

## CONTEST RULES

### Contest: "A Day in the Life of a NAIT International Student"

1. **SPONSOR:** This contest (the "**Contest**") is conducted and sponsored by the Northern Alberta Institute of Technology (the "**Sponsor**").
  
2. **CONTEST SUMMARY:** Contest entries will be accepted from **February 12, 2025 at 8:00 a.m. Mountain Standard Time** until **March 12, 2025 at 6:00 p.m. Mountain Daylight Time** (the "**Entry Period**"). There are three (3) prizes available to be won in this Contest (each, a "**Prize**" and further described in **Section 11**). To enter, eligible entrants must create a personal video, post it on their personal YouTube channel, share the video as published on YouTube on other social media platforms, and complete a digital form located on the NAIT International Social Media Contest page: [nait.ca/VideoContest](http://nait.ca/VideoContest). **Each video must include hashtags #NAIT, #NAITintl, and #NAITInternationalStudent, as well as the phrase: "This video was created as part of the NAIT A Day in the Life of an International Student Contest"**. Multiple entries are allowed, but an eligible entrant may win only one (1) Prize. Eligible entrants shall be selected for the chance to win a Prize in accordance with **Section 8** below. The selected eligible entrant will win a Prize.
  
3. **ELIGIBILITY:** To be eligible, an entrant must be an international student currently registered with the Sponsor. The following individuals are excluded from this Contest:
  - (a) Domestic students registered with the Sponsor;
  - (b) Sponsor's staff;
  - (c) Sponsor's alumnae;
  - (d) Immediate family members (defined as an individual's parent, sibling, child, or spouse, regardless of where they reside) of persons included in **Sections 3(a)** through **3(c)**;
  - (e) Individuals who reside within the household of a member of the Sponsor's Executive;
  - (f) A contest judge.

Eligible entrants must create a personal video, post it on their personal YouTube channel, share the video on other social media channels, and complete a digital form located on the NAIT International Social Media Contest page: [nait.ca/VideoContest](http://nait.ca/VideoContest).

Eligible entrants will be automatically entered for a chance to win. Multiple entries are allowed, but an eligible entrant may win only one (1) Prize. Anyone whose entry violates the Sponsor's policies and guidelines, the Sponsor's [Social Networking Best Practices Guideline](#), or whose entry contains objectionable content, including but not limited to profanity, violence, pornography, or is malicious, discriminatory, or threatening, will be disqualified. All decisions regarding eligibility to enter this Contest will be determined by the

Sponsor in its sole discretion. This Contest is void where prohibited by law.

4. **NUMBER, APPROXIMATE VALUE OF PRIZES, AND CHANCES OF WINNING:** There are three (3) Prizes available to be won in this Contest. The Prizes are described in **Section 11** below. The chances of winning a Prize will depend on the number of eligible entries received in accordance with these Contest Rules during the Entry Period.
5. **CONTEST PERIOD:** Contest entries will be accepted from **February 12, 2025 at 8:00 a.m. Mountain Standard Time** until **March 12, 2025 at 6:00 p.m. Mountain Daylight Time**. Entries must be received by the Sponsor during the Entry Period to be eligible to win a Prize.
6. **HOW TO ENTER:** No purchase is necessary to enter this Contest. To enter, eligible entrants must create a personal video, post it on their personal YouTube channel, share the video as published on YouTube on other social media platforms, and complete a digital form located on the NAIT International Social Media Contest page: [nait.ca/VideoContest](http://nait.ca/VideoContest). Multiple entries are allowed, but an eligible entrant may win only one (1) Prize. Entrants must also correctly answer a skill-testing question. No entries will be accepted by any other means.
7. **VIDEO REQUIREMENTS:** Each video submitted must be within 30 seconds to 2 minutes in length. Language spoken in the video must be English. The content of the video should showcase different aspects of daily life as a NAIT international student (such as classes, campus life, life in Edmonton, Alberta, Canada). The content: must be true, based on the entrant's personal knowledge and experience, does not refer to or depict any persons or entities (other than the entrant and the Sponsor) without their express permission, does not infringe upon the copyrights, trademarks, rights of privacy, or other intellectual property or other rights of any person or entity (other than the entrant), was created in a safe and legal manner, and is owned by the entrant. **Each video must include hashtags #NAIT, #NAITintl, and #NAITInternationalStudent, as well as the phrase: "This video was created as part of the NAIT A Day in the Life of an International Student Contest"**.
8. **DRAW DETAILS:** Three (3) winners will be chosen at the end of the Contest. A committee will first prescreen all entries to disqualify any that do not adhere to these Rules. Of the entries that qualify, the committee will then choose the winners using structured evaluation criteria considering quality of video and performance (50%), depth of content (45%), and level (proportionate to the entrant's social media presence) of video engagement on social media (impressions, likes, comments, and shares) (5%). If necessary, if a Prize is unclaimed, or if the selected entrant is unwilling, unable, or ineligible to win a Prize as set out in these Contest Rules, the Prize will be forfeited by the selected entrant, and the Sponsor shall have the right to select additional winner(s).

