



# Youth 4 Youth Digital Media Contest

## Poster Submission Rules



**YMCA**  
Youth for Youth  
Gambling Education  
Program (Y4Y)

**YMCA**  
Programme d'éducation  
sur les jeux de hasard  
par et pour les jeunes

# CONTEST RULES

## Poster Submission

### ELIGIBILITY

In order to participate in the Youth for Youth Digital Media contest, all contestants must meet the following criteria:

- Between the ages of 18 - 24
- Live in the province of Ontario at the time of participation
- Complete all components of the program evaluation process (including a Phone Call Interview and Exit Survey)
- Have not previously placed in first, second or third place in previous rounds of the Youth for Youth Digital Media Contest

Contestants are welcome to submit an entry as an individual or with a team, provided all team members meet the eligibility criteria above. For team entries, the prize money will be divided evenly among all teammates.

### CONTEST DETAILS

#### Overview

The Youth for Youth Digital Media Contest is designed to educate and empower young people to raise awareness on the blurred lines between gambling and gaming, and the available support resources in Ontario. **The contest encourages young adults between the ages of 18 and 24 to develop:**

- 1) **A 60 second video OR**
- 2) **A poster**

Contestants are welcome to submit a poster **and** video for the contest. However, contestants should be aware that the poster and video processes are independent of one another. This document will expand upon the rules and requirements for contestants who are **submitting a poster** for the contest. (To read about the Video Submission rules, please go to the document titled: [Y4Y Video Submission Rules.](#))

After registering for the contest, contestants will be provided with the necessary digital resources to participate. Therefore, contestants do not require any prior knowledge on gambling or gaming to participate in the contest. However, it is expected that contestants conduct their own research to further their understanding on their chosen topic. Poster submissions are welcome in either English or French.

After the submission deadline, submissions will be screened by the Program Coordinator. Following this, a jury of contest organizers and a jury of youth volunteers (aged 15 to 18) will evaluate the submissions and assist in shortlisting the top 5 poster submissions. Next, the top 5 poster submissions will be voted on by the public via an online voting platform. The top 5 contestants will receive a final score that is comprised of 25% public voting score and 75% youth jury score. The three highest scoring contestants will move on to the Youth Impact Survey phase. During this final phase, the top 3 submissions will be shown to groups of youth across Ontario. Based on the youth's evaluations, the contestants will be placed in first, second and third place.

## Contest Objectives

The objective of the Youth for Youth Digital Media Contest is to raise youth awareness on gambling and to prevent youth problem gambling. The contest also aims to increase awareness on available resources related to gambling and gaming in Ontario, Canada. The contest objectives must be reflected in contestants' submissions.

## Topics Chosen for the Contest

The theme of the contest focuses on the unconventional forms of gambling that blur the lines between gambling and gaming. **Participants must select and answer one of the following questions in their poster:**

1. How do loot boxes or mystery chests present themselves in a way that is similar to gambling?
2. How does the Freemium Model present itself in a way that is similar to gambling?
3. Casino style activities/games can be found within video games. How may this blur the lines between gambling and gaming?
4. How does betting on E-Sports, which is a game of skill, blur the lines between gambling and gaming?

In addition to answering one of the above questions, **all** poster submissions must include the following:

- At least **one relevant** harm reduction strategy
- A support resource that is **relevant** to the question or harm reduction strategy included in your poster

The resources provided to contestants after registration will clearly explain the above topics, outline possible harm reduction strategies and review possible resources.

# POSTER SUBMISSION RULES

## Content:

All poster submissions must utilize a balanced and neutral tone towards gambling and gaming. Submissions should emphasize prevention and encourage peers to lead a healthy lifestyle by making informed decisions.

- The poster must answer only **one** of the four questions above in entirety.
- The poster must include at least **one relevant** harm reduction strategy.
- The poster must include at least **one** resource that the audience can access for more information or support. The resource must be relevant to the topic of the poster.
- The poster must be static.
- Only copyright-free visual materials can be used in the poster submissions or necessary authorizations to use copyrighted materials must be obtained. Submissions that include copyrighted materials without authorization will be deemed ineligible and will be eliminated from the contest. Please see the Copyright Information section below to learn more about copyright requirements.
- The poster must not contain coarse language, offensive, racist or inappropriate comments, violence, or promote the use of drugs. Contest organizers reserve the right to refuse, modify or delete a poster that is deemed inappropriate.
- Each participant irrevocably and in perpetuity grants the contest organizers, without compensation, the right to use the poster submission, in whole or in part, in any way, to reproduce, make derivatives, modify, translate, distribute, transmit, publish, license and broadcast the poster submission worldwide, by any means.
- Any actors/models in the poster submission must participate voluntarily and be over the age of 18.
- The poster must be saved as a JPEG or PDF file.
- The format of the poster must be vertical and have the dimensions of 47" width and 68" length.
- The poster must be 300 DPI and in CMYK colour.
- The graphics used on the poster must support or enhance the overall messaging of the poster.

