



Video Contest

Guidelines & Rules

Create an original video reflecting the unique and fun atmosphere of the Ithaca Farmer's Market, including both the shoppers and vendors within the Pavilion as well as the beautiful scenery surrounding the market.

The video may be up to 5 minutes in length, including titles, and must clearly identify the Ithaca Farmer's Market as the focus of the video.

The maximum file size for any video file uploaded to YouTube is 100 MB. The video file submitted must be in one of the following file formats: avi, mov, mpg, or wmv. For more information, visit http://www.youtube.com/t/howto_makevideo.

Once the video has been submitted to YouTube, you *must* email the Ithaca Farmer's Market Contest Committee at Webmaster@ithacamarket.com to complete your entry into the Ithaca Farmer's Market Video Contest. Please include "Video Submission" in the subject line and include the full address to your video within the email.

The Contest Committee will not accept video entries that contain inaccurate/broken links nor will it accept direct video submissions via attachments.

Once you complete and submit your video, your submission is final and may not be modified or edited.

CONTENT

Content should include a fun, unique perspective on the Ithaca Farmer's Market emphasizing locally grown, and/or prepared foods and local crafts.

To be eligible, video submissions *may not* include: objectionable images, offensive language, or any other inappropriate content that does not represent the Ithaca Farmer's Market.

Any music in video submissions must be created by the Contestant or be within the public domain.

Video submissions will *not* be accepted if they include elements of music, audio, speech/voiceovers, stills, video, or any other content that is protected by copyright or third party proprietary rights, including privacy and publicity rights.

ELIGIBILITY

Everyone is welcome to enter the contest.
Previous video experience is not required.

JUDGING

Each submission will be judged by the Contest Committee – a selection of Ithaca Farmer's Market vendors and associates. Videos will be judged on how closely they capture the unique atmosphere of

the Ithaca Farmer's Market, creativity, and overall impression. Video entries that do not comply with the Guidelines & Rules will not be considered.

PRIZES

The top three video submissions will be awarded prizes. If a team video is selected as a winner that team will receive one gift presented to the team's designated contact person – the team will be responsible for deciding how to manage the prize.

- 1st Prize – IFM Gift Certificate (value \$100)**
- 2nd Prize – IFM Gift Certificate (value \$25)**
- 3rd Prize – IFM t-shirt (value \$25)**

CONTEST PERIOD

The official contest start date is **July 1, 2010**. The deadline for submissions is **11:59 pm EST on October 20th, 2010**. Winners will be announced on the Ithaca Farmer's Market website and by public announcement at the Ithaca Farmer's Market Pavillion on **October 31st, 2010**.

Thank you and Good Luck!

LIMITATIONS OF LIABILITY AND RELEASE

The Ithaca Farmer's Market assumes 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 or download any information in connection with participating in the Contest.

The Ithaca Farmer's Market assumes no responsibility or liability for technical problems or technical malfunction arising in connection with any of the following occurrences which may affect the operation of the Contest: 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 Ithaca Farmer's Market site in whole or in part for any reason; traffic congestion on the Internet or the Ithaca Farmer's Market site; unauthorized human or non-human intervention of 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.

The Ithaca Farmer's Market is not responsible for any typographical errors in the announcement of prizes or these Guidelines & Rules, or any inaccurate or incorrect data contained on the Ithaca Farmer's Market site.

The Ithaca Farmer's Market is not responsible for any personal injury or property damage or losses of any kind which may be sustained to user's or any other person's computer equipment resulting from participation in the Contest, use of the Ithaca Farmer's Market site or the download of any information from participating sites. By participating in the Contest, the Contestant releases The Ithaca Farmer's Market from any and all claims, damages or liabilities arising from or relating to such Contestant's participation in the Contest.