

Campaign Rules and Regulations

Campaign Name: "It's in Your Hands"

Eligibility:

Open to individuals and teams in Chennai, Mumbai, Hyderabad and Indore.

Participants under 18 must have parental consent.

Video Content Guidelines

Footage Requirements:

Snow Arena Footage (20%): Should depict scenes covering the snow arena at Snow Kingdom

Outside Snow Arena Footage (80%): Must include practical solutions to noise, air, and ocean pollution. Real-life scenarios, not animated or graphical, should be portrayed.

Technical Specifications

Duration: min 45 seconds.

Format: HD or 4K resolution, with clear audio.

Editing: Videos should be edited for clarity and impact but must reflect real-time actions .

Submission Guidelines

Submission Process:

Format: Submit video files in .mp4 or .mov format.

Platform: Upload videos to the designated campaign platform or submission portal as specified in the campaign announcement.

Deadline: All submissions must be received by 14/12/2024. Late entries will not be considered.



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Documentation Required:

Entry Form: Complete the online entry form with details about the video and participants.

Consent Form: For participants under 18, a signed consent form from a parent or guardian is required.

Recognition:

Winning videos will be featured on Snow Kingdom's official channels and environmental platforms.

Legal and Ethical Considerations

Originality:

All content must be original and created by the participants. Plagiarism or use of unauthorized third-party content will lead to disqualification.

Permissions:

Obtain necessary permissions for all locations and individuals featured in the video. Ensure that all footage respects privacy and intellectual property rights.

Compliance:

Videos must comply with local and international laws regarding environmental regulations and public decency.

Campaign Ethics and Conduct

Respect and Integrity:

Participants must maintain respect and integrity in their representations of pollution issues and solutions.

Videos should avoid sensationalism or misleading information.

Social Media and Publicity:

By participating, entrants agree to have their videos used for promotional purposes related to the campaign.

Summary Table

Category	Details
Campaign Name	It's in Your Hands
Eligibility	Open in 4 locations; participants under 18 need parental consent
Video Content	45 seconds; 20% snow arena, 80% practical pollution solutions; no graphical elements
Submission	.mp4 or .mov format; upload by [14 /12/2024]; online entry form and consent required
Judging Criteria	Creativity, practicality, impact, technical quality
Prizes	Grand prize, 2nd prize, and 3rd prize
Legal Considerations	Original content; permissions for locations and individuals; compliance with laws
Ethics	Respectful representation; no sensationalism
Technical Support	Available for submission issues; contact details on campaign website
Queries	Directed to campaign support team via email or contact form

***Videos with high engagement and maximum likes have a greater chance of leading the race to win top prizes.**