# REGISTRATION AND SUBMISSION GUIDE

## Instructions for Registration Process

Contestants can register for the Round 3 of the contest until October 31<sup>st</sup>, 2019.

- To register, visit the Y4Y Website: <https://ymcagta.org/Y4Y>
- To submit a poster for consideration, contestants must register for the contest prior to the Registration Deadline of October 31<sup>st</sup>, 2019.
- Once registered, contestants will receive an email that confirms your registration and includes necessary materials and resources. If you do not receive this email, contact the Contest Organizer at [y4y@ymcagta.org](mailto:y4y@ymcagta.org) as soon as possible.
- If you are registering as a team, please:
  - Select and provide an appropriate team name
  - Assign a team leader for your team
  - Ensure that all team members register individually using the same team name and team leader name
  - Ensure the team leader is responsible for submitting the poster submission before the Submission Deadline
  - Note: When registering as a team, the prize money will be divided among all teammates evenly
- After reviewing contest materials and resources, contestants are welcome to email or call the Contest Organizer to ask any further questions.
  - a. Contest Organizer Email: [y4y@ymcagta.org](mailto:y4y@ymcagta.org)
  - b. Contest Organizer Phone: 416-928-3362 x 22629

## Instructions for Submission Process

All submissions for Round 3 of the Y4Y contest are due on November 4<sup>th</sup>, 2019.

- Submission of posters will take place through a Google Form. The submission link can be found on the Y4Y Website: <https://ymcagta.org/Y4Y>.
- The team leader is responsible for submitting the project.
- After submitting the poster, contestants will be asked to complete an exit survey. The survey is designed to evaluate learning and effectiveness of the contest. The evaluation process is organized by a third party firm and is mandatory for all contestants. All team members must complete the Exit Survey independently.
- From November 4<sup>th</sup>, 2019 to December 2<sup>nd</sup>, 2019, all submissions will be screened and reviewed by the Contest Organizer.
- On December 2<sup>nd</sup>, 2019, all contestants will receive feedback regarding their submission. Contestants will have one month to apply the feedback they received.

- Contestants must re-submit their final posters by January 6<sup>th</sup>, 2020. Submissions that remain ineligible or do not successfully apply the feedback received will be eliminated from the contest at this time. The Contest Organizer reserve the right to disqualify, remove and eliminate any poster submissions from the Y4Y Contest.
- The Contest Organizer Jury will evaluate all submissions from January 27<sup>th</sup>, 2020 to February 3<sup>rd</sup>, 2020. The Contest Organizer Jury will shortlist the top 8 poster submissions.
- The Youth Jury will view and evaluate the top 8 poster submissions on February 19<sup>th</sup>, 2020. The Youth Jury will shortlist the top 5 submissions.
- On February 26<sup>th</sup>, 2020 until March 4<sup>th</sup>, 2020 the top 5 poster submissions will be posted online on for the week long public voting period.
- On March 9<sup>th</sup>, 2020 until April 30<sup>th</sup>, 2020 the top 3 submissions will be shown to various groups of youth across Ontario to select the first, second and third place winners.

## IMPORTANT DATES

**Registration Deadline:** October 31<sup>st</sup>, 2019

**Submission Deadline:** November 4<sup>th</sup>, 2019

**Submission Revision Period:** December 2<sup>nd</sup>, 2019 until January 6<sup>th</sup>, 2020

**Contest Organizer Evaluation:** January 27<sup>th</sup>, 2020 until February 3<sup>rd</sup>, 2020

**Youth Jury Evaluation:** February 19<sup>th</sup>, 2020

**Public Vote:** February 26<sup>th</sup>, 2020 to March 4<sup>th</sup>, 2020

**Youth Impact Survey:** March 9<sup>th</sup>, 2020 until April 30<sup>th</sup>, 2020

**Award Ceremony & Winner Announcement:** June 4<sup>th</sup>, 2020

# WINNER SELECTION PROCESS

## Criteria used for Poster Submission:

Below are the criteria that the contest organizer will use to evaluate Poster Submissions:

- Submission Requirements
  - One of four questions answered
  - One relevant harm reduction strategy
  - One relevant resource for support or more information
  - Vertical orientation and correct dimensions
  - 300 DPI and CMYK Format
- Copyright Requirements
- Accuracy of Information
- Clarity of Information
- Effective and Relevant Use of Graphics

*Please see the Contest Rubric Document for more information.*

Below are the criteria that jury members will use to evaluate Poster Submissions:

- Quality of Submission
- Design Quality and Visual Appeal
- Impact of Submission

*Please see the Contest Rubric Document for more information.*

**Contest Organizer Jury:** This jury is comprised of contest organizers who have knowledge of the gambling or digital media field. This jury will view eligible submissions and will select the top 8 posters. This evaluation will take place from January 27<sup>th</sup>, 2020 to February 3<sup>rd</sup>, 2020.

