



Kids Day

A benefit for Children's Hospital Central California



School Competition

Create a **Kids Day** Commercial

Commercial Video Topic: "Your Dollar Matters: Support Kids Day"

- ☆ Commercials are to be FUN and CREATIVE!
- ☆ 5 minute maximum in length
- ☆ Cannot shoot any part of your commercial in the hospital or on hospital grounds
- ☆ Commercials are to be "G" Rated. Children's Hospital reserves the right to disqualify any commercial that contains questionable material: vulgarity, profanity, indecent exposure, etc.
- ☆ Please use our proper name: "Children's Hospital Central California" OR "Children's Hospital." **DO NOT** use "Valley Children's Hospital" as this will cause you to be disqualified
- ☆ All eligible commercials will be uploaded to Children's Hospital Central California Facebook account, where they will be open to the public for voting. Commercials will also be uploaded to the Children's Hospital website, YouTube and Twitter for viewing purposes only. **Commercials go live February 11th.**
- ☆ **Become a friend of Children's Hospital Central California's on Facebook & vote!**
 - **Deadline to vote: March 4th, 2010**
- ☆ **ABC 30 will announce the winner on Kids Day, March 9th, 2010.**

- ☆ **All commercials must be submitted on a thumb drive.**

- NO EMAILS, NO DVD's

- ☆ All videos are DUE: **February 5, 2010 by 5:00p.m.**

- ☆ **Mail or Hand Deliver to:**

Children's Hospital Central California
Foundation Office: ATTN: Katelyn Ashton
9300 Valley Children's Place M/S PC17
Madera, CA 93636
Phone: 559-353-7100

- ☆ Please provide your address so we can return your thumb drive.
- ☆ **School Advisor must sign "Contest Release" form for your commercial to be eligible.**



KELLER WILLIAMS

REALTY

The Nazareff Team

WINNER will receive

\$500.00 for their School!



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School Advisor Commercial Release Form

As the representative for my organization I confirm the following:

1. I understand this video will be posted to public Internet sites including, but not limited to, Facebook, YouTube and the Children's Hospital Central California website, and that such posting means the video may be forwarded or reproduced in ways that are not under the control of Children's Hospital Central California, and ensured that all persons depicted in the video understand the same.
2. I waive all rights to compensation of any kind on behalf of my organization and all persons depicted in this video.
3. I ensure that all of my organization's policies regarding the production of this video and that Children's Hospital Central California is not responsible for any breaches of that policy.

Date

Name

Title

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School/Organization Name

Phone

Email