

RULES

Read these before you submit your entry.

THE “CREATE REAL IMPACT” CONTEST IS OFFERED TO CITIZENS AND LEGAL RESIDENTS, INCLUDING DACA RECIPIENTS, OF THE 50 UNITED STATES AND DISTRICT OF COLUMBIA BY IMPACT TEEN DRIVERS FUND (“SPONSOR”) TO PROMOTE OUR ONGOING COMMITMENT TO PROVIDING EDUCATION ABOUT THE DANGERS OF RECKLESS AND DISTRACTED DRIVING. WE EMPOWER TEENS AND THEIR INFLUENCERS TO MAKE GOOD DECISIONS EVERY RIDE—WHETHER AS DRIVERS OR AS PASSENGERS. CONTEST OPENS: OCTOBER 16, 2023, AT 12:01 AM EASTERN TIME AND CONTEST CLOSES: APRIL 25, 2024, 5:00 PM EASTERN TIME (“CONTEST ENTRY PERIOD”).

Eligibility

Create Real Impact Contest Awards in the category of High School Campaign are open to high schools who are registered with the US Department of Education and are physically located in the fifty (50) United States or the District of Columbia.

Create Real Impact Contest Awards in the categories of Video and Graphic Design are open only to legal residents of the fifty (50) United States and the District of Columbia or DACA recipients between the ages of 14 and 22 years. Entrants must be enrolled as full-time students in an accredited educational institution (secondary [middle/high] school, trade school, college, or university).

Residency, age, and current enrollment at an accredited educational institution will be verified and subject to final decision of eligibility by Impact Teen Drivers. All applicable federal, state, and local laws and regulations apply. Void where prohibited.

Requirements

HIGH SCHOOL CAMPAIGN CATEGORY

A group of students, supervised by a teacher or a school-approved advisor or mentor, to create a positive, cohesive, and relevant campaign featuring videos, graphic designs, and other social media posts that share solutions to helping stop reckless and distracted driving. High School campaigns should NOT focus on drunk or impaired driving.

Participants must register to enter the contest at <https://createrealimpact.com>. Prior to the close of the *Entry Period*, an eligible high school must submit a publicly viewable YouTube link to the high school campaign highlight video and a link to a publicly viewable Google Drive folder containing the items on the Participant Agreement, Submission Guidelines and Scoring Rubric available on the website. to CreateRealImpact@ImpactTeenDrivers.org. Submissions which are not received by ITD will not be entered into the Contest. Only one school submission is permitted per school site.

High School campaign highlight videos must include all of the following criteria to be considered:

- be no longer than three (3) minutes.
- include at least one 30-second PSA (public service announcements) example.
- demonstrate social media campaign planning and execution.
- positively focus on the importance of avoiding distracted driving and embracing safe driving behaviors to promote teen driver/rider safety.

The *Entrant* is the school site as an organization. Submissions may only be submitted by teachers, school officials, or advisors associated with *Entrant*, and with *Entrant* approval. All Submissions must include school name; school mailing address; submitting teacher/school official/advisor's name, email address and phone number; and a school administrator's email address (principal, assistant principal, dean, head of school, or other administrator)

INDIVIDUAL VIDEO AND GRAPHIC DESIGN CATEGORIES

Create an original work showcasing a positive solution or strategy to end reckless and distracted driving. Distracted driving is anything that takes your eyes off the road, your hands off the wheel, your mind off your driving, or keeps your ears from being alert to your surroundings. We encourage participants to go beyond addressing phone use; behind-the-wheel distractions include texting and talking on the phone but also applying make-up, turning to talk to your friends, adjusting the GPS or radio/shuffling the playlist, eating, or drinking, or anything else that takes your attention away from the task of driving. Please do not forget distracted driving does not just affect those inside the car, it can affect pedestrians, bicyclists, people riding scooters, and other roadway users.

ALL CATEGORIES – HIGH SCHOOL CAMPAIGNS, INDIVIDUAL VIDEO ENTRIES, AND INDIVIDUAL GRAPHIC DESIGN ENTRIES

Entries should not use the word “accident.” Alternative terms are “crash,” “collision,” or “wreck.” The majority of car crashes are preventable based on the choices being made inside of a car by a driver or a passenger. It is acceptable to use the word “accident” to educate the audience about why that term should NOT be used.

All entries must adhere to the following requirements:

- Not feature imagery or dialogue that is inappropriate, indecent, obscene, hateful, tortuous, defamatory, slanderous, dangerous, or libelous.
- Not promote bigotry, racism, hatred, or harm against any group or individual or promote discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age.
- Not involve being under the influence of alcohol or drugs while driving or drinking alcohol or using drugs.
- Not be created for or entered into a previous Create Real Impact contest or any other contest; *
- Not feature the brand, catchphrase, or logo of any organization, campaign, contest, etc. that is not affiliated with Impact Teen Drivers; do not use other teen safe driving organizations campaign materials and/or promotional items in your entries.
- Not disparage Impact Teen Drivers, Create Real Impact, or any other person or party affiliated with the Create Real Impact contest and administration and promotion of contest.

- **While extremely dangerous and highly illegal, being under the influence of alcohol or drugs while driving is NOT the focus of this contest.** Entries focused on drinking alcohol or using drugs and driving WILL NOT be accepted.

*If you are a student participating with a teacher/advisor in the Create Real Impact High School Campaign Contest, you are eligible to enter your Video or your Graphic Design during the same contest period.

INDIVIDUAL STUDENT ENTRANTS – VIDEO AND GRAPHIC DESIGN

Entries are only accepted in English. Ensure your entry is in the correct and accepted format and follows the specific requirements for each category:

VIDEO

- Must be 30 seconds in length.
- Must be original work and exclusive to the Create Real Impact Contest—do not use any copyrighted work.
- Uploaded to YouTube.
- Be publicly accessible on YouTube.
- Be tagged with Impact Teen Drivers on YouTube.
- Individual/High School must be registered on the Create Real Impact website.
- Include appropriate cast and crew credits and any back-story of the piece in the description.
- Do not include any real footage of dangerous or reckless driving that violates the California Vehicle Code or any other state's Motor Vehicle Code.
- Visit the FAQs for more information on what driving behaviors will result in disqualification.
- Entries using borrowed imagery, music, lyrics, etc. must secure expressed and written permission for use within the piece and that permission should be sent to Impact Teen Drivers. By submitting your entry, you agree that you have secured permission for any imagery, music, lyrics, etc. prior to submitting.

GRAPHIC DESIGN

- Must be original work and exclusive to the Create Real Impact Contest—do not use any copyrighted work.
- Graphic design entry may take the form of a poster, infographic, or brochure.
- Filetype must be a single: JPEG, JPG or PNG and be under 10 MB.
- Uploaded directly to the Create Real Impact website.
- Entries using borrowed imagery must secure expressed and written permission for use within the piece and that permission should be sent to Impact Teen Drivers
[at CreateRealImpact@ImpactTeenDrivers.org](mailto:CreateRealImpact@ImpactTeenDrivers.org).

Directions to Enter High School Campaign Category

- Read all of the rules.
- Click the “Register for the School Category” button on the home page.
- Complete the Registration Form.
- ITD will confirm your registration.
- It is the responsibility of the teacher/advisor/mentor to contact CreateRealImpact@ImpactTeenDrivers.org if they have not received confirmation of registration within **three (3) business days**.
- Plan and complete your campaign and engage your school and community.
- By Participating in this contest to agree to follow these rules.
- Email a publicly viewable YouTube link for your high school campaign highlight video and a publicly viewable link for your Google Drive folder to CreateRealImpact@ImpactTeenDrivers.org. Your Google Drive folder must contain all items listed in the Participation Agreement, Submissions Guidelines, and Scoring Rubric participation materials.
- All items in the Google Drive folder must be viewable by ITD.

