



DTR Halloween Presentation

Friday, October 30th 2020 6:00 PM

Applications/Videos are due by October 16th, 2020, including verification of nonprofit status, if applicable.

*Please note this deadline is based on availability. Applications/videos will no longer be accepted once the presentation is at capacity due to time constraints. We encourage you to apply early as this is a new type of event, we cannot anticipate the application response rate.

ALL UNITS MUST COMPLY WITH ALL PRESENTATION RULES & RESTRICTIONS LISTED IN THIS AGREEMENT. THOSE THAT DO NOT COMPLY WITH ALL RULES & REGULATIONS WILL NOT BE AIRED DURING THE LIVE BROADCAST.

AGREEMENT

Read these rules & regulations carefully. As the group contact for the parade, you are responsible for sharing this information with your group. Additional rules and/or regulations may be added at any time up until parade submittal deadline for the protection of all participants. Should new rules be instated, units will be notified in writing via email.

Thank you for applying for the 2020 DTR Halloween Presentation. Please read this document carefully and keep a copy for your records. By submitting an application and paying the entry fee, you are agreeing to be bound by these rules while participating in the Halloween Presentation. These rules are created to ensure the smooth operation,

protection and fair treatment of all participants and community members. The DTR Halloween Presentation is produced by Downtown Rogers Inc. and Rogers Lowell Area Chamber of Commerce. Proceeds from the presentation go to support Downtown Rogers Inc. and its year-round programs supporting the downtown community. DTR Inc. holds the right to accept or refuse any entry for any reason whatsoever. Violation of any of these rules is reason to expel a virtual parade entry from the virtual parade and may result in the forfeiture of all fees.

PRESENTATION VIDEO CONTENT RULE & REGULATIONS

- Unit videos are intended to celebrate the holiday spirit and Rogers community. These videos are not meant to be commercials, but rather messages of fun, entertainment, and community spirit. We are encouraging community organizations, companies, entertainers, family and friends to create video content unique to this event showing their holiday spirit and how we can come together and have fun during these challenging times.
- Unit videos must be shot using social distancing and promote social distancing. If you have multiple people on the screen at one time in the same location, make sure they are spaced in a social distanced manner unless they are all part of one household.
- Your unit video submission must not go over the allotted time you applied for or it may be deemed ineligible for the virtual parade broadcast.
- Unit videos must be horizontally formatted. (Long ways if using a phone to take video)
- If using a smart phone to shoot your video. The newer the phone the better.
- MOV. & MP4. Files ONLY PLEASE
- Unit videos must be family-friendly and appropriate for all ages.
- Unit videos must not contain any third-party sponsors or brands. It should only feature your organization, company, or brand. Any videos that contain multiple organizations, companies or brands not listed on your application may be deemed ineligible for the presentation broadcast.
- Respect copyright. Only unit videos that you made or that you're authorized to use will be accepted. This means don't submit videos you didn't make, or use content in your videos that someone else owns the copyright to, such as music tracks, snippets of copyrighted programs, or videos made by others, without necessary

authorizations. No licensed music should be included in your parade unit video without permission from the artist. You will need to submit music licensing approval if music is included.

- Unit videos must comply with all Facebook Rules & Regulations. The presentation will be telecast on Facebook Live and we are looking to expand to other platforms as well. Facebook Live rules and regulations will be in place and all video content should be filmed with those restrictions in place.

From Facebook:

Facebook's Terms of Service do not allow people to post content that violates someone else's intellectual property rights, including copyright and trademark.

Use of commercial music without appropriate clearances could result in the stream being removed from Facebook. This can happen accidentally if your stream includes background music.

CATEGORY DEFINITIONS

- Commercial Unit: Defined as a company or for profit group, including employee resource groups or internal organizations.
- Political Unit: Defined as any political party, elected official or political candidate campaigning for office.
- Nonprofit Unit: Defined as a nonprofit charitable organization or government agency as recognized by the Internal Revenue Service (requires verification).
- Student Group Unit: Defined as a student group, club, organization, etc. that is part of a school or educational institution.
- Friends and Family Unit: Defined as a household, group of friends, or solo performer.

AGE REQUIREMENTS

You must be at least 13 years old to submit a unit video. However, children of all ages may participate in presentation videos if enabled by a parent or legal guardian. If you are under 18, you represent that you have your parent or guardian's permission to participate in or

submit a unit video. Please have them read this Agreement with you. If you are a parent or legal guardian of a user under the age of 18, by allowing your child to participate in or submit a unit video, you are subject to the terms of this Agreement and responsible for **your child's activity in participating in the DTR Halloween Presentation.**

PRESENTATION IMAGE

It is the express purpose of DTR Halloween Presentation to promote a positive image at all times of Rogers and our enjoyment of celebrating fall festivities.

DRESS CODE

DTR Inc. encourages all participants to appear in appropriate costumes that celebrate our holiday spirit. Community is always the object of our events and no entry, presentation or display that is determined to be demeaning to any sector of our community will be accepted. DTR Inc. officials are the sole arbiters of any dispute over content of videos and/or apparel. Unit costumes must be family-friendly and appropriate for all ages.

PRESENTATION LINE UP

The presentation line up, the order of entries, will be determined after the entry deadline in accordance with Downtown Rogers Inc. procedures. Program will be aired on Facebook at 6pm. Applicant preference to be considered. Video unit entries received after October 16th, 2020 or that do not comply with the information outlined in this agreement may not be included in the live broadcast of the Halloween Presentation.

