

# AGRICULTURE VIDEO CHALLENGE

**ENTRY DEADLINE: DECEMBER 1, 2022**

**SUBMISSION DEADLINE: JANUARY 15, 2023**

**TOP 3 FINALIST ANNOUNCED: FRIDAY, JANUARY 20, 2023\***

\*Top 3 finalists will be announced by having their videos posted to the San Antonio Stock Show & Rodeo Competitive Events Facebook page.

**This challenge is subject to the San Antonio Stock Show & Rodeo General Rules, Junior Rules and Special Rules listed in this section.**

## SPECIAL RULES

1. **Entry:** Entries and payment must be submitted online and any necessary official San Antonio Stock Show & Rodeo forms must be completed. 4-H Clubs/FFA Chapters may submit a check if selected at entry checkout. Contestants are limited to one individual entry. Team entries are not allowed. Contestants should submit the entry information sheet along with their video link. Videos received after the submission deadline will not be considered.
2. **Eligibility:** Contestants must meet all Junior Show Rule Requirements. The San Antonio Stock Show & Rodeo makes available to CEAs, ASTs and CTE/STEM Directors in charge of 4-H Clubs, FFA programs or High School CTE/STEM Programs, respectively, the opportunity to enter members of their programs in the Agricultural Video Challenge, subject to these rules. The Agricultural Video Challenge is also an invitational contest to statewide CTE/STEM programs. Entries must be approved through the entry system by the exhibitors' respective CEA or AST or CTE/STEM director. Contestants must be bona fide members of a Texas 4-H Club, Texas FFA Chapter or a student of a Texas high school. They must be enrolled in and attending public, private or home school elementary or secondary schools in Texas at the time of the event.
3. **Age Divisions:** All contestants will compete in one division.
4. **Format:** Contestants will submit a **1-2 minute** (60 seconds – 120 seconds) YouTube style video over the theme outline below. All submitted videos will be reviewed by a judges' panel. The top 3 videos will be posted simultaneously on the San Antonio Stock Show & Rodeo Competitive Events Facebook Page on Monday, January 23, 2023 at 11:00 a.m. Final rankings will be based on a point value system that correlates with how many "reactions" and "shares" each video receives directly on San Antonio Stock Show & Rodeo Competitive Events Facebook page. On Thursday, January 26, 2023 at 11:00 AM, points will be calculated based on the following scale:
  - a. Each "reaction" = 1 point
  - b. Each "share" = 5 points
5. **Theme:** The theme for the 2023 challenge is: "Name and explain three things you would like someone who isn't familiar with agriculture to know about the industry."
6. **Audience:** The audience is assumed to be general patrons of the San Antonio Stock Show & Rodeo.
7. **Originality:** All videos must be submitted by the original owner or creator of the submission. Entrant must hold all rights to the submission, including the copyright. The submission may not have been previously published, exhibited, displayed, submitted, distributed or aired and may not be pending publication.
8. **Language:** The video must be in English or contain English sub-titles.
9. **Submitting Entry:** Contestants or their club/chapter must have or create a YouTube account. Contestants must upload the video and submit the corresponding link by January 15, 2023. After the video has been uploaded to YouTube, the contestant must send the Statement of Originality Form for the Agriculture Video Contest (can be found on sarodeo.com) via an email attachment to [livestock@sarodeo.com](mailto:livestock@sarodeo.com) with the subject line "Agriculture Video Contest – Contestant Name – Club/Chapter."

- 10. Representation:** To be considered, the video must represent agriculture, incorporate the current theme (listed above), and reference the San Antonio Stock Show & Rodeo in some way. Contestants should refrain from using the date(s) of the upcoming Show in their video.
- 11. Considerations:** The submission must not contain material that violates or infringes the rights of others, including, but not limited, to privacy, publicity, tort or intellectual property rights (including copyright, trademark or patent rights) or constitute copyright or trademark infringement, unless proper documentation is provided. The submission must not contain tortuous, defamatory, slanderous or libelous materials or contain inappropriate, indecent, obscene, hateful or discriminatory materials, as determined in the San Antonio Stock Show & Rodeo's sole discretion. By entering the contest, contestants grant the San Antonio Stock Show & Rodeo a perpetual, royalty-free license to use their video, in any media, for commercial and non-commercial purposes. Contestants grant the San Antonio Stock Show & Rodeo permission to edit, modify, format, or adapt the video. The video may be made available to the public, so contestants should not include personal information about themselves or anyone else.
- 12. Discretion:** The San Antonio Stock Show & Rodeo may disqualify the contestant from the contest, in its sole discretion if the submission fails to conform to these official rules.
- 13. Judging:** All submissions must have met all rules and timelines in order to be considered. Judging is based on the criteria set forth below:

Overall Message	25 pts.
Professionalism	25 pts.
Commitment to Theme	25 pts.
<u>Entertainment Value</u>	<u>25 pts.</u>
Total	100 pts.

- 14. Prizes:** Prizes will be awarded to the contestants with the three (3) highest ranking videos. Grand prize winner will receive a \$1,000 award sponsored by Ranch House Designs, Inc. Reserve Grand prize winner will receive a \$500 award sponsored by Texas Farm Bureau.



San Antonio Stock Show & Rodeo  
Agriculture Video Challenge  
Statement of Originality

Submission Deadline: January 15, 2023

(Please type or print)

Contestant Name: \_\_\_\_\_

Chapter/Club: \_\_\_\_\_

Agent/Advisor(s): \_\_\_\_\_

Video URL: \_\_\_\_\_

Video Title: \_\_\_\_\_

I certify that the entry is eligible and agree to abide by the current rules for the Tell Your Story of Texas Agriculture Video Challenge.

Contestant: \_\_\_\_\_ Date: \_\_\_\_\_  
Signature

CEA/AST: \_\_\_\_\_ Date: \_\_\_\_\_  
Signature

Parent/Guardian: \_\_\_\_\_ Date: \_\_\_\_\_  
Signature

Contest Sponsored By:

