

OFFICIAL CONTEST RULES

Create a Video Reel and Enter to Win!

U.S. Embassy Berlin and the Allied Museum celebrate the U.S.-Germany relationship by giving you a chance to showcase the 75th Anniversary of the Berlin Airlift! Winners will receive an invitation from the U.S. Ambassador to U.S. Embassy's Fourth of July Gala Celebration in Berlin. The runner-up will get a free pass to the Deutsches Technikmuseum!

All you have to do is tell us what the story of the Airlift means to you!

Follow the steps below to enter:

- Follow our official Instagram accounts (@usbotschaft, @usambgermany @alliiertenmuseumberlin).
- In accordance with the **Video Content Requirements**, create and post a 15-to-60 second video reel on your Instagram account explaining the story of the airlift and what its history means to you. Your video reel will constitute your Contest submission.
- Note: Please carefully review the **Video Content Requirements** below. Under the Rules, your submission may **not** include any content you did not create. This means your video reel may not feature any third-party music, clips, etc.
- Tag our official Instagram accounts (@usbotschaft and @usambgermany and @alliiertenmuseumberlin) in your post.
- Tag three other friends in your post!
- One submission per contestant/group
- If there is a tie, the winner will be randomly drawn using an online randomizer.

The Contest runs from April 15 to May 3. You can participate individually or as a group of no more than 3 people. One winning submission and winner and one runner-up submission and runner-up will be selected through this Contest. The winner will be announced on or before May 8 and will be contacted via direct message on Instagram. The winners must respond within 24 hours to claim the prize.

Contestant Eligibility

- Contestants must be at least **16** years old on the date of entry into the contest and not older than 20 years. Contestants **must be citizens or Permanent Residents of Germany** and may not be U.S. citizens or lawful permanent residents. The contest is aimed at pupils of the region Berlin/Brandenburg.
- The individual submitting the entry will be considered the contestant and will be the only individual eligible to compete for the prize. Organizations are not eligible to compete for the prize, either as an entity, or through representation by an individual. In order to be eligible for the prize, the contestant must provide complete and accurate information.
- The following individuals are **not** eligible to participate in the contest: Employees, interns, directors, and officers of the Contest Sponsors, or the U.S. Government; or any employees, interns, directors, or officers of any agencies, companies or entities involved in the administration, advertising, judging, creation, development, execution, and/or fulfillment of this contest, and the immediate family members (defined as spouse, recognized partner, parent, child, sibling, and spouse or “step” of each) and those living in the same household of each such individual.
- Once a submission has been accepted for entry into the contest, the contestant’s name (or User ID, if the contestant wishes to remain anonymous) and country may be publicly identified at the sole discretion of the contestant.

Selection of Winners

- All videos are subject to pre-screening by Contest Sponsors to ensure compliance with these Official Contest Rules. Contest Sponsors reserve the right in their sole and absolute discretion to verify in the final analysis whether a potential winner or potential winning video submission has fully complied with these Official Contest Rules before posting to the contest site, awarding prize, recognizing a winner, etc.
- **Judging Criteria:** Submissions must follow the contest criteria. There are three categories: Relevance to the Theme, Creativity, and Quality. For each category, you can score 0, 1, or 2 points depending on how the video meets the criteria in each category. Videos that exceed 60

seconds will be cut off at the 60 second mark. The video with the highest total score after tabulation wins the tickets. If there is a tie, the winner will be randomly drawn using an online randomizer. The video with the second-highest score will be the runner-up.

- **The Winners:** The contestant with the winning video submission and the runner-up will be required to sign and return to Contest Sponsors a statement of eligibility and liability/publicity release, and provide identification card; otherwise, he/she will be ineligible for any prize and will forfeit being recognized as the winner. The potential winner will be contacted via Direct Message on Instagram. If Contest Sponsors do not receive a reply from the potential winner within 24 hours of messaging him/her, disqualification and/or selection of an alternate winner from among all remaining eligible submissions may result. The winner may be announced on the Embassy's website and/or its social media pages. The winner may choose to use an alias instead of their real name and may request other identifying information be kept private.

Video Content Requirements:

- Video reel Contest submissions must not contain obscenity, explicit sexual material, nudity, profanity, graphic violence, calls or incitement to violence, commercial solicitation or commercial promotion. Submissions must conform to local law and must not contain content or images that could be considered abusive, inflammatory, denigrating, or disrespectful to any of the Contest Sponsors, or to any groups, individuals or institutions. Submissions must adhere both in appearance and in fact to the norms of civil discourse. In other words, the content of all submissions must be suitable for a global, public audience.
- A submission must be original content created by the contestant and must not contain any elements that are protected by someone else's copyright or otherwise subject to third party intellectual property or proprietary rights, including privacy and publicity rights (except as expressly permitted in subsection (e) below). In this Contest, Contest Sponsors recognize **no** allowance for "fair use" of any copyrighted material, nor do Contest Sponsors recognize allowance for use of any materials licensed from or created or owned by a third party.

