

SUMMARY OF “MY SECRET COAST” CONTEST

Coastal Mississippi is legislatively charged with the advertising, marketing and promotion of tourism opportunities in Hancock, Harrison and Jackson Counties. In connection with this legislative purpose, and in furtherance of its marketing campaign known as “Coastal Mississippi – The Secret Coast,” Coastal Mississippi invites residents of Hancock, Harrison and Jackson Counties, who are over the age of 21 years, to submit videos and/or photos of their favorite coastal sites, scenes, and/or attractions. Submissions of videos and photos will become the property of Coastal Mississippi and *may* be utilized by Coastal Mississippi on various marketing platforms. A panel of judges chosen by Coastal Mississippi will select the winning video(s) and photo(s), with the winners receiving video and photo credit, in addition to a cash prize for each selected winner.

VIDEO GUIDELINES

There is no limit to the number of video submissions which a contestant may submit, but cash prizes (video and photo) are limited to one (1) per person.

Videos should be ten (10) seconds to one (1) minute in length.

Videos may be edited by the contestant, and are subject to further editing by Coastal Mississippi, in its sole discretion.

PHOTO GUIDELINES

There is no limit to the number of photo submissions which a contestant may submit, but cash prizes (video and photo) are limited to one (1) per person.

Contestants are welcome to filter and edit photo, with photos subject to further editing by Coastal Mississippi, in its sole discretion.

HOW TO ENTER

All submissions of photos and videos must be received by Coastal Mississippi on or before December 15, 2020. Submissions received by Coastal Mississippi after December 15, 2020 will not be eligible for any prizes, although Coastal Mississippi reserves the right to publish any late submissions, which will be subject to the Rules and Regulations, below.

Entries may be uploaded to: www.coastalmississippi.com/mysecretcoast with an entry form available at that site to be completed for each entry. Alternatively, entries, together with entry forms, may be mailed to Coastal Mississippi, Attn: My Secret Coast, 2350 Beach Boulevard, Biloxi, MS 39531. No entries or entry devices will be returned to contestants. In no event shall Coastal Mississippi be responsible for entries submitted but not received, or received after the contest deadline.

For questions, please contact Karen Conner at 228-896-6699 or via email at Karen@coastalmississippi.com.

WINNERS

Winners will be selected by a panel of judges to be determined by Coastal Mississippi.

Three (3) video winners will be chosen. Prizes for the winning videos are as follows:

1 st Place:	\$5,000.00
2 nd Place:	\$2,500.00
3 rd Place:	\$1,500.00

One (1) photo winner will be chosen. The prize for the winning photo is \$1,000.00.

Additionally, each contestant will receive one entry, regardless of the number of submissions by each contestant, into a drawing for non-cash prizes.

Any applicable taxes are the responsibility of the winners.

While any submissions may be published by CM and/or its vendors, the winning videos and photo will be featured in future digital media publications, and winners may be announced on television, radio, internet, digital media, and/or print media.

ELIGIBILITY RESTRICTIONS

1. The contest is open to legal residents of Hancock County, Harrison County, and Jackson County, Mississippi and is restricted to those who are 21 years of age or older at the time of contest registration.
2. Employees and Commissioners of Coastal Mississippi, contest judges, and vendors and/or subcontractors who receive compensation from the promotion of this contest, together with members of their immediate families (defined as spouse, child, sibling, parent, or grandparent), and members of their households (whether related or not) may submit videos and/or photos to be published by Coastal Mississippi, but they are NOT eligible to win any prize(s).

RULES

By submitting an entry, each contestant acknowledges and agrees to the following:

No purchase is necessary to enter or win.

Submitted videos and photos must be the videographers' and/or photographers' original work. Coastal Mississippi may edit any submissions, as it may deem necessary or appropriate, in its sole discretion.

If people appear in the videos and/or photos, all submissions must depict proper social distancing and health and safety restrictions which are in effect at the time of submission and in the location where filmed.

All entries shall become the exclusive property of Coastal Mississippi, and the only consideration to be received by contestants is the chance to win a prize as identified in the "Winners" section, above.

By submitting a video or photo, contestants represent and warrant to Coastal Mississippi that: (1) the images submitted are their own; (2) that they are not downloaded from the internet; (3) that no third parties have any rights in and to the submissions; (4) that all rights in and to any music included in a video belong to the submitting contestant, or that the submitting contestant has obtained a valid license to use such music; (5) that any people who appear in the videos and/or photos consent to the use and publication of their name, voice, image and/or likeness, in any form of distribution or promotional mechanism, including, but not limited to, print, Internet, digital media, and broadcast media, without compensation from Coastal Mississippi; and (6) that each contestant agrees to indemnify and hold Coastal Mississippi harmless from any matter or action brought in connection with use of that contestant's photos and/or videos by Coastal Mississippi and/or its vendors.

Once videos and/or photos are published, Coastal Mississippi cannot control the use thereof by persons not associated with Coastal Mississippi.

Participants agree to abide by applicable federal, state, and local laws and regulations.

All portions of the following entry form must be completed and submitted together with the video and/or photo in order to be eligible for prizes.

Failure to abide by any portion of the Rules and Restrictions will result in disqualification in eligibility for a prize.

Prizes will be furnished to the winners by third party vendors.

MY SECRET COAST ENTRY FORM

By signing this form I acknowledge that I am over the age of 21 years, am a resident of Hancock, Harrison or Jackson County, Mississippi, and that I have reviewed and willfully agree to the Rules (including, but not limited to, the representations and warranties) and Guidelines for the My Secret Coast contest, as published on www.coastalmississippi.com. I hereby release the Mississippi Gulf Coast Regional Convention & Visitors Bureau, d/b/a Coastal Mississippi, its Commissioners, employees, representatives, agents, and vendors from any liability related to or in conjunction with this contest. I acknowledge that by submitting a video and/or photo, I hereby assign, transfer and release all of my rights, title and interests in and to such video and/or photo, and I irrevocably convey all ownership rights therein to Coastal Mississippi. I acknowledge that Coastal Mississippi reserves the right to terminate my participation in this program if I fail to follow the Guidelines and/or Rules, or if I am otherwise determined by Coastal Mississippi to be ineligible to participate.

Contestant Name: _____

Residence Address: _____

Telephone Number: _____

Email: _____

Signature: _____ **Date:** _____