All determinations of the eligible entrants and the winners by the Sponsor are final and binding. The Sponsor will not communicate with entrants other than with selected entrants or as otherwise stated in **Section 20**. All matters related to the Contest and the verification of the eligibility of the entrants to be declared a winner shall be conducted by the Sponsor, or by persons designated by the Sponsor in its sole and absolute discretion. All decisions made by the Sponsor in this regard are final and binding and cannot be challenged.

**9. NOTIFICATION:** The Sponsor will contact each winner through the contact email address they confirmed in the digital form within seven (7) days of their entry being selected (March 19, 2025). If the selected entrant does not contact the Sponsor by 4:30 p.m. Mountain Daylight Time on March 26, 2025, the Prize will be forfeited and the Sponsor will select and contact a new winner. Any winners contacted after March 26, 2025, as a result of being drawn to replace an original winner, will have two (2) business days to contact the Sponsor to claim the Prize.

**10. DECLARATION OF WINNERS:** A selected entrant will not be declared a winner until:

- (a) The Sponsor has determined that the selected entrant is an eligible entrant pursuant to these Contest Rules; and
- (b) The selected entrant has signed the Sponsor's standard publicity release. Among other things, the standard publicity release will grant to the Sponsor a limited license to use the selected entrant's winning video for the Sponsor's advertising and/or publicity purposes in any and all media throughout the world in perpetuity without further compensation, notification, or permissions, unless otherwise permitted by law.
- (c) For clarity, the Sponsor shall not use or disclose the personal information or video of any non-winning entrant for any purpose other than described in these Rules.

**11. PRIZES:** There will be three (3) Prizes:

- (a) One (1) one thousand (\$1,000.00 CAN) dollar VISA gift card;
- (b) One GoPro camera (valued at approximately \$500.00 CAN);
- (c) One (1) two hundred (\$200 CAN) dollar gift card at Shop@NAIT.

The Prizes are not transferable and must be accepted as awarded with no substitutions, except at the Sponsor's sole discretion. The Sponsor reserves the right to substitute a Prize of equivalent monetary value if it is unable to award the Prize as described. The Sponsor will not be responsible, however, if factors beyond the Sponsor's reasonable control prevent the Prize from being fulfilled. In any such event, the winner will not be provided with substitute prizes or cash equivalent. The Prize will only be granted to the verified winner. The verified winner shall be required to pick up their Prize from the location designated by the Sponsor.

**12. CONTEST MODIFICATION OR CANCELLATION:** The Sponsor is not responsible for any printing, distribution, production, or other errors which may occur in the course of the conduct of the Contest including, without limitation, any typographical, printing, or other errors in these Contest Rules or in or on any other materials relating to the Contest, and the Sponsor is not responsible for any errors or losses which may occur in respect to the Prize selection, or in respect to the receipt, transfer, or storage of Contest entries. The Sponsor may rescind, cancel, amend, or revoke the Contest, without liability, and in its sole discretion for any reason whatever. Without limiting the generality of the foregoing, the Sponsor reserves the right to cancel or modify the Contest and/or these Contest Rules, in whole or part and without notice, if the Sponsor determines, in its sole and absolute discretion, that

fraud or technical or other failures have threatened or destroyed the integrity of the Contest. If, for any reason, the Contest is not capable of running as planned, due to causes beyond the reasonable control of the Sponsor which corrupt or affect the administration, security, safety, fairness, integrity, or proper conduct of this Contest, the Sponsor reserves the right, in its sole discretion to cancel, terminate, modify, or suspend the Contest.

**13. PARTICIPATION:** Participation in this Contest constitutes an agreement by each participant to comply with these Contest Rules.

