

# Naperville Smart Grid Initiative (NSGI) Video Contest

## **Introduction**

The City of Naperville is seeking talented and creative individuals to enter a video contest to highlight and promote one or all of the **4Es of the Naperville's Smart Grid Initiative (NSGI): Energy, Environment, Education and Economy**. These videos will help the City educate utility customers about this exciting project, which gives customers more choices and options in how they manage their energy use. Through the NSGI, Naperville is modernizing its \$360 million electric network to prepare the City for increased energy demand and the future of energy conservation - a development that will shape the future of electric utilities across the globe. Be part of this innovation by creating a 30 second video that highlights at least one of the benefits of the NSGI. For more information about the NSGI, please visit [www.naperville.il.us/smartgrid.aspx](http://www.naperville.il.us/smartgrid.aspx).

## **NSGI and the 4 Es**

The lasting, positive effects of the NSGI are outlined in the four key areas listed below:

**Energy:** The NSGI allows customers to make smarter, more efficient choices about how they use energy.

**Environment:** The NSGI is paving the way for a cleaner environment and the electric vehicle.

**Education:** The NSGI provides more choices and options for customers in how they manage their energy. The NSGI will give Naperville-area students at all levels a practical tool to learn about energy consumption and conservation and gain firsthand experience on emerging technologies and future careers.

**Economy:** The City's municipal utility already attracts businesses with its low rates and reliable service. The NSGI provides customers with tools to potentially save money, and the project is spurring job creation locally as well as nationally, helping grow our local economy.

## **Contest Eligibility**

This contest is open to all. There are no age or residency restrictions. Submissions may be amateur or professional.

## **Complete Entry**

A completed entry will be comprised of:

- (1) A fully completed Contest Entry Agreement (page 3 of this form);
- (2) The original copy of all necessary minor model release forms (page 4 of this form);
- (3) One original video up to 30 seconds in length that addresses one of the 4 Es.

*Optional:* You may complete up to four videos, each up to 30 seconds in length that address the 4 Es separately. One video per category accepted from each entrant.

## **Submission Requirements**

- a. Videos may be submitted as .mov, .wmv, .avi, .mpg, or .flv files and uploaded to the Naperville FTP site located at [ftp.naperville.il.us/public/NSGI](http://ftp.naperville.il.us/public/NSGI).
  - i. Follow the instructions in the window on how to view the site in Windows Explorer.
  - ii. Click and drag your video file to the FTP site.
  - iii. If you have any questions, please call the Community Relations office at (630) 420-6004.
- b. Videos may also be submitted in DVD format, via mail, or in person (see below).

## **Entry Period**

Entries may be submitted from Wednesday, October 5, 2011, through Monday, October 15, 2012, at 5 p.m. Central Standard Time. Entries submitted outside this timeframe will not be accepted.

Entries may be submitted digitally, by mail, or in person. Mailed submissions should be sent to: Nadja Lalvani, Community Relations Manager, Naperville Municipal Center, 400 S. Eagle St., Naperville, IL 60540. If submitting in person, please deliver to the Community Relations office located on the first floor of the Naperville Municipal Center. Your DVD should be labeled with your name, age, mailing address, daytime telephone number and e-mail address.

### **Other Rules**

- Up to four original videos that are up to 30 seconds each that address the 4 Es separately will be accepted from one individual.
- If the name, image, likeness, or voice (“Likeness”) of a minor is used, such grant of rights must include written permission from the minor’s parent or legal guardian authorizing the use of the minor’s Likeness on behalf of the minor.
- All entries must be original content. An original submission has been legally created; does not infringe on the intellectual property, privacy, or publicity rights or any other legal or moral rights of any third party; has not been entered in or won previous contests or awards; and has not been published or distributed previously in any media.
- Besides the approved NSGI logo and slogan, the entry should not contain any trademarks, logos, or trade dress owned by others without said owner’s permission; or any personally identifiable information (personal names, email addresses, street addresses, etc.) without permission.
- The City reserves the right to determine if a submission meets the requirements and purposes of this contest and the discretion to determine which entries will be posted on the City’s website.

### **Judging**

Entries will be posted on the City’s website on in late October 2012. Online voting by the public will take place through mid-November 2012. The top five videos in each category that receive the most online votes will be submitted to Mayor A. George Pradel and the City Council in December 2012, for a final selection in each category. In the event of a tie, the Mayor will select the winner.

### **Contest Winner**

The contest winners will be recognized at a future City Council meeting where they will receive a certificate of recognition.

