

**U.S. Navy Leadership Challenge Video Essay Contest  
Official Rules**

**NO PURCHASE IS NECESSARY TO ENTER OR WIN.**

The U.S. Navy Leadership Challenge Video Essay Contest (the “Contest”) starts on April 7, 2008, at 12:01 a.m. Eastern Time (“ET”) and ends on May 15, 2008, at 11:59 p.m. ET (“Contest Period”).

**ELIGIBILITY:** Contest is open to legal residents of Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont, who are at between 15 and 18 years of age as of April 7, 2008, and who have Internet access. Employees of the U.S. Navy (“Sponsor”), GolinHarris, Campbell-Ewald, Leadership Challenge Advisory Board member companies and organizations, and their respective parents, subsidiaries, affiliates, promotion and advertising agencies and members of their immediate family (spouse, mother, father, sister, brother, ward, daughter or son, and their respective spouses) and persons living in the same household of such employees, whether or not related, are not eligible to enter or win. An eligible minor must have his/her parent’s or legal guardian’s permission to enter. Void outside the states listed above and where prohibited by law. Contest is subject to all applicable federal, state and local laws.

**HOW TO ENTER:** During the Contest Period, visit [www.navy.com/leadershipchallenge](http://www.navy.com/leadershipchallenge) and follow the directions provided therein to fully complete and submit a Contestant Entry Form; entrants must first submit a video which best describes the leadership, commitment, and value to the community of a chosen Hometown Hero on the U.S. Navy Leadership Challenge YouTube group (collectively, the “Entry”). Hometown Heroes can and should come from all walks of life, and contestants are encouraged to select unique stories that showcase local leaders who may not traditionally be recognized for their good work. You must obtain permission from your Hometown Hero before submitting the video, and Sponsor reserves the right to request proof of these permissions at any time. Hometown Heroes must have been born in Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, or Vermont; currently reside in one of the fifty United States or the District of Columbia; and be 18 years of age or older as of April 7, 2008. To submit the videos, you must have a valid YouTube account and agree to the YouTube Terms of Use, located at <http://www.YouTube.com/t/terms>, and the YouTube Privacy Policy, located at <http://www.youtube.com/t/privacy>, in order to be eligible to enter. Registration on YouTube must be completed before a video can be submitted. Creating a YouTube account is free. Videos can be in color or black and white and should be no longer than three (3) minutes in length. All videos must comply with YouTube format and size requirements. All Entries must be received by 11:59 p.m. ET on **May 15, 2008**, to be eligible for judging. Entries generated by script, macro, or other automated means are void.

**REQUIREMENTS OF VIDEO SUBMISSION:**

Entry may not contain, as determined by the Sponsor, in its sole discretion, any content that:

- is sexually explicit or suggestive; unnecessarily violent or derogatory to any ethnic, racial, gender, religious, professional or age group; profane or pornographic or contains nudity;
- promotes alcohol, illegal drugs, tobacco, firearms/weapons (or the use of any of the foregoing); promotes any activities that may appear unsafe or dangerous; promotes any particular political agenda or message;
- is obscene or offensive; endorses any form of hate or hate group; appears to duplicate any other submitted photographs;
- defames, misrepresents or contains disparaging remarks about other people or companies;

- contains trademarks, logos, or trade dress (such as distinctive packaging or building exteriors/interiors) owned by others; contains any personal identification, such as license plate numbers, personal names, e-mail addresses or street addresses;
- contains copyrighted materials owned by others (including photographs, sculptures, music, paintings, and other works of art or images published on or in Web sites, television, movies, or other media);
- contains materials embodying the names, likenesses, voices, or other indicia identifying any person (excluding the Hometown Hero), including, without limitation, celebrities and/or other public or private figures, living or dead;
- contains lookalikes of celebrities or other public or private figures, living or dead;
- communicates messages or images inconsistent with the positive images and/or good will to which we wish to associate; and/or
- violates any law.

Approved Entries will be posted to the U.S. Navy Leadership Challenge YouTube group. By completing the registration and submitting your Entry, you (or, if an eligible minor, your parent or legal guardian) agree that your Entry conforms to these Official Rules as well as the YouTube Terms and Conditions and that Sponsor and/or YouTube, in its sole discretion, may remove your Entry for any reason, including if it believes, in its sole discretion, that your Entry fails to conform to the Official Rules in any way, fails to conform to the YouTube Terms of Use, or otherwise contains unacceptable content as determined by Sponsor, in its sole discretion, in which case your Entry shall be disqualified from the Contest. Sponsor may refuse to post Entries for any or no reason, as it determines in its sole discretion. Contestants (or, if eligible minors, their parents or legal guardians) agree that Released Parties (as defined below) are not responsible for any unauthorized use of Entries by third parties. Released Parties do not guarantee the posting of any Entry.

