videos should be uploaded by the team's authorized faculty representative directly to the contest site on MAIF's Facebook page ([facebook.com/MDAutoInsFund](https://www.facebook.com/MDAutoInsFund)). Videos must be uploaded by 5:00pm on Friday April 26, 2013.

In addition a Submission Packet must be scanned and emailed to MAIFSocial@emaif.com or faxed to 410-269-4344. Videos will not be approved to appear on the contest page until the Submission Packet is received.

The Submission Packet includes: Contest Submission Form (which will be emailed to the contest contact at each school), a list of all participants, the script for the film (if applicable), and video releases for all on-camera participants (signed by parents for any cast member under 18 years of age).

Voting:

Voting will open on Monday, April 29, 2013 and close on Wednesday, May 8, 2013. Participants should encourage friends, family and community to go to the contest page and vote for their entry.

The ten (10) highest rated videos will be judged by our final judging panel, which will be comprised of MAIF Executive Director Kent Krabbe, and other members of the Maryland Public Safety and Film Production communities.

Winning entries will be announced and notified on Friday May 10, 2013.

(note: if fewer than fifteen (15) entries are received, only five (5) films will be reviewed by the final judging panel.)

Prizes:

Grand Prize: \$1,000 to the school's After Prom Party and MAIF's Distracted & Impaired Driving simulator at this years Prom and Fall 2013's Homecoming Dance.

First Runner Up: \$500 to the school's After Prom Party and MAIF's Distracted & Impaired Driving Simulator at this year's Prom (if date doesn't conflict with Grand Prize Winner)

Second Runner Up: \$250 to the school's After prom Party and MAIF's Distracted & Impaired Driving Simulator at this year's Prom (if date does not conflict with Grand Prize or First Runner Up)

School participation in this contest implies that the authorized school representative has complied with the school's privacy and media appearance policy for students and faculty.

Contact: For more information, contact:

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