**Youth Jury:** The jury is comprised of youth volunteers who are between the ages of 15 and 18. This jury will view and evaluate the top 8 poster submissions and will select the top 5 poster submissions. This evaluation will take place on February 19<sup>th</sup>, 2020.

**Public Vote:** The top 5 posters will be posted online for the public voting period from February 26<sup>th</sup>, 2020 until March 4<sup>th</sup>, 2020. During this time, the public will be asked to vote for their favorite poster. Voters will also be asked to complete a brief survey after voting, if interested. When choosing the top 3 submissions, the Youth Jury evaluation will contribute 75% of the contestant's final score. The remaining 25% will be from the Public Vote score.

**Youth Impact Survey:** During the Youth Impact Survey phase, the top 3 submissions will be shown to various youth groups across Ontario. These youth will evaluate the submission. Based on their evaluation, the top 3 submissions will be placed in first, second and third place. The Youth Impact Surveys will take place from March 9<sup>th</sup>, 2020 until April 30<sup>th</sup>, 2020.



## Top 3 Contestants

- The top 5 contestants will be invited to the Award Ceremony, where the top 3 winning posters will be announced.
- At the Award Ceremony, contestants will be awarded with their prize money.
- All attendees of the Award Ceremony will be asked for written consent to photographs that will be taken by the Contest Organizers, without further compensation.
- All attendees must also complete a Participant Consent Form prior to attending the ceremony.
- Each participant irrevocably and in perpetuity grants the contest organizers, without compensation, the right to use the poster submission, in whole or in part, in any way, to reproduce, make derivatives, modify, translate, distribute, transmit, publish, license and broadcast the poster submission worldwide, by any means.

## EVALUATION OF CONTEST

Upon submission of your final project, each contestant will be **required** to complete an online exit survey and phone call interview. The questions of the online exit survey and phone call interview are designed to evaluate learning and effectiveness of the contest. The evaluation components are led and analyzed by a third party and participants' responses will not impact the evaluation of their submission in any way. The phone call interview will provide evaluators with more in depth responses to select questions that will provide useful insight as to what can be improved for future contests.

## POSTER SUBMISSION PRIZES

1<sup>st</sup> prize: \$500

2<sup>nd</sup> prize: \$300

3<sup>rd</sup> prize: \$200

\*Contest organizers reserve the right not to award any prizes if they deem, at their sole discretion, that there are too few posters submitted, that the quality of all posters is poor or that the posters do not meet the eligibility requirements.



# COPYRIGHT INFORMATION

Visual material that is protected by copyright cannot be included in the poster submissions for the Youth for Youth Digital Media Contest. Submissions received that contain copyrighted materials will be asked to remove the copyrighted materials at the Submission Revision phase. If contestants do not remove the copyrighted materials during the Submission Revision phase, they will be disqualified.

Alternatively, contestants can obtain the necessary authorizations to use copyrighted visual materials. If the necessary permissions are acquired, copyrighted materials can be used in the submission. Permissions must be submitted to Contest Organizers during the Submission Process.

Contestants will receive a Copyright Information Document after registration that outlines resources for accessing copyright-free materials and reviews what materials are traditionally covered by copyright. If contestants have questions regarding copyright, please contact the Contest Organizer at [y4y@ymcagta.org](mailto:y4y@ymcagta.org).

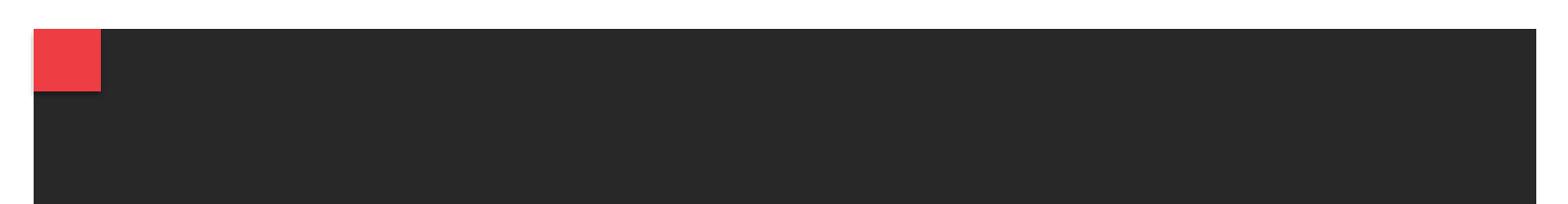
## TERMS AND CONDITIONS

The Youth for Youth Education Program reserves the right, in its absolute discretion, to disqualify a poster it believes does not respect or potentially not respect one or several of the Y4Y rules.

