



Video Contest Rules

1. SCOPE:

The contest video must affirm life in a creative way. The video must be between thirty seconds and three minutes in length.

2. ELIGIBILITY: The contest is open to any student or amateur filmmaker ages 15 through 23 residing in the United States.

3. SUBMISSION PERIOD: Only one (1) entry allowed per eligible participant.

Contest Period: September 1, 2026 – March 22, 2027.

4. SUBMISSION: Register and submit video by March 22, 2027, at lifefirst.org/video-contest/. Submissions must adhere to the Creative Assignment, Technical Requirements and Additional Requirements, and all LifeFirst Video Contest Rules outlined below.

Submissions that do not include all required information and adhere to the Contest Rules as determined by “Sponsor” (LifeFirst) in its sole discretion will be considered void. Once uploaded, Submissions will not be returned. Sponsor may, in its sole discretion, remove, delete and/or disqualify any Submission and/or Entrant (as defined in “Additional Requirements”.)

Each individual Entrant is allowed one (1) submission per Submission Period.

5. AWARDS:

1st place winner - \$1,000

2nd place winner - \$500

3rd place winner - \$250

Winners may compete in the LifeFirst Video Contest in subsequent years but may only win FIRST place two times. Participants can be awarded a prize no more than a total of three years.

6. CREATIVE ASSIGNMENT:

Videos must focus exclusively on abortion, euthanasia, infanticide, embryonic stem cell research or denial of medical care to the handicapped or infirm to promote respect for all human life. Submissions that do not adhere to this requirement may be disqualified.

Participants are encouraged to make their video creative and entertaining.

Your video should be focused on speaking to people who are not pro-life. Please be mindful of your word choice. We want to communicate the truth that abortion, euthanasia, infanticide, and embryonic stem cell research are unequivocally wrong and take innocent lives, but we want to do so in a manner that will build bridges of communication. For example, using terms such as “baby killers” can often erect barriers rather than facilitate discussion and change. Please strive to communicate the truth but with grace and love.

Each video Submission must not contain any copyrighted works (other than as owned by the Entrant). Any music included in the Submission must be entirely original, created and performed by Entrant, or be in the public domain and not require any additional clearances for Sponsor to use or post on public websites or to use in public forums (including on national television) of any kind. Use of any unauthorized music may result in disqualification of Submission, in Sponsor’s sole discretion.

There are a number of websites in the public domain which provide copyright-free music and images. Please access those sites as needed and use with discretion.

7. JUDGING CRITERIA:

A panel of judges will review and judge Submissions according to the following criteria:

- Creativity 25%
- Uniqueness 25%
- Adherence to Contest Rules 25%
- Overall Appeal 25%

8. TECHNICAL REQUIREMENTS:

Video files must be uploaded to either Vimeo or YouTube platforms and the URL submitted when registering for the contest.

Winner may be asked to provide the original MP4 file.

9. ADDITIONAL REQUIREMENTS:

Participants must have received permission for the use of the image/likeness of any and all identifiable persons appearing in their video without promise of any additional consideration.

The person uploading the Submission/video will be deemed the entrant (“Entrant”). The Entrant is the one (1) person who owns the email address associated with the Submission. If any group elects to collaborate on a Submission, they are required to designate one (1) person as the agent of the group to enter the Contest, agree to these Contest Rules and be the recipient of any Award. The Sponsor, Contest Administrators, or any of the Contest Entities are not liable for any disputes between collaborators arising under or related to the Contest.

Each Submission must be the original work of the Entrant, it must not infringe any party’s intellectual property or other rights, and it must not in any other way violate applicable laws and regulations or network standards.

Sponsor reserves the right, in its sole discretion, to remove or blur or to ask the applicable Entrant to remove or blur any non-material elements (e.g., small logos on clothing, artwork hanging in the background, etc.) rather than disqualify an otherwise compliant Submission. If Entrant chooses not to comply, Submission is subject to disqualification.

Entrants are responsible for compliance with these Contest Rules. Submissions that do not comply in all material respects with these Contest Rules or that otherwise contain prohibited, copyrighted, or inappropriate content as determined by the Sponsor, in its sole discretion, will be disqualified and will not be published or considered for Awards. Sponsor makes the final determination as to which Submissions are eligible to take part in this Contest and to be considered for an Award. Certain Submissions may be featured from time to time during or after the Contest Period on the Sponsor’s website, social media pages and channels, in Sponsor’s sole discretion; being selected as a featured Submission is unrelated to the Judging Criteria and does not guarantee selection as a Finalist in the Contest.

By entering this Contest and uploading a Submission, Entrant irrevocably grants to Sponsor and their agents the unconditional and perpetual right to post, display, publish, use, adapt, edit and/or modify such Submission in any way, in any and all media, for any purpose, without limitation, and without consideration to Entrant. Finalists agree to irrevocably assign and transfer to the Sponsor any and all rights, title, and interest in Submission, including, without limitation, all copyrights and waive all moral rights in Submission. All Contest Entrants further agree to release and indemnify and hold harmless the Sponsor, the Contest Administrators, and the Contest Entities from any and all claims that any commercial, advertising, presentation, web content or any other

material subsequently produced, presented, and/or prepared by or on behalf of Sponsor infringe on the rights of Entrant's work as contained in any Submission.

10. SELECTION OF WINNERS:

Entrants agree that the Sponsor has the sole right to decide all matters and disputes arising from this Contest and that all decisions of Sponsor are final and binding. Finalists, by acceptance of a Finalist Award, agree to release, indemnify and hold harmless Sponsor, Contest Administrators, and Contest Entities, as well as each of their respective parent and affiliated companies, and each of their officers, directors, employees, representatives, contractors, advertisers, and sponsor from any and all liability, loss, damage, cost, or claim related to any allegation regarding the acceptance or use of any Award, including but not limited to the airing of the Submission.

If the actual, alleged, or publicized conduct of any Entrant is illegal or, if any Entrant has been charged with or convicted of a crime, or in Sponsor's sole discretion is otherwise grossly offensive or violates generally accepted standards of behavior (including, but not limited to, illicit drug use or public intoxication) or otherwise leads the Sponsor to believe or conclude that the public association with the Entrant subjects Sponsor to ridicule, contempt, controversy, embarrassment, or scandal, Sponsor, in its sole discretion, may disqualify Entrant and their Submission will no longer be eligible for this Contest.

11. WINNER NOTIFICATION:

Contest winners (or Contest Winner's parent/legal guardian if Entrant is a minor) will be notified by phone and/or email.

Winners consent to the use of his/her name, photograph, likeness, biography, voice and/or video without additional compensation, except where prohibited by law.

12. LIMITATIONS OF LIABILITY AND RELEASE:

No liability or responsibility is assumed by the Sponsor, the Contest Administrators or Contest Entities resulting from any user's participation in or attempt to participate in the Contest.

13. FURTHER INFORMATION:

Please email any questions to videocontest@lifefirst.org.