



# GSCSNJ Cookie Video Sharing

Help us tell New Jersey its Girl Scout Cookie time! Make a video letting the general public know about the Girl Scout Cookie Program, where they can find Girl Scout Cookies and what varieties we are selling. Or, share some of your best marketing pointers with fellow Girl Scouts!

Have you had great success with your cookie marketing efforts? Share your secrets with your sister Girl Scouts by making a video detailing what helped you become successful. You can also send us a video about your goals and why you are selling Girl Scout Cookies. Tell potential customers why they should support the Girl Scout Cookie Program and what goals you are trying to reach. Be creative, have fun and share your enthusiasm for Girl Scouts!

GSCSNJ will feature video submissions on our YouTube channel and GSCSNJ may submit outstanding videos to GSUSA and advertising vendors.

## Who can make a submission?

- You must be a registered Girl Scout member with the Girl Scouts of Central & Southern NJ, Inc.
- All video participants must sign media releases.
- Girls under 18 years of age must have parent permission.
- Forms must be turned in with each submission, or videos will not be shared on our YouTube channel or forwarded for any possible media placement opportunities.
- All videos must be uploaded in 720p resolution.
- Submissions must be in one of the following format types: .mov, .avi, .mpg, or .wmv.
- Group and individual submissions are allowed.

## How to enter?

- We will start accepting Girl Scout Cookie Time Videos Tuesday, January 10<sup>th</sup> through Monday, February 13 at 5 PM, with media and parent permission forms.
- To submit, please visit <https://gscsnj.wufoo.com/forms/cookie-video-submissions/>
  - Select Cookie Video Submission Form. Complete the entire online form and upload your video files. Please note files may take a few minutes to upload.
- If you have digital (scanned PDF) copies of the photo/media release forms, you can also upload them with the video.
  - If you prefer to mail or e-mail the media release forms they can be sent to [mblake@gscsnj.org](mailto:mblake@gscsnj.org) or mailed to the council, Att: Cookie Contest, 108 Church Lane, East Brunswick, NJ 08816.
- After you hit "submit" you should see a confirmation page and receive a confirmation email.

## Consider answering the following questions in your video

- Why is selling Girl Scout Cookies important to you?
- What values and skills have you learned by participating in the Girl Scout Cookie Program?
- What have you done to sell Girl Scout cookies that has worked well for you? What are your tips for other girls?
- What are your Girl Scout Cookie Program goals and how have you reached them?

### **We will look for the following:**

- Creativity
- Enthusiasm
- Clarity
- Use of Cookie varieties offered by GSCSNJ in the video; Shortbreads, Thanks-A-Lots, Caramel deLites, Lemonades, Peanut Butter Patties, Thin Mints and Peanut Butter Sandwiches.
- When and where people can buy Cookies. Specifically: "GSCSNJ Cookie Program begins mid January and runs through February" or "look for girls selling cookies in your area by going to the Cookie booth locator at [www.gscsnj.org](http://www.gscsnj.org)."
- After watching your video we are motivated to buy Girl Scout Cookies, use a new marketing strategy or come up with a new idea after watching your video!

### **Participation through submission means you are agreeing to the following:**

Participation in this contest constitutes entrant's full and unconditional agreement to these Official Rules and Girl Scouts of Central & Southern NJ, Inc.'s (GSCSNJ) decisions, which are final and binding in all matters related management of the content submitted.

#### Content Restrictions:

- a) The submission must not contain material that violates or infringes any person or entity's rights, including, but not limited to, their rights of privacy, publicity or intellectual property rights, or that constitutes copyright infringement, or defames them or violates their trademark rights;
- b) The submission must not disparage GSCSNJ or Girl Scouts of the USA (GSUSA), administrator or any other person or party affiliated with the promotion and administration of this contest;
- c) The submission must not contain brand names or trademarks, or logos other than the Girl Scout service mark;
- d) The submission must not contain music, footage, images, photos or artwork not created by entrant or not licensed as royalty-free;
- e) The submission must not contain material that is dangerous, inappropriate, indecent, obscene hateful, tortuous, defamatory or libelous;
- f) The submission must not contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
- g) The submission must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where submission is created.

#### General Conditions:

By participating, each entrant agrees:

- (a) to abide by these Official Rules and decisions of GSCSNJ, which shall be final and binding in all respects relating to this contest without right of appeal, including, without limitation, any decisions regarding the eligibility/disqualification of Entries;
- (b) to release, discharge and hold harmless, GSCSNJ and GSUSA its parents, affiliates, subsidiaries, and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the forgoing (collectively, "Released Parties") from any and all injuries, liability, losses and damages of any kind to persons, including death, or property resulting, in whole or in part, directly or indirectly, from entrant's participation in the contest or any contest-related activity or the acceptance, possession, use or misuse of any awarded prize and

(c) to the use of his/her name, voice, performance, photograph/video, image and/or likeness for programming, advertising, publicity and promotional purposes in any and all media, now or hereafter known, worldwide and on the Internet, and in perpetuity by Sponsor and its designees, without compensation (unless prohibited by law) or additional consents from entrant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so. By participating, entrant also agrees not to release any publicity or other materials on their own or through someone else regarding their participation in the contest without the prior written consent of GSCSNJ and GSUSA, which it may withhold in its sole discretion.

#### Limitations of Liability:

Released parties are not responsible for:

- (1) any incorrect or inaccurate information, whether caused by entrant, printing, typographical or other errors or by any of the equipment or programming associated with or utilized in the contest;
- (2) technical failures of any kind, including, but not limited to malfunctions, interruptions, or disconnections in phone lines or network hardware or software;
- (3) unauthorized human intervention in any part of the submission process or the contest;
- (4) printing, typographical, technical, computer, network or human error which may occur in the administration of the contest, the uploading, the processing or judging of submissions or votes or the tabulating of votes, the announcement of the prizes or in any contest-related materials;
- (5) late, lost, undeliverable, damaged or stolen mail; or
- (6) any injury or damage to persons or property which may be caused, directly or indirectly, in whole or in part, from entrant's participation in the contest or receipt or use or misuse of any prize (including any travel/activity related thereto). Released parties are not responsible for misdirected or undeliverable submissions or for any technical problems, malfunctions of computer systems, servers, providers, hardware/software, lost or unavailable network connections or failed, incomplete, garbled or delayed computer transmission or any combination thereof. Released parties are not responsible for any unauthorized third party use of any submission.

#### Ownership/Use of Entries:

Entrants will retain ownership of their entries. However, by entering this contest, entrants grant GSCSNJ and GSUSA and all other released parties a royalty-free license to edit, modify, cut, rearrange, add to, delete from, copy, reproduce, translate, dub, adapt, publish, distribute, exploit, and use entries and the content of and elements embodied in the entries, including, without limitation, the names and likenesses of any persons or locations embodied therein, in any and all media now known or hereafter devised, worldwide, in perpetuity without compensation, permission or notification to entrant or any third party. By entering this contest, entrants represent and warrant that the above described license to GSCSNJ does not violate any third party rights or agreements. Each entrant hereby waives any claim that the entrant may otherwise now or hereafter have in any jurisdiction based on "moral rights" or unfair competition law in respect of Sponsor or any other released party's use of the entry as authorized by these official rules. Entrants also agree not to instigate, support, maintain, or authorize any action, claim or lawsuit against Sponsor and any other released party on grounds that any use of the entry as authorized by these official rules infringes or violates any rights of any entrants.