Directions to Enter an Individual Category: Video or Graphic Design

- Read all of the rules.
- By Participating in this contest to agree to follow these rules.
- Click the Registration menu item on the home page.
- Log in or create an account. Choose Graphic Design or Video when making your account.
- Upload your Graphic Design file OR include your Video YouTube link.
- Complete the registration form.
- For safety reasons, students, please do not include any personal contact or identifying information in your entry or entry description. For example, do not include your phone number or address in the description of your entry. Blur out license plate numbers and other identifiable information. All personal contact information will be securely saved on the registration form.
- You can only upload your entry once. Please make sure the file you upload is the final product.
- Proof of submission or sending your submission is not proof of receipt by Sponsor. Submission is held for review by the Create Real Impact Team prior to publishing on the website. Please allow up to 72 hours for approval.

SUBMISSION OF ANY ENTRY IN THIS CONTEST CONSTITUTES THE ENTRANT'S IRREVOCABLE ASSIGNMENT, CONVEYANCE, AND TRANSFERENCE TO SPONSOR OF ALL RIGHT, TITLE, AND INTEREST IN THE ENTRY, INCLUDING, WITHOUT LIMITATION, ALL COPYRIGHTS.

Rights to Use and Materials

Sponsor will have the right to edit, publish or otherwise duplicate any submissions entered into the contest without payment or notification to the entrant.

By submitting responses to the contest, entrants agree to the following:

"I am submitting an original entry to the Create Real Impact Contest. I certify that my entry is my own work and that I have abided by all guidelines and requirements of the Create Real Impact Contest. I understand that my entry will not be returned to me and will become the property of Impact Teen Drivers to use at its discretion in activities related to publicizing the contest and/or other activities. I further understand that judges' decisions are final."

If the Create Real Impact Contest is canceled, or if a winning entrant is unable to participate or found ineligible for any reason, the educational award(s) will be forfeited.

Entrants further agree that by submitting an entry to the Create Real Impact Contest that the entrant grants to Sponsor worldwide, non-exclusive, royalty-free right to distribute, publish and/or otherwise use the entrant's submission in any manner required to promote or otherwise operate the Contest or any other usage reasonably needed by such entities.

Late, Lost, or Incorrect Entries

Sponsor is not responsible for late, lost, incomplete, invalid, unintelligible, illegible, or misdirected submissions, which are void. In addition, by entering, contestants represent and warrant that the entries that they submit:

- Are their own original creations.
- Do not infringe any other person's or entity's rights including music, graphic design, etc.
- Not created or filmed while violating California Vehicle Code or any other state's Motor Vehicle Code.

LIMIT: One (1) entry per person during the Award Contest Period. **If you are a student participating with a teacher/advisor in the Create Real Impact High School Campaign Contest, you are eligible to enter your Video or your Graphic Design during the same contest period.

Community Champion Bonus Points for Individual Categories

An additional way to win educational grant money is by collaborating with local community champions. Ask them to post on their **official social media sites and** share the importance of safe driving choices. **Community champions are groups, agencies, or organizations in your community whose mission aligns with Impact Teen Drivers' efforts to end reckless and distracted driving.**

Community champions can be fire departments; law enforcement agencies; health care agencies; schools; community service organizations; city, county, or other municipal departments; etc. Posts shared by family, friends, teachers, or other personal or private social media pages will not be awarded points. This includes posts by individuals who are first responders, medical professionals, etc. and are posting to their personal page or other non-official social media account.

Posts by elected officials, such as mayor, town selectman, school board member, etc. are the only posts by individuals that will be awarded points. These posts must be posted through their official social media accounts, not a personal social media account.

To enter this category with your individual Video or Graphic Design, you will need to connect with community champions in your area and request that your entry, or approved Impact Teen Drivers content, is shared on their official social media platforms. To qualify for bonus points, each communication must contain the following information:

1. Your Create Real Impact entry OR one of the approved Impact Teen Drivers content pieces.
2. Links to BOTH ImpactTeenDrivers.org and CreateRealImpact.com.
3. A brief caption or description explaining the purpose of the post. An example of this could be the community champion sharing

your graphic design entry with a caption: "Check out this amazing graphic made by local teen, Johnny M.! Whenever you drive, do not forget to keep your eyes on the road, hands on the wheel, and mind on driving."

We provided a sample email template to start with your outreach at the end of the contest rules.