The contest organizers reserve the right to modify, suspend or cancel the contest for any reason, without any prior notice.

These rules may be changed without notice or reason including, if necessary, to comply with any applicable law. By entering this contest, participants agree to abide by these rules and acknowledge that the contest organizers shall not be responsible for any damages, costs, demands, claims or losses of any kind, incurred by any contestant as a result of participation in this contest.

**Poster Originality:** All content included in the poster submission must be original. The poster submission must not infringe upon or violate any laws or any third party rights. This includes but is not limited to: copyright, patent, trademark, trade secret or other proprietary rights. Poster submissions must not lead to any cause of action including libel, defamation, privacy violation, contract breach or tort. The participant must obtain all necessary permissions, licenses, clearances, releases, waivers of moral rights and other approvals from third parties necessary to use the poster submission, in whole or in part (including but not limited to: all copyright holders and all individuals appearing in the poster submission), without limitation, to reproduce, make derivatives, edit, modify, translate, distribute, transmit, publish, license and broadcast the poster submission worldwide, by any means. Any and all such permissions, licenses, clearances, releases, waivers of moral rights and approvals must be attached to the poster submission.




Submissions from contestants who have previously participating in the Y4Y Contest (but did not place in first, second or third place) are permitted. However, the poster submission must be unique from the previous submission and bare as little resemblance as possible to their previous work. The Contest Organizer reserves the right to deem a returning contestants' submissions as unoriginal.

**Content restrictions:** Posters must not contain, illustrate, comment or target, without exception, any of the following:

- Obscenities, offensive or sexually explicit language, nudity, hurtful content, or equally unacceptable language or content;
- Ensure that minors (below 18) are not pictured on your poster.
- Language or content that is malicious, threatening, offensive, degrading, defamatory, racist, insulting, hateful, violent or obscene, acts of explicit violence or discriminatory language or content;
- Any individual, which the participant or the people who agreed to be included, in accordance with the official rules, who is identifiable in any way;
- Any reference to personal information concerning other people, including their names or information that could be used to identify or locate another person or otherwise considered as an infringement of privacy of another person;
- Content that encourages violence, intimidation or illegal behavior, or tolerating these behaviors, or encouraging prejudices, hatred or prejudices towards a group or a person, or encouraging discrimination or exploitation based on race, gender, religion, disability or age;
- Any illegal claims or content;
- Defamation, libel or slander;
- Dangerous stunts;
- The use of any type of real weapons;
- Drug use;
- Any other content deemed offensive by Y4Y or the jury, at their sole discretion.

Y4Y reserves the right to determine, at its sole discretion, if the content of a poster contravenes the poster related requirements.

**Indemnity and limitations of liability:** Your personal safety and that of other individuals involved in the making of the poster must be maintained. Do not put anyone at risk during the making of the poster. If you show dangerous tasks in your poster, you must follow all safety regulations and take all necessary precautions to prevent any injuries. Each participant accepts to defend, indemnify and save harmless from the Y4Y contest, its employees, officers, directors and agents as well as the jury from any and all lawsuits, claims, losses, injuries, death, damages and expenses, including any reasonable legal costs arising out of the participant's poster or in connection with the latter in any way, and to release the Y4Y, its employees, officers, directors and agents as well as the jury from any liability in connection with the Contest (including the awarding of a prize).



**Grant of rights:** By participating in the contest and by submitting a poster, each participant:

- Grants the Youth for Youth Education Program an irrevocable, non-exclusive, royalty-free and perpetual license and right (including the right to sub-license) to copy, modify, reproduce, broadcast, display, publish, show in public, expose, encode, stock, adapt, transmit and use or present, in whole or in part, the poster through any current or future means of communication (including any future promotional or educational project and school presentations ), and including, but not limited to, the perpetual distribution over the Internet starting on the date of participation, including, but not limited to, the administration and promotion of the contest;
- Waives, in favor of the Y4Y, all intellectual property rights, public image and privacy rights, moral rights or any other right recognized by the law that he/she may have acquired for the poster or its features, if applicable, and which may prohibit the Y4Y from using the poster;
- Waives and releases the Y4Y, its employees, officers, directors and agents as well as the jury of any claim based on public image rights, defamation, invasion of privacy, copyright, trademark infringement or any other legal action concerning the poster intellectual property rights.
- The participant grants these rights, free of charge, to the Y4Y and accepts that no other permission or further copyright payment to the participant or other party be required.