**14. DISQUALIFICATION:** The Sponsor reserves the right, in its sole discretion, to disqualify any entrant or selected entrant the Sponsor finds to be:

- (a) Tampering or attempting to tamper with the entry process or the operation of the Contest;
- (b) Manipulating metrics on the YouTube service to misrepresent genuine viewer engagement with the video(s) submitted, such metrics including without limitation number of views, likes, dislikes, or subscribers;
- (c) Violating these Contest Rules; or
- (d) Violating the terms of service, conditions, or use and/or general rules or guidelines of any website property or service.

**CAUTION:** Any attempt by an entrant or any other individual to deliberately damage any website or undermine the legitimate operation of the Contest may be a violation of criminal or civil laws.

If an entrant or selected entrant is disqualified for any reason, another entry will be selected from the remaining eligible entries received as set out in these Contest Rules. The Sponsor will contact those additional selected entrants through the contact email address they provided in the survey.

**15. RELEASE AND INDEMNIFICATION:** By entering the Contest, each entrant:

- (a) Releases and holds harmless the Sponsor and its directors, officers, employees, affiliates, suppliers, sponsors, and agents from any and all liability for injuries, loss, or damage of any kind to persons, including death, or property damage, resulting in whole or in part, directly or indirectly, from acceptance, possession, use, or misuse of any Prize, participation in this Contest, or participation in any Prize-related activity; and
- (b) Agrees to fully indemnify the Sponsor and its directors, officers, employees, affiliates, suppliers, and agents from any and all claims on the part of any third party or parties related in any way and for any reason to the entrant's participation in the Contest or receipt or use of the Prize including, without limitation, death, or personal or property damage or injury.

- 16. LIMITATION OF LIABILITY:** The Sponsor assumes no responsibility or liability for incorrect, damaged, illegible, incomplete, mutilated, spoiled, destroyed, stolen, misplaced, lost, late, misdirected, or incomplete entries, notifications, responses, replies, or for any computer, online, telephone, hardware, software, or technical malfunctions that may occur (including but not limited to malfunctions that may affect the transmission or non-transmission of an entry). The Sponsor is not responsible for any incorrect or inaccurate information, whether caused by website users or by any of the equipment or programming associated with or used in the Contest or by any technical or human error which may occur in the processing of entries. The Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft or destruction, or unauthorized access to, or alteration of, entries. The Sponsor is not responsible for any problems, failures, or technical malfunction of any telephone network or lines, computer online systems, servers, providers, computer equipment, software, email, players, or browsers, on account of technical problems or traffic congestion on the Internet, at any website, or on account of any combination of the foregoing. The Sponsor is not responsible for any injury or damage to entrants or to any computer related to or resulting from participating or downloading materials in this Contest. If, for any reason, the Contest is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the reasonable control of the Sponsor which corrupt or affect the administration, security, safety, fairness, integrity, or proper conduct of this Contest, the Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest.
- 17. LAWS:** These are the official Contest rules. This Contest is subject to all applicable federal, provincial, and municipal laws and regulations. These Contest Rules are subject to change without notice to comply with any applicable federal, provincial, and municipal laws or the policies of any other entity having jurisdiction over the Sponsor.
- 18. CONSTRUCTION:** The invalidity or unenforceability of any provision of these Contest Rules shall not affect the validity or enforceability of any other provision. In the event that any provision is determined to be invalid or otherwise unenforceable or illegal, these Contest Rules shall otherwise remain in effect and be construed in accordance with their terms as if the invalid or illegal provision were not contained in these Contest Rules.
- 19. YOUTUBE:** This Contest is subject to the [YouTube Community Guidelines](#) and [YouTube Terms of Service](#). Any entry that does not comply with YouTube's guidelines or terms of service will be disqualified. YouTube is not a sponsor of the Contest. Each entrant releases YouTube from any liability related to the Contest. YouTube is not a sponsor of this Contest.
- 20. PRIVACY:** The name, contact information, and eligibility information of entrants is collected by the Sponsor pursuant to section 33(c) of the *Freedom of Information and Protection of Privacy Act* (Alberta) (the "**FOIP Act**"), for the purpose of administering the Contest. The Sponsor may also disclose the name and entry of Contest winners publicly for advertising or promotional purposes without further compensation. Questions regarding the Sponsor's collection, use, and disclosure of this personal information may be directed to: NAIT International Recruitment Team at [international@nait.ca](mailto:international@nait.ca) or in writing to Northern Alberta

Institute of Technology, 11762 – 106 Street NW, Edmonton, AB, Canada, T5G 2R1, attn.:  
International Recruitment Team.