### **Video Use Policy**

By submitting an entry, the video will become property of the City of Naperville (“City”) and the contestant grants the City the perpetual, royalty-free right to use, edit, reproduce, display, publish, encode, store, publicly perform, or otherwise make use of the video in any format the City sees fit.

### **Questions?**

Contact Nadja Lalvani at (630) 420-6034 or by e-mail at [lalvanin@naperville.il.us](mailto:lalvanin@naperville.il.us).

**Naperville Smart Grid Initiative Video Contest  
Entry Agreement**

***This page must be signed and returned with your Video submission.***

I have read the Contest Rules on pages one and two, which are incorporated by reference in this Entry Agreement, and agree to abide by them. I understand that if I omit or falsify information, or if this Entry Agreement is not properly completed, I will not be eligible for, or may be disqualified from, this Contest. I represent and warrant that (1) I own all rights, title and interest in and to anything presented in this Video accompanying this Entry Agreement ("Video"); (2) the Video is my original work and has never been copyrighted, or, if copyrighted, I am the sole copyright owner within the meaning of the Copyright Act of the United States Code; (3) the Video does not infringe the intellectual property or other legal rights of any other person or entity; and (4) upon submission to the City of Naperville ("City") ownership of said Video, including but not limited to any derivative form thereof, shall vest exclusively with the City.

I understand that by submitting a Video, I am agreeing that the City may use the Video, and any derivative forms thereof, as the City sees fit in its sole discretion, including but not limited to its use on the City's website, for publication within City documents, and for archival and other purposes, and that such uses shall be without compensation and without consideration other than as provided for herein. I understand that the Video I submit will not be returned. I understand and agree that the Video submitted by me may be modified as deemed necessary by the City. I understand that if I submitted additional Video(s), (which is optional), all provisions of this Entry Agreement pertain equally to said Video(s). Finally, I understand that the City reserves the right to determine if a submission meets the requirements and purposes of this contest and the discretion to determine which entries will be posted on the City's website.

In consideration of acceptance of my entry in the Naperville Smart Grid Initiative Video Contest as provided herein, I agree to hold harmless and to release, defend and indemnify the City of Naperville and its officers, agents, and employees from any and all damages, injuries, claims, or causes of action resulting from the submission of the enclosed Video and/or my participation in this Contest.

**Entrant's Printed Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Entrant's Signature** \_\_\_\_\_

**Entrant's Address:**<sup>1</sup> \_\_\_\_\_

**Entrant's E-Mail Address:** \_\_\_\_\_ **Telephone #** \_\_\_\_\_

**If Entrant is under 18 years of age:**

I hereby consent to \_\_\_\_\_ (name of Entrant) who is my \_\_\_\_\_ (describe relationship) participation in the Naperville Smart Grid Initiative Video Contest.

**Printed Name of Entrant's Parent or Guardian:** \_\_\_\_\_

**Signature of Entrant's Parent or Guardian:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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<sup>1</sup> Addresses, e-mail addresses, and telephone numbers will be used only for purposes related to this Contest. They will not be sold, distributed, or used for other purposes.

**Naperville Smart Grid Initiative Video Contest  
Minor Model Release Form**

***This page must be signed and returned with your Video submission.***

For valuable consideration, I hereby confer on the City of Naperville the absolute and irrevocable right and permission with respect to the Video I have submitted of my minor child in which he/she may be included with others:

- a) To copyright the same in the City of Naperville's name or any other name that the City may select,
- b) To use, re-use, broadcast, re-broadcast, display, publish and re-publish the same in whole or in part, separately or in conjunction with other videos, in any medium now or hereafter known, and for any purpose whatsoever, including (but not by way of limitation) illustration, promotion, advertising and trade, and;
- c) To use my name or my child's name in connection therewith if he/she so decides.

I hereby release and discharge the City of Naperville from any and all claims and demands ensuing from or in connection with the use of the Videos, including any and all claims for libel and invasion of privacy.

This authorization and release shall insure to the benefit of the legal representatives, licensees and assigns of the City of Naperville as well as the person(s) from whom the Videos were created.

**I have read the foregoing and fully understand the contents hereof. I represent that I am the [parent/guardian] of the above named model. For value received, I hereby consent to the foregoing on his/her behalf.**

Dated: \_\_\_\_\_

Minor's Name: \_\_\_\_\_

Parent or Guardian's Printed Name: \_\_\_\_\_

Parent or Guardian's Signature: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

E-mail address: \_\_\_\_\_