

2021 COVID-19 Vaccine Contest & Giveaway

Eligibility, Rules, Privacy Policy & Media Release

CONTEST & GIVEAWAY ELIGIBILITY

- Vermont residents or people who live in Vermont at least part-time (e.g., college students, snowbirds, etc.).
- People age 18 and older.
- State of Vermont employees and employees of our marketing and media partners (Hark & Mount Mansfield Media) and their eligible family members may submit content but are not eligible to win the \$500 giveaway.

CONTEST & GIVEAWAY RULES

- Contest submissions must be received no later than Friday, April 16, 2021 at 5:00 PM EST.
- One submission per individual will be accepted. If multiple entries are submitted, only the first entry will be considered.
- All submissions must be original work created by the individual entering.
- Only submissions with content deemed appropriate for the public will be accepted. No gratuitous sex, violence, profane language or other offensive material will be accepted.
- Submissions must not highlight products, labels or corporate names. Product labels should be covered.
- All submissions must comply with copyright regulations.
- Selected submissions may be featured as part of the Vermont Department of Health's COVID-19 vaccine campaign, which includes, but is not limited to, a short TV commercial. Submissions selected for the advertising campaign will be alerted in early May.
- One eligible participant will be randomly selected to win a \$500 cash card. They will be alerted by phone and email that they have won on Monday, April 19, 2021. They will have seven days to claim the prize.
- The \$500 cash card winner's submission will still be included in the pool of eligible submissions for the vaccine campaign but will not automatically be selected for use.
- All submissions will become the property of the Vermont Department of Health.
- All submissions will be reviewed for eligibility by the VDH staff and may be disqualified at their discretion for failure to meet eligibility or submission guidelines.

CONTEST & GIVEAWAY PRIVACY POLICY

- This contest adheres to the privacy and other policies specified by the State of Vermont: <https://www.vermont.gov/policies>.

- Personal information and data will be stored on an encrypted, secure online database. Your name, contact information, and shared content will only be made available to contest staff for the purposes of reviewing your submission, confirming your eligibility, contacting you about winning the \$500 cash card and/or using your submission in our ad campaign.

CONTEST & GIVEAWAY MEDIA RELEASE

By completing this form and selecting “Agree,” you agree to the following:

I hereby grant the State of Vermont (hereafter called “State”) the absolute and irrevocable right and unrestricted permission in respect to text-based, photographic and/or video images that were supplied to the State to use, reuse, publish, and re-publish the same in whole or in part, individually or in any and all media now or hereafter known, and for any purposes whatsoever, for illustration, promotion, art, editorial, advertising, and trade, or any other purpose whatsoever without restriction to alteration.

I hereby release and discharge the State from any and all claims and demand arising out of or in connection with the use of the photographic or video images, portraits or pictures, including without limitation any and all claims for libel, copyright violation, or violation of any right of publicity or privacy.

This Authorization and Release shall also inure to the benefit of heirs, legal representatives, licensees, and assigns of the photo/videographer of the images, as well as the person(s) for whom the pictures and/or videos were taken. I further confirm that I have obtained the consent of all persons appearing in the images where the law or custom require it.

I hereby acknowledge and that I was 18 (eighteen) years of age or older on the date that I created each image provided under this release and have the right to contract in my own name. I have read the foregoing, have received an adequate opportunity to seek legal or other advice before signing, and fully understand the meaning and effect thereof and intend to be legally bound by this Authorization and Release. This

Authorization and Release shall be binding upon me and my heirs, legal representatives, and assigns.