Once you have contacted your community champion agency or elected official and they have shared your entry, go to the Create Real Impact website and sign into your account to submit your bonus points. All submissions will be approved or denied by a panel of judges. You will receive points according to the champions you engage, and what and where they post. Keep in mind that some social media platforms do not automatically generate thumbnails when posting a link, therefore if you are sharing a Graphic Design entry or Impact Teen Drivers graphic resource, we encourage you to include the actual file in your outreach to your champions.

All information, pictures, or screenshots that you receive from the champions' posts must be submitted on the Create Real Impact website no later than Thursday, April 25, 2024, by 5 p.m. Eastern Time.

Each post is worth **500 points**. You may only have two posts PER champion, for 1,000 points per champion. The posts must be made on unique social media platforms (e.g., one on Instagram AND one on Facebook or other social media platform, not two posts on Instagram only). **You can work with as many champions as you would like.**

For example, you could reach out to your local fire department, your local police department, and your school's PTA. All 3 agencies could post on their official social media accounts. If each organization posts to one social media platform, you would receive 1,500 points total, 500 per organization. If each organization posts to two social media platforms each, you would receive 3,000 points total, 1,000 per organization.

For the purposes of this Contest, Community Champions are groups, agencies, organizations, and elected officials. Groups, agencies, and organizations MUST follow into the following two categories:

- Community Health, Safety, and Education Organizations: law enforcement agencies, health care organizations, fire departments, school districts, county health departments, parent-teacher organizations, etc.
- Community Boards or Service Organizations: SADD (Students Against Destructive Decisions), FCCLA, HOSA, Boy Scouts, Girl Scouts, National Charity League, Youth Advisory Councils, Kiwanis, Rotary, etc.

Elected officials may include governors, senators, state representatives, mayors, town selectmen/select people, city council members, school board members, etc.

HIGH SCHOOL CAMPAIGNS ARE NOT ELIGIBLE FOR THE COMMUNITY CHAMPION BONUS POINTS CATEGORY.

In the event of a tie between contestants, the winner will be chosen by and at the sole discretion of a panel of ITD judges.

Judging for Winners

Judging for the Individual Video and Graphic Design categories:

Winners will be chosen by a panel of qualified judges, whose decisions regarding the contest and related matters are final. Community Champions Bonus Points in no way influence the panel of judges' decision. Entries will be judged on:

- 25% concept/creativity
- 25% execution of the idea
- 50% effectiveness of the message (remember, the focus is SOLUTIONS)

Three (3) Community Champion Bonus Point Educational Grants may be awarded to the individual entrants with the most bonus points.

Judging for the High School Campaign category will be:

- 20% Technical, Content, and Components Requirements

- 40% Creativity and Cohesiveness
- 40% Effectiveness of Message

Three (3) High School Campaign Educational Grants may be awarded to the school entrants as chosen by a panel of qualified judges.

See the Participation Agreement, Submission guidelines and scoring rubric for more information <Link>.

All prize winners must respond with their required paperwork by May 10, 2024.

A published list of winners will also be presented on the website and social media the week of May 20, 2024. Winners must comply with all Contest rules as published. Sponsor reserves the right to revoke the announcement and award if the winner(s) cannot produce the required proof of eligibility.

In a tie, the most creative submission, as determined by judges in their sole discretion, will win the educational grant. THE DECISIONS OF THE CONTEST JUDGES ARE FINAL. No higher appeals will be recognized. SPONSOR RESERVES THE RIGHT NOT TO AWARD AN EDUCATIONAL GRANT IN ANY CATEGORY THAT HAS LESS THAN 30 ENTRIES.

Winners will be required to complete, sign, and return an affidavit of eligibility and liability and publicity release by May 10, 2024, or an alternate winner will be declared. If winners are minors, parents or legal guardians must execute and sign affidavits and all releases on the minor's behalf including a release approving the minor's participation in any press events.

Winners agree to conduct all media interviews related to the contest if requested and approved by the Impact Teen Drivers organization, and not disparage Impact Teen Drivers, Create Real Impact, or their partners during interviews. Failure to comply with this requirement for any reason or return of educational grant notification or educational grant as undeliverable will result in forfeiture of educational grant and an alternate winner may be selected by the judges from the remaining eligible entries and awarded the educational grant. Acceptance of any educational grant shall constitute and signify the winner's agreement and consent that Sponsor may use the winner's name, address (city and state), likeness, and/or educational grant information for contextual purposes worldwide, including the internet, without limitation and

without further payment or consideration, except where prohibited by law, including incorporation of winner into Create Real Impact award publications.

