

Teen Financial Literacy Video Contest Montcalm and Ionia Counties



Montcalm-Ionia Counties

Rules

When: Deadline for submitting videos is extended to 11:59 pm on April 15, 2020.

Where: Videos can be submitted in DVD format or through an online submission, such as YouTube. An entry form must accompany the video. Online videos can be submitted to haley.mclean@liveunitedm-i.org or through Facebook messenger to United Way Montcalm-Ionia Counties.

Purpose: The goal of the Teen Financial Literacy Video Contest is to identify, inspire, nurture, and educate through digital media and learning. Sixth through twelfth graders in Tri-County, Montabella, Lakeview, Vestaburg, Carson City-Crystal, Greenville, Central Montcalm, Belding, Ionia, Portland, Lakewood, Saranac, and Pewamo-Westphalia school districts are eligible to submit video media to educate and promote financial literacy.

How to Enter: Each submission should contain one video. Each video must be in English, no more than 90 seconds in length, and the student's original work. Teams are permitted and will be counted as one submission, regardless of the number of individuals that are on the team.

If actors would like to wear LIVE UNITED shirts in the video, please contact our office.

Videos must not infringe upon any rights of any third-party including copyright, trademark, and privacy. Entrants must not copy, incorporate, or include music or video unless he/she/they is a lawful copyright owner of such material.

Entrants must sign a media release to allow us to share the videos. All individuals in the video must sign a media release.

Videos must not contain any content that is or may be perceived as violent, immoral, offensive, or similarly inappropriate. Any inappropriate videos are strictly prohibited and shall be deemed void.

Topics: Examples of topics/themes include but are not limited to:

- What is financial responsibility?
- What is Volunteer Income Tax Assistance?
- Understanding your credit score
- Saving for College

Judging Criteria: Videos submitted will be judged by representatives from local businesses. The criteria that videos will be judged upon are:

- Clarity and Production Value
- Creativity
- Overall Message

Prizes: The top three entrants will be awarded scholarships. If a team wins, the team will split the scholarship money.

- 1st place - \$500
- 2nd place - \$300
- 3rd place - \$200

For more information or questions, contact Haley McLean, Community Impact Program Manager at United Way Montcalm-Ionia Counties, 616-794-9840 or haley.mclean@liveunitedm-i.org.