Entry must be the original work of the contestant, may not have been previously published, may not have won previous awards, and must not infringe upon the copyrights, trademarks, rights of privacy, publicity or other intellectual property or other rights of any person or entity. If the Entry contains any material or elements that are not owned by the contestant and/or which are subject to the rights of third parties, the contestant is responsible for obtaining, prior to submission of the Entry, any and all releases and consents necessary to permit the use and exhibition of the Entry by Sponsor in the manner set forth in these Official Rules, including, without limitation, name and likeness permissions from any person who appears in or is identifiable in the Entry, including, without limitation, the Hometown Hero profiled in the Entry. If any identifiable person appearing in the Entry is under the age of majority in his/her state of residence, the parent or legal guardian is required to provide permission. Sponsor reserves the right to request proof of these permissions in a form acceptable to Sponsor from any contestant at any time. By submitting an Entry, contestant warrants and represents that he/she and any persons appearing or who are identifiable in the Entry consent to the submission and use of the Entry in the Contest, to its posting on the U.S. Navy Leadership Challenge YouTube group, and to its use as otherwise set forth herein. Leadership Challenge Entries must be the contestant's original work. Contestants may not submit an entry in which any person other than the contestant owns any rights or interests (including, but not limited to, rights as joint owner or joint author) and contestants may be required to provide documentation in a form acceptable to Sponsor evidencing such rights and interest if so required by Sponsor. In furtherance, but without limiting the foregoing, submissions must not contain any elements that would violate third-party rights if used for any purpose, including, without limitation, in any commercial broadcast, even if contestants can obtain the right to use those materials by license, permit, consent, or otherwise.

Limit one (1) Entry per person and per email address for the entire Contest Period. ALL ENTRIES BECOME THE PROPERTY OF SPONSOR AND WILL NOT BE RETURNED.

**JUDGING:** All eligible Entries received for each state by Sponsor will be judged by a panel of qualified judges on the following criteria: originality (25%), use of local images/footage to illustrate the Hero's positive contributions (25%), production quality (10%), and clear demonstration of the leadership qualities and affect on the local community of the Hometown Hero profiled in the video (40%). In the event of a tie, an additional, "tie-breaking" judge will determine the winner based on the criteria listed herein. One (1) potential winner will be selected from each state (for a total of six [6] winners). Sponsor reserves the right not to select a winner for any state if, in its sole discretion, it does not receive a sufficient number of eligible and qualified Entries for such state. Entries that do not contain all required entry information are not eligible for judging.

Judges' decisions are final and binding on all matters relating to this Contest. Potential winners will be notified by telephone, mail and/or email. Sponsor will make two (2) attempts to contact the prize winners on or about June 3, 2008. If, after two (2) attempts, contact has not been made, prize may be awarded to a runner-up for the state at issue, at Sponsor's sole discretion. Potential winners will be required to complete an Affidavit of Eligibility, Liability and Publicity Release (unless prohibited by law), which must be returned within seven (7) days of date appearing on prize notification. Affidavit packages will be mailed to the prize winners via overnight mail with a prepaid overnight return envelope included or via fax or email. Return of prize notification as undeliverable, failure to sign and return requested documentation within seven (7) days of date of issuance, or noncompliance with these Official Rules by any potential winner will result in disqualification and, at Sponsor's sole discretion, such prize may be awarded to a runner-up for the state at issue. If any potential winner is an eligible minor in his/her jurisdiction of residence, prize will be awarded in the name of his/her parent or legal guardian, who will be required to fulfill all requirements imposed on winners set forth herein.

**PRIZES (6) (one [1] per state):** An all-expenses-paid trip for two (2) (winner and one [1] parent/legal guardian) to a U.S. Naval Base, location to be determined by Sponsor in its sole discretion. Trip includes roundtrip coach air transportation for two (2) from a major U.S. gateway airport nearest winner's home, up to two (2) nights (to be determined by Sponsor in its sole discretion) standard hotel accommodations (one [1] room, double occupancy), local transportation to and from the selected Naval facilities, and meals. (Approximate Retail Value ("ARV") of Prize: \$2,500. Total ARV of all prizes awarded: \$15,000.)

