

Sober Driving TikTok Video Contest Info & Terms & Conditions

Contest Period: March 29th - April 16th

The DUI Task Force from Missoula County and the DUI Task Force from Gallatin County Montana are partnering with the University of Montana Curry Health Center and the Montana State University Swingle Health Center to run a TikTok Video contest. Students actively enrolled within the Universities are eligible to partake in the contest.

Overall Goals of the Contest:

1. Have "Participants" create and develop TikTok video content that portrays the benefits of Sober Driving.
2. Have students share their videos with other students (Spreading the Drive Sober Message) to obtain more likes. The video with the most likes wins the contest.
3. Have students inspire other students to create, develop, and share more Drive Sober videos themselves in an effort to win the contest.
4. Attempt to build on the locally viral potential of the videos to generate awareness and an expectation that Driving Sober is always the normal and expected behavior.
5. Reward one student from the University of Montana and one student from Montana State University with a prize of \$1000. (\$2000 in total prize money). Money will be rewarded from the respective DUI Task Forces.
6. Griz vs Cat "Brawl of the TikTok" for bragging rights for the University who's Top 10 most liked videos gets the overall cumulative top number of likes.

Terms & Conditions

Drive Sober TikTok Contest Rules

DRIVE SOBER CONTEST ("Contest") starts on March 29, 2021 at 8:00 AM Mountain Standard Time ("MST") and ends on April 16, 2021 at 11:59PM MST. ("Contest Period").

ELIGIBILITY: The Contest is open to currently enrolled students of the University of Montana and Montana State University. Additionally, the contest is open to registered student-based university organizations, clubs, and groups (i.e., Fraternities, Sororities, Hockey Club, Circus Club, Dance Club, etc.). Students from these organizations may enter the contest collectively on behalf of the organization. If an organization is designated as the winner of the contest, the prize money would go to the organization instead of the individual students.

AGREEMENT TO RULES: BY participating in the contest, participant agrees to be bound by these rules and represents that they meet the eligibility requirements. Participant further agrees to accept the decision of Sponsors as final and binding as it relates to the content and winners of this contest.

SPONSORS: The Contest is sponsored by the University of Montana, Montana State University, Missoula County DUI Task Force, Gallatin County DUI Task Force ("Sponsors"). This Contest is in no way sponsored, endorsed or administered by, or associated with, TikTok. This Contest is subject to all applicable federal, state and local laws. By participating, each participant, agrees to abide by these Official Rules and agrees that Article VII of the Terms and

The sponsors reserve the right to cancel or postpone the contest if 50 or fewer valid video submissions are entered by April 15, 2021 at 0800 hours (MST). Conditions apply to any dispute between Participant and Sponsor relating to the participant's participation in the Contest, available www.DriveSafeMissoula.com/TikTok. Article VII REQUIRES ALL DISPUTES TO BE RESOLVED IN BINDING INDIVIDUAL ARBITRATION—NOT IN A CLASS ACTION, AND NOT IN COURT BEFORE A JUDGE OR JURY.

HOW TO ENTER: During the Contest Period, to enter:

- Visit www.drivesafemissoula.com/tiktok
 - Read the Video Guidelines, Rules, Terms and Conditions
 - Complete the Entry Form
- Create a TikTok Video (TikTok account required) that promotes the **positive aspects of driving sober**. (See Video Style Ideas and Things to Avoid for guidance)
- Include #DriveSoberGriz (U of M Students) or #DriveSoberCats (MSU Students) depending on the school you are enrolled. The unique hashtags will be used to track the videos and the number of likes obtained.
- All Entries must be uploaded to TikTok during the Contest Period.
- Multiple entries are allowed.

REQUIREMENTS OF ENTRIES: Entry must be the original work of the participating student or students, may not have been previously published or created for any other purpose, and may not have won previous awards. Entries may **not** contain, as determined by the Sponsor, in its sole discretion, content that:

- Promotes or encourages Driving Under the Influence (DUI), Driving While Intoxicated (DWI), Driving while High, Distracted Driving, or any other dangerous driving behavior.
- Is sexually explicit or suggestive; unnecessarily violent or derogatory of any ethnic, racial, gender, religious, professional or age group; profane or pornographic; contains nudity;
- Promotes the use of illegal drugs, firearms/weapons, (or the use of any of the foregoing);
- Promotes any activities that may appear unsafe or dangerous;
- Promotes any particular political agenda or message;
- Is obscene or offensive; endorses any form of hate or hate group;
- Appears to duplicate including a Duet or Stitch of any other submitted Entries;
- Defames, misrepresents, or contains disparaging remarks about other people or companies;
- Contains trademarks, logos, or trade dress (such as distinctive packaging) owned by others, without permission, to the extent permission is necessary;
- Contains copyrighted materials owned by others (including photographs, sculptures, paintings, and other works of art or images published on or in websites, television, movies or other media), without permission, to the extent permission is necessary;
- Communicates messages or images inconsistent with the positive images and or good will to which we wish to associate;
- Violates any law;
- Violates any TikTok Community Guidelines, Terms of Use, Privacy Policy or Copyright Policy;
- All Entries must be in a sharable format, during Contest Period that allows them to be "Saved" from TikTok;

- All Entries may be utilized, rebroadcast, saved, or shared to other social media, web, or other media outlets (with attribution to the participant and/or the originating TikTok Account) for the purposes of promoting or educating others in regards, but not limited to, Sober Driving, Safe Driving Behaviors, Safe Decision Making, Healthy Behaviors, etc. during and following the Contest Period.

WINNER DETERMINATION: All eligible Entries uploaded to TikTok must contain the above mentioned Hashtags in order to be tracked, will be judged by a panel of qualified judges based on the following criteria: (1) Video with the greatest number of unique video likes (Hearts), within the TikTok app, that meets all the listed criteria will be designated the winner (entries will be judged on (1) number of likes and (2) effectiveness at conveying the drive sober message.). At the conclusion of the contest, the Top 10 Videos with the most likes (one video per TikTok account owner in the Top 10 – see below) will be selected and the Entry owner’s status (i.e., Enrolled University of Montana or Montana State University Student) will be verified by the Sponsor. Should any of the Top 10 Entries not be eligible under these terms and conditions the next eligible entry will be selected and verified. If the top-ranking Entry is verified and eligible to win, the remaining Top 10 entries may not need to be formally verified. Sponsors reserve the right, in their discretion, to disqualify any individual who tampers or attempts to tamper with the entry process or the operation of the contest, or violates these terms and conditions.

In the event of a tie, a tie-breaker judge(s) will judge the tied Entries and determine the winner based upon the following criteria: (1) inspirational nature of the video, (2) overall entertainment value, (3) virality of video, and (4) Spirit (matching the “Criteria” of the contest)

Should a particular TikTok account have more than one video that ranks in the Top 10 videos at the end of the competition, only the top ranking video (most likes) that meet all other “Contest” requirements will remain in the Top 10 and eligibility to win the overall prize.

If the contest does not obtain

WINNER NOTIFICATION: potential winning participant will be notified via the TikTok app. The winner will be required to respond to the initial notification within 72 hours. The winning participant will be required to execute and return an Affidavit of Eligibility, Liability and unless prohibited, Publicity Release as well as provide documents to confirm the status (Age, enrollment status, etc.). If the potential winning participant does not respond to the initial notification within the time period stated in the initial notification, does not return all required documentation within the time period states or such potential winner is not in compliance with these Official Rules, prizes will be forfeited and, at Sponsor’s discretions, a runner-up will be notified.

PRIZE: One winning participant will be selected to receive a one-time payment (scholarship) in the amount of \$1000 USD.

- The winning participant will be subject to individual verification by Sponsor to ensure they are legally able to receive prize
- The winning participant will not bring Sponsor into public disrepute, contempt, scandal or ridicule or reflect unfavorable on the Contest or Sponsor, as determined by Sponsor in its sole discretion.
- The Sponsor reserves the right to disqualify the potential winning participant on the basis of findings resulting from such verification if the participant fails to properly authorize and/or provide the required information in connection with such verification.

- The winning participant will be required to sign release, informed consent agreements, waivers.

RELEASE OF LIABILITY: by participating in this contest, participants acknowledge and agree that Sponsors are not liable for any damages or claims related to or otherwise associated with their participation in this contest. Sponsors shall only be liable for their own wrongful or negligent acts or omissions, or those of their officers, agents, and employees.

CHOICE OF LAW AND JURISDICTION: This contest is governed by the laws of Montana without respect to conflict of law doctrines. As a condition of participating in this contest participant agrees that any and all disputes that cannot be resolved between the parties and causes of action arising out of or connected with this contest, shall be resolved individually, without resort to any form of class action, exclusively before a court in Montana having jurisdiction. Further, in any such dispute, under no circumstances shall participant be permitted to obtain awards for, and hereby waives all rights to, punitive, incidental, or consequential damages, including attorneys' fees.