



# **Project Bronco Pride**

Santa Clara University  
2009 Sportsmanship Video Contest

This contest is jointly sponsored by Student Life  
and the Athletic Department

## **Project Bronco Pride**

Santa Clara University and its Department of Athletics and Recreation promote good sportsmanship by student-athletes, coaches, and fans. The University seeks to create a safe environment for everyone who participates in and attends Bronco athletic contests.

In a continuing effort to educate the Bronco fanbase about the expectations for positive behavior as it relates to good sportsmanship at athletic events, the University's Athletics Advisory Board proposes a student film competition in which any interested student or group of students would produce a 50 second video public service announcement that would stress the importance of and encourage appropriate fan behavior.\*

A series of three videos will be selected as winners. The winning videos will be aired in an appropriate forum (e.g. on the video screen at sporting events in the Leavey Center).

Cash prizes will be awarded for the top 3 contest winners. The competition and the airing of the winning video spot will create student buzz, raise student awareness about positive fan behavior, encourage appropriate fan behavior, and perhaps engage a broader (even national) audience.

### Resources

Announcement of the competition may include a reference to the following examples of pertinent video spots posted on You Tube:

<http://www.youtube.com/watch?v=EpqpQyBT98o>

<http://www.youtube.com/watch?v=dAI9J2hNTw4&feature=related>

\*The idea of this video competition was first presented by Prof. Aldo Billingsley, who serves as a member of the Athletics Advisory Board for Santa Clara University.

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If you have questions, please contact:

Kimberly Gilkey, Office of Student Life, [kgilkey@scu.edu](mailto:kgilkey@scu.edu), 408-554-4583

or

Jeffrey Mitchell, Athletic Department, [jrmitchell@scu.edu](mailto:jrmitchell@scu.edu), 408-554-4063

## **Project Bronco Pride**

### PRIZES

**1<sup>st</sup> Place: \$1500**

**2<sup>nd</sup> Place: \$750**

**3<sup>rd</sup> Place: \$500**

AND

All three winning submissions will receive student tickets to the 2010 Gonzaga Men's basketball game **without** having to wait in line for them.

Each winning submission will present their video at a pre-game Bronco Bench reception.

#### **\*\*\*\*Early Bird Submissions\*\*\*\***

**Any video submissions made before November 9<sup>th</sup>, 2009 at 5:00 pm PST to the Office of Student Life will be eligible to enter a raffle for a \$100.00 VISA gift card and other prizes!!**

#### Check List of Important Dates and Details

- Complete the submission form and turn it in with your video by November 20<sup>th</sup>, 2009. Be sure to include all members of your team on the form, if applicable.
- Have all participants in your video complete a release form. These forms need to be turned in with your video.
- All forms and videos need to be turned into the Office of Student Life, Benson Center 205 by 5:00 pm PST, November 20th, 2009.



#### PROJECT BRONCO PRIDE VIDEO CONTEST RULES

1. This video contest is open to all currently enrolled Santa Clara University undergraduate students.
2. Each submission must be entirely your own personal work. That is, all elements in your video, including but not limited to music, audio, voiceovers, photographs, video footage and graphics, must either be created by you or be in public domain. All team members (if applicable) must meet the eligibility requirements above; and all team members must sign a Release Form for Team Member. Team videos submitted without release forms signed by all team members will not be considered. Prize money will be split evenly among team members listed on this official entry form.
3. Technical requirements; submissions must be submitted on CD or DVD. Submissions must run no longer than **50 seconds**. Students should use either personal equipment or rent it from SCU Media Services. *Communications Department equipment should not be used for this contest.* Submissions not adhering to these technical requirements will not be considered.
4. Each submission must focus on the theme of sportsmanship and appropriate fan behavior at SCU Athletic events and/or other campus related events.
5. Any use of SCU logos must conform to SCU logo standards. Guidelines for SCU logo usage should be meticulously adhered to and can be found at <http://www.scu.edu/omc/logos-login.cfm>. Submissions not adhering to the logo standards may be disqualified at the sole discretion of the judging committee.
6. If the submission is more than one entrant, then a member of the team must be designated as the Producer. The Producer's name must appear on all video participants' release form.
7. You must obtain a release form for video participants for all individuals who appear in your video. Entries submitted without release forms will not be considered. SCU will make no payments to any participants appearing in your video.
8. Requests for interviews with SCU Student Athletes and/or coaches must be directed to the Athletic Department Media Relations Office.
9. Submissions must conform to SCU's mission and values, and must not include any copyrighted materials, including images or music. Submissions must be appropriate for display and publication. Submissions must not (i) contain defamatory statements; (ii) invade privacy or other rights of any person or entity; (iii) violate applicable laws, including copyright laws, or reasonable standards of decency.
10. Submissions will be judged on originality, creativity, production values, and positive portrayal of sportsmanship at SCU. The decision of the both the judging committee and SCU student vote is final.
11. All submissions become the property of SCU. SCU may use and distribute the submissions, in whole or in part, including edited versions. SCU will not provide any compensation to any entrant (other than prizes awarded, if any) for its use of the submissions.
12. Prizes awarded will be \$1,500 for first prize, \$750 for second prize and \$500 for third prize. SCU reserves the right to limit the number of prizes based on the quality of submissions and level of participation.
13. Entries must be received by 5 pm PST on Friday, November 20<sup>th</sup>, 2009. Winners will be announced during an SCU Men's Basketball game on January 8<sup>th</sup>, 2009. SCU reserves the right to postpone judging or cancel the contest altogether for reasons including but not limited to the number of entries received being too small to provide sufficient competition.