Educational Grants

All educational grant awards will be issued upon verification of the identity of each winner, verification of school affiliation, and/or active registration. Transfer of individual awards is not allowed. SPONSOR RESERVES THE RIGHT NOT TO AWARD AN EDUCATIONAL GRANT IN ANY CATEGORY THAT HAS **LESS THAN 30 ENTRIES**.

INDIVIDUAL AWARDS

Three (3) Video Category Winner Educational Grants of \$1000, \$500, and \$250 may be awarded by a panel of qualified judges, whose decisions regarding the contest and related matters are final. Award must be used to purchase educational supplies and/or towards tuition assistance at an accredited educational institution (secondary [middle/high] school, trade school, college, or university).

Three (3) Graphic Design Category Winner Educational Grants of \$1000, \$500, and \$250 may be awarded by a panel of qualified judges, whose decisions regarding the contest and related matters are final. Award must be used to purchase educational supplies and/or towards tuition assistance at an accredited educational institution (secondary [middle/high] school, trade school, college, or university).

Three (3) Community Champion Bonus Point Educational Grants of \$1500, \$1000, and \$500 may be awarded to the entrant with the most bonus points. Award must be used to purchase educational supplies and/or towards tuition assistance at an accredited educational institution (secondary [middle/high] school, trade school, college, or university). ITD's determination of bonus points is final.

SCHOOL AWARDS

Three (3) High School Campaign Category Educational Grants of \$10,000, \$5,000, and \$2,500 may be awarded by a panel of qualified judges, whose decisions regarding the contest and related matters are final. Award must be used for a post-graduation celebration, a post-prom party, driver education/safety programs, or otherwise to promote health and safety at the school.

All taxes on the educational grant are the winners' responsibility. No cash equivalent. All awards are non-transferable, and no substitution will be made except as provided herein at the Sponsor's sole discretion. Each award will be written solely to the individual or the school winner; checks cannot be split by ITD.

General Rules

By entering or participating in the Contest, participants agree to be bound by these Official Rules. Sponsor assumes no responsibility for electronic hardware, programming, or software malfunctions, or failures, or line connections, accessibility or availability, or technical failures of any kind, or unauthorized human intervention, or the incorrect or inaccurate capture of any entry or other information, or for the failure to capture any such information. Sponsor is not responsible for: any incorrect or inaccurate information, whether caused by contestants, or by any of the equipment or programming associated with or utilized in the Contest; technical failures of any kind, including, but not limited to, malfunctions, interruptions, or disconnections in phone lines or network hardware or software; unauthorized human intervention in any part of the entry process or the Contest; technical or human error that may occur in the administration of the Contest or the processing of entries. Further, if, for any reason, the Contest is not capable of running as planned by reason of infection by virus, bugs, worms, tampering, unauthorized intervention, fraud, technical failures, or any other causes that, in the sole opinion of the Sponsor, may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, Sponsor reserves the right, at their sole discretion, to cancel, terminate, modify, or suspend the Contest, and select the winner for the Contest from the entries received prior to the action taken or in other such manner as deemed fair and appropriate by Sponsor. Participants, by receipt of an educational grant in this Award Contest, hereby waive and release, and agree to hold harmless the

