



HOMETOWN PRIDE WATER TOWER CONTEST



OFFICIAL CONTEST RULES

ENTRANT ELIGIBILITY

- An eligible entrant must be a city or organization within the state of Iowa
 - a. The eligible entrant may submit a video that was created or executed by an individual if the individual creating the video had the express permission of the eligible entrant.
 - b. The water tower for the city must be in satisfactory condition and location to allow for the wrap within budget, at the Iowa Finance Authority's discretion.
- Past winners of the water tower contest are not eligible to enter and/or win.

HOW TO ENTER:

1. Visit: <https://woobox.com/q8wxzm>
2. Complete an official entry form, every entrant must complete the entry form on the contest entry website to be considered eligible for the contest.

CONTEST SUBMISSION:

1. Must submit a video.
Include a link to your video submission within the entry form. Videos can be posted to YouTube or Vimeo but must be set to public so the video can be viewed during the voting period.
2. Only one video per city will be accepted.
3. Video must be no longer than one minute.
4. Video content must be appropriate for all viewers.
5. Video must show all of the following required elements
 - a. People in the city
 - b. Hometown pride
 - c. A water element

EXAMPLES OF REQUIRED ELEMENTS: Water park, water balloon fights, natural lakes and streams, water used for business or agricultural or much more – entrants are encouraged to get creative.

CONTEST PERIOD:

1. Submissions accepted: Oct. 19, 2021 at 9:00 a.m. CT – Nov. 16, 2021 at 5:00 p.m. CT.
2. Voting period to determine top video: Nov. 17, 2021 at 9:00 a.m. CT – Nov. 24, 2021 at 5:00 p.m. CT.
3. Votes must be entered at: <https://woobox.com/q8wxzm>
4. The video with the most votes on Nov. 24, 2021 at 5:00 p.m. CT will win. The odds of winning depend on the number of eligible votes cast.
5. The Woobox platform is the official time keeping device for the promotion.
6. One vote per Facebook account per 24-hour period.
7. Purchased votes are **prohibited**. Any votes that appear to be purchased or fraudulent will be removed at the sole discretion of the Iowa Finance Authority (IFA).
8. Persons entering the contest consent to publication and promotion of the contest results and any portion of the participants' entry on the website, social media or other marketing mediums, with the exclusion of personal contact information, such as phone number and email address.

SELECTION OF WINNER:

1. The winner of the grand prize will be selected by popular vote at the conclusion of the voting period.
2. The winner will be notified by email or phone after the conclusion of the voting period.

GRAND PRIZE:

The winning city will receive a custom water tower wrap designed by Iowa artist Laura Palmer. The retail value of the custom water tower wrap depends on many variables and cannot be accurately estimated until the winning city is identified.

TERMS OF ACCEPTANCE FOR GRAND PRIZE:

1. IFA officials and Laura Palmer will meet with designees from the winning city to determine the custom elements of the art.
2. The initial design meeting must be held within 30 days of prize notification.
3. The wrap must include the State Revolving Fund logo
4. Final art approval must be given by IFA and the city's designee.
5. The number of art revisions will be at the discretion of IFA and the artist.
6. An authorized representative from the winning city will be required to provide written final approval of the art. Any material edits or changes from the winning city after the final approval will result in additional material and installation costs and will be the responsibility of the winning city. Material edits shall include, without limitation, change in color, imagery, or scale.
7. The wrap design and installation timeline will be at the discretion of IFA.
8. IFA is not responsible for requirements moving forward including maintenance of the mural/wrap or for insurance for the installation of the wrap.

CONTEST SPONSOR:

Iowa Finance Authority (IFA)
1963 Bell Avenue, Suite 200
Des Moines, IA 50315

GENERAL RULES

1. By participating, entrants agree to abide by and be bound to these Official Rules and the decisions of IFA, which are final and binding in all respects.
2. Participation in the contest constitutes permission (except where prohibited by law) to use winner's name, images, video, hometown, likeness, prize won and photograph, all at the discretion of IFA, for future advertising and/or publicity in any and all media now or hereafter devised throughout the world in perpetuity, without additional compensation, notification or permission.
3. No purchase necessary. Void where prohibited.
4. IFA is not responsible for problems related to technical malfunctions of electronic equipment, computer online systems, servers, internet service providers, computer hardware or software failures, phone lines, failure of any entry to be received on account of technical problems, traffic, congestion on the internet or the website or for any other technical problems including telecommunication, miscommunication or failure, and failed, lost, delayed, incomplete, garbled or misdirected communications which may limit a contestant's ability to participate in the contest.
5. IFA reserves the right, at its reasonable discretion, to refuse, disqualify or withdraw any entry and/or entrants at any time during the contest period.
6. The prize award is subject to eligibility determination and final verification by IFA.
7. If IFA disqualifies an award winner, the prize may then be awarded to an eligible entry with the next highest vote count.
8. All taxes, if any, are the sole responsibility of the winners. No transfer, assignment, or substitution of prizes (in whole or in part); IFA reserves the right to substitute a prize of equal or greater value. Prize is not redeemable for cash in whole or in part.
9. Entrants may request the final number of votes for the winning video and a copy of the official contest rules by emailing ifafyi@iowafinance.com by December 31, 2021.
10. This contest is governed by the laws of the United States and the State of Iowa without respect to conflict of law doctrines.