PRESENTATION BROADCAST

The DTR Halloween Presentation will be broadcast live on Facebook via the Rogers-Downtown Rogers Inc. Facebook page on Friday, October 30th, 2020 at 6pm. DTR Inc. is working with other media partners to increase the reach of the presentation broadcast and may allow other media partners to share the broadcast via their media outlets including but not limited to their own Facebook pages, websites, etc. The broadcast will

be available for viewing on The Rogers-Downtown Rogers Inc. Facebook page after the live broadcast.

POLITICAL CANDIDATES

The DTR Halloween Presentation is a non-partisan event. While incumbent and political candidates are welcome to participate in the presentation regardless of political party or affiliation, unit videos do not constitute an endorsement by Downtown Rogers Inc. or the Rogers Lowell Area Chamber of Commerce of the featured political candidate.

Presentation management reserves the right to decline entry to any unit video which violates or could be perceived to violate the IRS restriction on political campaign intervention by 501(c)(3) tax-exempt organizations. Such determination shall be in the sole discretion of the Downtown Rogers Inc. Management. Any videos which directly request fundraising for a political campaign will be denied entry and will not be broadcast.

FUNDRAISING DURING THE BROADCAST

The DTR Halloween Presentation is a fundraising event for Downtown Rogers Inc. During the broadcast, Downtown Rogers Inc. will have the opportunity to use the broadcast to implement a fundraising campaign focused on the services and programs provided by Downtown Rogers Inc., an Arkansas 501(c)(3) non-profit. All funds raised during this broadcast will benefit downtown Rogers community programming.

LICENSE TO Downtown Rogers Inc. and DTR Halloween Presentation

By providing content to the DTR Halloween Presentation, you grant Downtown Rogers Inc. a worldwide, non-exclusive, royalty-free, sub-licensable and transferable license to use that content (including to reproduce, distribute, prepare derivative works, display and perform it) in connection with Downtown Rogers Inc. (and its successors' and Affiliates') business, including for the purpose of promoting Downtown Rogers Inc. and

the DTR Halloween Presentation. The licenses granted by you continue for a commercially reasonable period of time after the conclusion of the 2020 DTR Halloween Presentation.

DOWNTOWN ROGERS INC. NON-DISCRIMINATION POLICY

DTR Halloween Presentation participants agree at all times to honor and abide by the following statement of non-discrimination in word and action:

All persons associated with DTR Halloween Presentation will provide service to individuals without regard to **an individual's sexual orientation, gender identity or expression, race, color, national origin, religion, sex, gender, physical or mental disability, age, military status, citizenship or any other protected classification** in accordance with state, federal, and municipal laws.

Anyone associated with the presentation, or their employees or associates in violation of this agreement will disqualify their parade video from being aired as part of the presentation telecast and will forfeit all entry fees. Additionally, any actions taken or statements made to individuals or groups contrary to this policy or the spirit and intention of this policy are not permitted in the presentation, or in any communication associated with the presentation.

IDEMNIFICATION INFORMATION

Participants in the DTR Halloween Presentation shall indemnify and hold harmless Downtown Rogers Inc., Rogers-Lowell Area Chamber of Commerce as well as its board members, employees, contractors and volunteers from any claim or cause of action arising out of or in connection with the acts or omissions of DTR Halloween Presentation Participant under this Agreement.

ALCOHOL AND ILLEGAL SUBSTANCES

No participant in the presentation will be permitted to consume any alcoholic beverage, marijuana or other substances in their video units. Use of illegal or controlled substances will not be permitted by any participant during the presentation and video units will not be featured in the broadcast.

REFUNDS

No refunds will be given for this event once an application payment has been processed.

DECISIONS OF THE COMMITTEE

The decisions rendered by the DTR Inc. staff will be final. DTR Inc. maintains the right to refuse any entry or deny any application for any reason whatsoever. All entries must adhere to the Downtown Rogers Inc. Non-Discrimination Policy.

ACCEPTANCE OF AGREEMENT

By accepting this agreement, participants agree to assume responsibility for the behavior of employees or unit associated with the company or organization.

I have read and understand the full 2020 DTR Halloween Presentation Agreement. By submitting this form, Presentation Unit acknowledges that:

a) Presentation Unit has had the opportunity to review and will abide by this Agreement and Presentation Rules; and b) Presentation Unit fully

understands the terms and conditions set forth herein and agrees to be bound by the same.

DTR Halloween Presentation Unit Types & Fees

Commercial Unit is defined as a company or for profit group, including employee resource groups or internal organizations.

- 30 seconds Commercial Unit \$100
- 60 seconds Commercial Unit \$200

Political Unit is defined as any political party, elected official, or political candidate campaigning for office. See additional guidelines outlines in the virtual parade agreement.

- 30 seconds Political Unit \$150

Non-profit Unit defined as a non-profit charitable organization or government agency as recognized by the Internal Revenue Service (requires verification).

School Unit defined as a student group, club, organization etc. that is part of a school or educational institution.

- 30 seconds Non-profit or Student Group Unit \$50
- 60 seconds Non-profit or Student Group Unit \$100

Family and Friends Unit defined as a household, group of friends, or solo performer.

- 15 seconds Family and Friends Unit \$25
- 30 seconds Family and Friends Unit \$50
- 60 seconds Family and Friends Unit \$100

Units will also have the option to make a donation to Downtown Rogers Inc. during application process.

All funds collected from presentation units will benefit Downtown Rogers Inc. and their year-round services for the downtown Rogers community.