Sponsor, all promotions and advertising agencies, and their respective parents, subsidiaries, affiliates, distributors, advertising and promotions agencies and all of their respective officers, directors, employees, representatives, and agents, from and against, any and all rights, claims, and causes of action whatsoever that they may have, or which may arise, against any of them for any liability for any matter, cause or thing whatsoever, including but not limited to any injury, loss, or damage, whether direct, compensatory, incidental, or consequential, to person, including death and property, arising in whole or in part, directly or indirectly, from their acceptance, possession, use, or misuse of the educational grant in the Contest, or their participation in the Contest, or their participation in any Contest or educational grant related activity, or any travel related to the Contest or any travel for any educational grant related activity. Winner also further acknowledges that Sponsor, their affiliates, subsidiaries, employees, officers, directors, and promotions and advertising agencies have neither made, nor are in any manner responsible or liable for, any warranty, representation, or guarantee, expressed or implied, in fact or in law relative to any educational grant or the Contest including, but not limited to, quality, condition, or fitness for a particular purpose. Except where prohibited, entrant agrees that any and all disputes, claims, and causes of action arising out of or connected with this Contest or any educational grant awarded shall be resolved under the laws of the State of California, without respect to any conflict of law issues, and entrant agrees that such shall be resolved individually, without resort to any form of class action, and exclusively by the Federal and State Courts of California.

RULES/WINNERS LIST REQUESTS: To obtain these rules or a list of contest winners, send a self-addressed stamped envelope to: Impact Teen Drivers, 2210 21st Street, Sacramento, CA 95818. Requests for winners' lists must be postmarked on or before May 31, 2024.

SPONSOR: Impact Teen Drivers, Attn: Create Real Impact Contest, 2210 21st Street, Sacramento, CA 95818.

All state laws apply to this contest, and parental permission for further contact and actual educational grant award may be required. (The approximate odds of winning will depend on the number of entries received.)

(Sample template emails for community champions below)

Community Champion Email Template for Individual Entries Only

This is an email template to use when contacting local community champions. Make sure to edit all the italicized yellow highlighted areas and insert your contest entry and description where noted.

Dear *Community Champion Name*,

My name is *Your Name* and I am a student from *Your High School*. I am contacting you because I have entered [Impact Teen Drivers' Create Real Impact](#) contest to help educate my peers about the number one killer of teens in America—car crashes. Most of these crashes (75%) are caused by reckless and distracted driving and are 100% preventable! I need your assistance to reach more teens and their influencers to help them understand how to stay safe behind the wheel as drivers or as passengers.

Part of this competition awards participants educational grant money for collaborating with local community champions to use their agency or department's official social media accounts to share the importance of safe driving choices. I would be honored if *Name of Community Champion's Organization* would share my contest entry on your official social media accounts. I have included my entry and a brief caption below for your review.

Insert your contest entry along with a description here.

The deadline for me to provide proof of our collaboration for the contest is Thursday, April 25, by 5:00 PM Eastern Time. I will be grateful if you notify me and share my entry by [*Provide the champion a specific day and time, to allow you time to upload your proof no later than 4:00PM Eastern Time on April 25*]. If you have any questions or concerns, please do not hesitate to let me know. I look forward to hearing from you.

Thank you for the work you do in our community!

Sincerely,

Your Name

Community Champion Template Email for ITD Approved Shared Content
for Individual Entries Only

Below is a template email that you can use to reach out to local community champions. Make sure to edit all the yellow highlighted areas and insert your chosen Impact Teen Drivers approved content/caption where noted. Approved content is available from SpeakUp4Safety.org.

Dear *Community Champion Name*,

I hope this email finds you doing well. My name is *Your Name*, and I am a student from *Your High School Name*. I am reaching out because I have entered [Impact Teen Drivers' Create Real Impact](#) contest to help educate my peers about the number one killer of teens in America: car crashes. Most of these crashes (75%) are caused by reckless and distracted driving and are 100% preventable! I need your assistance to reach more teens and their influencers to help them understand how to stay safe behind the wheel as drivers or as passengers.

Part of this competition awards participants educational grant money for collaborating with local community champions to use their agency or department's official social media accounts to share the importance of safe driving choices. I would be honored if *Name of Community Champion's Organization* would share ITD's educational resources on your official social media accounts. I have included the ITD resource and a brief caption below for your review.

Insert ITD approved content and description here.

The deadline for me to provide proof of our collaboration for the contest is Thursday, April 25, by 5:00 PM Eastern Time. I will be grateful if you notify me and share my entry by [*Provide the champion a specific day and time, to allow you time to upload your proof no later than 4:00PM Eastern Time on April 25*]. If you have any questions or concerns, please do not hesitate to let me know. I look forward to hearing from you.

Thank you for the work you do in our community!

Sincerely,

Your Name