- Contest Sponsors reserve the right to disqualify, at their sole and absolute discretion, any submission that does not adhere to these criteria and to the intent and substance of these Official Contest Rules.
- In the event of any question or difference of views regarding compliance with, interpretation, or application of these content requirements or other provisions of these Official Contest Rules, Contest Sponsors reserve the exclusive right to resolve such questions or differences of views in their sole and absolute discretion.
- By posting a video reel submission as part of this Contest, each contestant affirms that he/she has obtained written consent from any individual whose image or likeness may appear in his/her video reel (or from the individual's parent/legal guardian if any such individual is considered a minor in their country of residence). Each contestant further affirms that he/she is prepared to provide reliable documentation of any and all such consent upon request. Failure to do so may result in the disqualification of Contestant's submission at Contest Sponsors' sole and absolute discretion.
- **Editing of Video:** All conventional video-editing techniques are allowable. Video submissions may be edited through any program and in any format, but must be compressed and submitted in a format the Instagram platform accepts.

Liability and Rights

- Contest Sponsors do not endorse any submissions or messages expressed therein, and Contest Sponsors expressly disclaim any and all liability in connection with the submitted video including disputes between collaborators related to a submission.
- The Contest and its sponsors do not permit copyright infringing activities or infringement of any other intellectual property rights, and Contest Sponsors reserve the right to remove and disqualify any submission they deem to be in violation of another party's copyright or other intellectual property rights.
- Contestants retain sole ownership of their original work. The submission remains the intellectual property of the contestant, and the Contest Sponsors and U.S. Government make no claim of copyright as to the work of any individual who enters the Contest. Contestant specifically agrees to give the Contest Sponsors permission to use all content submitted for purposes of judging the contest. The winner

must grant Contest Sponsors, with proper attribution through whatever means they deem appropriate, a worldwide, non-exclusive, royalty-free, sub-licensable and transferable license to use, reproduce, distribute, prepare derivative works of, and/or display their submission in any media formats and through any media channels in perpetuity in connection with the activities and operations of the Contest.

- Contestant assumes sole responsibility for their submission and the material contained in it, and for any consequences of submitting or posting it.
- Contest Sponsors reserve the right at any time to verify the validity of entries and of contestants and to disqualify any contestant or entry deemed not in compliance with these Official Contest Rules. Contest Sponsors also reserve the right to request further documentation, at their sole and absolute discretion, to verify eligibility and compliance with these Official Contest Rules.
- If the prize or any portion thereof is unavailable, Contest Sponsors, in their sole discretion, reserve the right to substitute the prize with another prize of equal or greater value and/or specification.
- Contest Sponsors reserve the right, at any time and in their sole discretion, to disqualify and/or deem ineligible any individual who they reasonably believe (i) has violated the Official Contest Rules; (ii) has violated the terms of use of platform, or (iii) is acting in a bad faith, or in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.
- Contest Sponsors reserve the right to modify, suspend, terminate or cancel the contest at their discretion for any reason.
- Contestant agrees to indemnify and hold harmless Contest Sponsors, their parent, subsidiary and affiliated companies, officers, directors, employees, interns, and agents, from and against any and all claims, damages, obligations, losses, liabilities, costs or debts, and expenses (including but not limited to attorney's fees) arising from (i) violation of these Official Contest Rules; (ii) violation of any third party right, including without limitation any copyright, trademark, intellectual property, privacy, publicity, or other proprietary right in connection with the contest; or (iii) any claim that a contest submission caused any harm, including financial, to any third party. These indemnification and hold harmless obligations will survive indefinitely beyond the conclusion of the Contest.

- The conduct, judging, and awarding of the prize will be carried out in full compliance with applicable U.S. law and host country law. In the event of a conflict between U.S. law and host country law, U.S. law shall apply.
- Contest Sponsors and the U.S. Government will take reasonable measures to protect privacy data, personally identifiable information, and other sensitive data of contestants. Contact information provided by contestants may be stored by U.S. Embassy Singapore and may be used to contact contestants for other purposes in the future. This information may be shared with the co-sponsor of the Contest and/or made available to third parties to the extent permitted by law.
- Contest Sponsors assume no liability or responsibility for any loss or harm resulting from any user's participation in or attempt to participate in the contest or ability or inability to upload, download, or otherwise access any information in connection with participating in the Contest. Contest Sponsors assume no responsibility or liability for technical problems, or technical malfunctions arising in connection with the operation of the Contest, including: hardware or software errors; faulty computer, telephone, cable, satellite, network, electronic, wireless or Internet connectivity, or other online communication problems; errors or limitations of any Internet service providers, servers, hosts or providers; garbled, jumbled or faulty data transmissions; failure of any email transmissions to be sent or received; lost, late, delayed or intercepted email transmissions; inaccessibility of the Contest site (as applicable) in whole or in part for any reason; traffic congestion on the Internet or the Contest site; unauthorized human or non-human intervention in the operation of the Contest, including without limitation, unauthorized tampering, hacking, theft, virus, bugs, worms; or destruction of any aspect of the Contest, or loss, miscount, misdirection, inaccessibility or unavailability of an email account used in connection with the Contest.
- Use of the Contest site (as applicable) is at user's own risk. Contest Sponsors are not responsible for any personal injury, property damage, or losses of any kind which may be sustained to computer equipment resulting from participation in the Contest, use of the Contest site or the downloading of information from the Contest site. By participating in the Contest, the contestant releases Contest Sponsors from any and all claims arising from or relating to such contestant's participation in the Contest, whether directly or indirectly.

- Contest Sponsors are not liable in the event that any portion of the Contest is cancelled or delayed due to weather, fire, strike, acts of war or terrorism, or any other reason.
- Neither the Contest Sponsor nor the Allied Museum can cover travel or accommodation costs.