Entry Form  
PROJECT BRONCO PRIDE Video Contest 2009

Date: \_\_\_\_\_

Title of Entry: \_\_\_\_\_

SINGLE ENTRANT and/ or PRODUCER

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

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

TEAM ENTRY (Attach a separate sheet if necessary. Each team member must also complete a Release Form for each Team Member):

Name of Team Member: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Name of Team Member: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Name of Team Member: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

**TO ENTER:**

Attach a completed release form from each team member (if applicable), a participant release form from anyone appearing in your video, and a CD or DVD containing the video file. Entries should be hand delivered or mailed to:

Santa Clara University  
Office of Student Life  
Benson Memorial Center, 205  
500 El Camino Real  
Santa Clara, CA 95053

All entries, whether hand-submitted or mailed, must arrive no later than 5 p.m. PST on November 20<sup>th</sup>, 2009 to be considered. Submissions become the property of Santa Clara University and will not be returned.



RELEASE FORM FOR VIDEO PRODUCER

By signing below, I confirm that I have read and agree to abide by the SCU Project Bronco Pride Video Contest Rules. I also confirm that the video I am submitting ("Video") is my original work and it does not violate any applicable copyright laws. I understand that my Video becomes the property of Santa Clara University and that it will not be returned.

In connection with the Video, I grant Santa Clara University, the irrevocable right to the use of Video, my name, photograph, voice, likeness, and biographical information, in any manner or media whatsoever, including edited versions, in audio/video presentations, streaming audio and/or video over the Internet, broadcast, cable, satellite transmissions, and media that are unknown at this time, worldwide for educational marketing purposes including but not limited to publicizing and/or advertising Santa Clara University and its various departments.

I understand I will not be paid any compensation (except possible prize money) and will receive no academic credit for my Video. If my Video is selected to win a prize, I understand the prize will be divided evenly between the team members listed on the entry form.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name



RELEASE FORM FOR TEAM MEMBER

By signing below, I confirm that I have read and agree to abide by the SCU Project Bronco Pride Video Contest Rules. I also confirm that the video I am submitting ("Video") is my original work and it does not violate any applicable copyright laws. I understand that my Video becomes the property of Santa Clara University and that it will not be returned.

In connection with the Video, I grant Santa Clara University, the irrevocable right to the use of Video, my name, photograph, voice, likeness, and biographical information, in any manner or media whatsoever, including edited versions, in audio/video presentations, streaming audio and/or video over the Internet, broadcast, cable, satellite transmissions, and media that are unknown at this time, worldwide for educational marketing purposes including but not limited to publicizing and/or advertising Santa Clara University and its various departments.

I understand I will not be paid any compensation (except possible prize money) and will receive no academic credit for my Video. If my Video is selected to win a prize, I understand the prize will be divided evenly between the team members listed on the entry form.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

# \_\_\_\_\_ of # \_\_\_\_\_



RELEASE FORM FOR VIDEO PARTICIPANTS

SCU Video Contest Producer \_\_\_\_\_

I hereby grant the video producer named above ("Producer") permission to record my voice and photograph me in connection with his/her video production for the SCU Project Bronco Video Contest ("Video"). I understand that the term "photograph" as used herein encompasses both still photographs and video recordings.

In connection with the Video, I hereby license to Producer, his/her successors and assigns including Santa Clara University, the irrevocable right to the use of my name, photograph, voice, likeness, appearance and/or biographical information, in any manner or media whatsoever, including edited versions, in audio/video presentations, streaming audio and/or video over the Internet, broadcast, cable, satellite transmissions, and media that are unknown at this time, worldwide for educational marketing purposes including but not limited to publicizing and/or advertising Santa Clara University and its various departments..

I understand I will receive no compensation from Santa Clara University for participating in the Video.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

NAME AND ADDRESS (please print):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If the participant is under 18 years of age, a parent or legal guardian must also sign this release.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

NAME AND ADDRESS (please print):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# \_\_\_\_\_ of # \_\_\_\_\_