Potential winner's parent/legal guardian and, if required by Sponsor, Hometown Hero, will be required to execute a Release of Liability/Publicity (where legal) within the same time frame as indicated above. Winner and his/her parent/legal guardian must possess valid identification (i.e., valid photo ID, etc.) in order to travel. Winner and parent/legal guardian must travel together on the same itinerary. If winner resides within a 100-mile radius of destination, ground transportation will be provided in lieu of air transportation and no compensation or substitution will be provided for the difference in prize value. Airline carriers' regulations and conditions apply. Trip may not be combined with any other offer, and travel may not qualify for frequent flyer miles. All travel must be completed on dates specified by Sponsor or prize will be forfeited; dates of departure and return are subject to change. Travel arrangements must be made through Sponsor's agent, on a carrier of Sponsor's choice. Certain travel restrictions may apply. Actual value may vary based on city of departure. All prize details are at the sole discretion of the Sponsor.

No substitution, transfer, or cash equivalent of prize is permitted, except by Sponsor, which reserves the right to substitute a prize with one of comparable or greater value, at its sole discretion. Any and all taxes on the prizes, and any other costs, fees, and expenses associated with prize acceptance or use not explicitly stated herein as being awarded, including additional transportation, meals, souvenirs and gratuities are the sole responsibility of the winners.

**OWNERSHIP/USE OF ENTRIES:** By submitting an Entry, contestant agrees Sponsor shall own the Entry submitted (including all rights embodied therein) and that it and its designees may exploit, edit, modify, and distribute the Entry and all elements of such Entry, including, without limitation, the names and likenesses of any persons or locations embodied therein, in any and all media now known or not currently known, throughout the world in perpetuity without compensation, permission or notification to contestant or any third party.

**GENERAL:** By participating, each contestant (and, if an eligible minor, his/her parent or legal guardian) agrees: (a) to abide by these rules and decisions of Sponsor and judges, which shall be final and binding in all respects relating to this Contest; (b) to release, discharge and hold harmless Sponsor, GolinHarris, Campbell-Ewald, Advisory Board member companies and organizations, and their respective parents, affiliates, subsidiaries, and advertising and promotion agencies, and the respective officers, directors, shareholders, employees, agents and representatives of the foregoing (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 contestant's participation in the Contest or any Contest-related activity or the acceptance, possession, use or misuse of any awarded prize (including any travel/activity related hereto); 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 contestant or any third party and without prior notice, approval or inspection, and to execute specific consent to such use if asked to do so.

Released Parties are not responsible for late, lost, damaged, misdirected, incomplete, illegible, garbled, undeliverable, destroyed or stolen Entries or videos; or for any network, computer, mechanical, technical, typographical, printing, human or other error relating to or in connection with this Contest, including, without limitation, errors which may occur in the administration of the Contest, the processing of Entries, the judging of Entries, the announcement of the prizes, the uploading of any video, or in any Contest-related materials. Released Parties are not responsible for lost, late, incomplete, inaccurate, stolen, delayed, misdirected, undelivered or garbled Entries; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), Web site, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or difficulties of any kind whether human, mechanical, electronic, computer, network, typographical, printing or otherwise relating to or in connection with the Contest, including, without limitation, errors or difficulties which may occur in connection with the administration of the Contest, the processing or judging of Entries, the announcement of the prizes, or in any Contest-related materials. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Released Parties are not responsible for injury or damage to contestants' or to any other person's computer related to, or resulting from, participating in this Contest or downloading material from or use of the Web site. Persons who tamper with or abuse any aspect of the Contest or Web site or who are in violation

of these Official Rules, as solely determined by Sponsor, will be disqualified and all associated Entries will be void. Should any portion of the Contest be, in Sponsor's sole opinion, compromised by virus, worms, bugs, nonauthorized human intervention or other causes which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of Entries, Sponsor reserves the right at its sole discretion to suspend, modify or terminate the Contest and, if terminated, at its discretion, select the potential winners from all eligible, nonsuspect Entries received prior to action taken using the judging procedure outlined above. In the event of a dispute regarding Entries received from multiple users having the same email account, the authorized subscriber of the email account at the time of entry will be deemed to be the contestant and must comply with these rules. Authorized account subscriber is the natural person who is assigned the email address by the Internet Service Provider (ISP), online service provider, or other organization responsible for assigning email addresses.

**REQUEST FOR WINNERS LIST:** For a list of winners (available after June 17, 2008), send a self-addressed, stamped envelope to: U.S. Navy Leadership Challenge Contest Winners, 2200 Clarendon Blvd., Suite 1100, Arlington, VA 22201 for receipt by August 1, 2008.

**SPONSOR:** U.S. Navy Recruiting Command, 5722 Integrity Drive, Bldg 784, Millington, TN 38054