THE RULES for the Video Contest:

- Students and the community are asked to prepare up to a 5 minute video, including opening titles and closing credits
- The video needs to educate the audience on the importance of energy efficiency in the Traverse City community
- The video can be staged as a short play, commercial, news broadcast, talk show, music video, documentary, etc.
- There are two categories of entry for this contest – student and community member. Each category will be judged against itself
- Student entrants must be middle or high schools students or currently enrolled in undergraduate college, full or part time in the Traverse City area
- The community category is open to residents and businesses that are Traverse City Light & Power customers or have a residence or business in the City of Traverse City, Elmwood, Garfield, Peninsula or East Bay Townships
    - If you have questions regarding whether or not you are eligible to enter this competition, contact TCL&P at art@tclp.org
- All entries become the property of TCL&P
- Entries will be judged on overall impact, effectiveness of conveying the theme, artistic merit and technical proficiency
- Submission Process:
    - Upload video online (YouTube, Vimeo, etc.) and e-mail the URL to TCL&P at art@tclp.org
    - Deliver/mail DVD of uploaded submission to TCL&P (1131 Hastings St., Traverse City, MI 49686 – Attn: Jessica Wheaton)
        - DVD must be clearly marked with name of entrant and video title
    - All entries must be accompanied with the completed and signed Entry Form (see below)
- All steps of the submission process must be received prior to 4:00 p.m. on March 23, 2012
- Judges' decisions are final
- TCL&P reserves the right to reject any video submission
- Minors must have his/her parent's or legal guardian's permission to submit a video
- Winners will be announced and viewed at an awards celebration held at the City Opera House, 106 E. Front Street, Traverse City, on April 3, 2012. There will be an open house to view from 5:30-6:30 p.m. followed by awards ceremony at 6:30 p.m.
- One $500 Downtown Traverse City gift certificate will be awarded to each category – student and community

Commemorative "Power of Art" Video Contest Entry Form

Celebrating the Power of Art and Energy

Entries must be submitted by March 23, 2012 by 4:00 P.M.

This contest has two categories, student and community. Please complete the appropriate information, sign and date this entry form, and submit it with your video entry according to the official rules for this contest. The rules may be obtained online at: www.tclp.org

Student/Author Information:

Title of Entry: _____

Student's/Author's Name(s): _____

Grade if Student: _____

School if Student: _____

Home Address: _____

Phone: _____

Email: _____

Author's Release: I certify that this submission is my own work and that I have read and agree to the Contest Rules.

Author's Signature: _____

Student Release for those under the age of 18: I certify that _____ (student's name) has submitted an original entry and as legal guardian has my permission to participate in the Power of Art Video Contest. I also certify that I have read and agree to the Contest Rules.

Parent/Guardian's Signature: _____

One $500 Downtown Traverse City gift certificate will be awarded to the student with the winning video. One $500 Downtown Traverse City gift certificate will be awarded to the community member with the winning video.

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See TCLP.org for complete rules and information

Deliver contest entries to:
Traverse City Light & Power
1131 Hastings Street
Traverse City, MI 49686
Attention Jessica Wheaton