

**Eastern Kentucky University College of Business
Center for Economic Education and Evans Banking & Financial Services Program
Student TikTok Contest Official Rules**

General rules

- These are the Official Rules for the ECU College of Business TikTok Contest (“Contest”).
- The submission part of the contest ends on April 5, 2024, at Noon Eastern time. You can post your TikTok any time before that date and begin promoting it.
- The promotion is in no way sponsored, endorsed, administered or associated with TikTok.
- After the contest submission deadline, you are encouraged to promote your TikTok to earn likes and help you win prizes in the contest.
- Voting on TikTok through likes and views ends at Noon on Monday, April 22.

Eligibility

Contest is open to students currently enrolled at Eastern Kentucky University.

How to Enter

To enter, you must submit these TWO things:

1. Post an original video on your TikTok account which describes your most useful financial advice for college students – and you must **tag ekufinlit**. Feel free to use humor and creativity. Avoid vulgarity and offensive language and content. Keep the video to one minute or shorter.
2. Complete an application using this Google link: <https://forms.gle/bBiCekQVQy9Whf6w7>. (The application just asks for the names and ECU student ID numbers for each member of the team of 1-4 students. This helps us identify winners.)

By submitting these items, the entrant automatically confirms that he/she agrees to all official rules which can be found at

https://econed.eku.edu/sites/econed.eku.edu/files/eku_financial_literacy_fair_video_rules_2024.pdf.

Video Entry Deadline

Deadline to enter is April 5, 2024, at Noon Eastern time. This includes uploading the video to TikTok and submitting the Google form application. Enter as soon as possible to promote your video and earn likes in competition for a prize!

Win Gift Cards and Prizes for Each Team Member!

- Most Likes on TikTok
- Most Views on TikTok
- Judges’ First, Second, and Third Place Selections

Winner Determination

The TikTok video that receives the most likes by Noon Eastern time on April 22, 2024, and whose creators have complied with these Official Contest Rules will receive a prize as described above.

An ECU College of Business faculty and student review committee will select additional winners from among all entrants who have complied with these Official Contest Rules. The committee's decision with respect to the selection of the potential winner(s) shall be final. **Winners do need to be present to win**, and winning TikTok videos will be shown at the Financial Literacy Fair in the ECU Business and Technology Center during 4:00-6:00 pm on Tuesday, April 23, 2024. The potential winners will be announced at the event and also notified by email on or about April 24, 2024. Winners or winning teams will be required to complete a W-9 form in order to receive the prize.

Prize Acceptance

All federal state and local laws and regulations apply. Failure to accept delivery of the prize will constitute forfeiture of such prize. If the potential winner is not in compliance with these Official Rules, the prize will be forfeited and, at the committee's discretion, an alternate winner will be selected. In consideration of being awarded the prize, winner hereby agrees and consents, without further authorization, compensation, or remuneration of any kind, to the use of the winner's name, voice, picture, and/or likeness in any and all advertising, promotions and other publicity conducted in relation to the ECU College of Business Financial Literacy Fair. The winner also agrees to allow the ECU College of Business to download the video and use it to promote Financial Literacy Awareness.

Contest Video Details

- Entries can be submitted by an individual or team. Teams of 1-4 students. Each student must be named on the submitted application along with a team name. All individuals/team members must currently attend Eastern Kentucky University. A team's prize must be split equally by the team members.
- Each team must fill out an application.
- You must tag ekufinlit on TikTok in order for your video to be entered in the contest. In addition, you can use the hashtag #ekufinlit in the video.
- TikTok videos may be up to 1 minute in length.
- Video must offer financial literacy advice to college students.
- Student(s) may use a smart phone to film the video and must be vertical format for TikTok.
- Videos must be live action or animation, no PowerPoint slides.
- Videos may not use copyrighted images or music.
- Multiple video submissions are allowed but only one submission per entrant may win a prize. A new application via the Google form is required for each video submission.
- Videos must not infringe the privacy or personality rights of any person or deceased person.
- Students must comply with the Terms of Service of TikTok, which provides that in order to access or use the services the person must be 13 years or older, cannot make available material which is defamatory to any person, obscene, offensive, pornographic, hateful,

racist, discriminatory, or inflammatory: <https://www.tiktok.com/legal/terms-of-service?lang=en>

- For information on the TikTok privacy policy for younger adults: <https://www.tiktok.com/legal/privacy-policy-for-younger-users?lang=en>
- For information on TikTok's intellectual policies: <https://www.tiktok.com/legal/copyright-policy?lang=en>

Indemnity

Entrant agrees to be bound by these Official Rules and holds harmless and indemnifies EKU and TikTok, and each of their directors, officers, employees, or agents, against any and all liability, damages or causes of action (however named or described), with respect to or arising from either the entrant's participation or the receipt or use of the prizes awarded in this Contest.