

FREE SMILE BY BOWIE BRACES

VIDEO CONTEST OFFICIAL RULES

Official Rules: No purchase or payment of any kind is necessary to enter or win this contest. A purchase will not increase your opportunity to win. Odds of winning will depend on the total number of qualified entries received.

1. Location: Bowie Braces is located at 6828B Race Track Rd, Bowie MD 20715.
2. Eligible Entrants:
 - a. Submitting a video for this contest is open to persons who:
 - i. Are fulltime students from grades 6-12
 - ii. Reside in Prince Georges or Anne Arundel county
 - iii. Are not currently receiving orthodontic treatment
 - iv. Are registered users or parent/guardians are registered users of Instagram® or Facebook®
 - b. All entries must come from a “public” Instagram or Facebook account or user must email info@bowiebraces.com requesting that @bowiebraces follow entrant (or parent/guardian) on social media and entrant (or parent/guardian) must accept @bowiebraces follow request.
 - i. To become a Registered User of Instagram or Facebook you must register for an account and agree to the “Terms of Use” set forth by Instagram (https://help.instagram.com/478745558852511/?helpref=hc_fnav) or Facebook (<https://www.facebook.com/policies?ref=pf>).
 - ii. There is no fee or charge to become a Registered User.
 - c. Employees of Bowie Braces and their immediate family members, legal and financial advisors, and any and all other companies associated with this contest are not eligible to participate in the contest. For purposes of this contest, "immediate family members" means parents, spouses, children, siblings, in-laws, grandmothers, grandfathers, or partners and/or those persons living in the same house as a family.
3. Entry Dates: All videos must be submitted by midnight November 30, 2017
4. How to Enter
 - a. Create one (1) video, less than 2minutes in length, explaining why you want braces
 - b. Post and email video-
 - i. post video on entrant’s (or parent/guardians) Instagram or Facebook account and include “@bowiebraces #bowiebraces #freesmileybybowiebraces” in description field of video post
 - ii. email video to info@bowiebraces.com
 - iii. Limit one (1) video submission per entrant. If more than one (1) video submission is submitted by an entrant, only the first video submission received (based on date and time uploaded to Instagram or Facebook) will be judged
 - c. All videos must be posted and emailed by November 30, 2017
 - d. By submitting a video to the contest via post and email, you grant Bowie Braces permission to repurpose and repost your video on social media or other outlets in relation to the contest or future promotions.
5. Video Submission Requirements
 - a. Video submissions will run for no more than two (2) minute maximum. If entry is longer than two (2) minutes, the entry may be disqualified
 - b. All video submissions must be in English
 - c. All video submissions must be uploaded to the entrant’s own, or the entrant’s parent/guardian’s Instagram or Facebook profile during the entry period and must include “@bowiebraces” and the official contest hashtags “#bowiebraces #freesmileybybowiebraces.
 - d. All video submissions must comply with Instagram’s Community guidelines (https://help.instagram.com/477434105621119/?ref=hc_fnav3) and Facebook’s community standards (<https://www.facebook.com/communitystandards>)
 - e. All submissions must be original work of entrant
 - f. Submissions must not:

- i. Include trademarks, logos, or copyrighted material not owned by entrant or used without permission (to include but not be limited to company names, music, photographs, works of art, or images published on or in websites, television, movies, or other media)
- ii. Use individuals' last names, in whole or in part
- iii. Reveal any personal information about entrant or another individual, including but not be limited to a person's address, phone number, e-mail address, credit card number or any information that may be used to track, contact or impersonate that individual
- iv. Been previously published or won an award or prize of any kind
- v. Refer to public figures
- vi. Contain profanity, pornographic, or sexual content, content promoting alcohol, illegal drugs, tobacco, firearms, or weapons, hateful content of any kind (including racism, sexism, etc.), content that promotes violence or harm to another living creature, or any other offensive, obscene, or inappropriate content
- vii. Contain any content that is likely to be considered offensive by Bowie Braces or could adversely affect the name, reputation or goodwill of Bowie Braces
- viii. Involve or promote any activity that is illegal or dangerous
- ix. Defame, misrepresent, or contain disparaging remarks about other people, groups, associations, entities or companies
- x. Bowie Braces will review all video submissions received during video submission period and will only post those video submissions that conform to these official rules and the Terms of Use and Community Guidelines
- xi. Video submissions that do not comply with these official rules, as determined by Bowie Braces' sole and absolute discretion, will be disqualified from the contest. Decisions of Bowie Braces are final and binding

6. Submission Terms:

- a. This challenge is void where prohibited.
- b. By submitting a video each entrant must include @bowiebraces #bowiebraces #freemilebybowiebraces. Submission acknowledges that he or she has read, understood, and agrees with the official rules and that he or she will retain sole ownership of his or her video submission. However, by submitting video entry, you grant Bowie Braces permission to repurpose your video on social media or other outlets in relation to the contest or future promotion
- c. Each entrant (and parent/guardian) agrees that Bowie Braces is not responsible for the incorrect or inaccurate entry of information, human error, technical malfunction, lost/delayed data transmission, omission, interruption, deletion, defect, line failure of any telephone, computer or other network, computer equipment, software or any combination thereof, inability to access Facebook or Instagram, or issues presented within said social platforms, included, but not limited to problems uploading any contest related materials, late, lost, damaged, misdirected, incorrect or incomplete Video Submissions, outages of Instagram or Facebook, or any other unforeseen issues with the platform. For purposes of these Official Rules, receipt of submission occurs when Social platforms' servers successfully receive the uploaded video file and record the required video submission information and Bowie Braces receives the video via email at info@bowiebraces.com.

7. Judging to Determine Winners:

- a. All eligible video submissions received during the video submission period will be judged by a panel of (5) representatives of Bowie Braces.
- b. The judges will assess each entrant's video based on the rules of eligibility outlined in the contest's official rules and the following criteria:
 - i. 1/3- How original is the video
 - ii. 1/3- How creative is the video
 - iii. 1/3- How apparent the benefits of braces would be to entrant
- c. Two (2) finalists will be selected and announced December 22, 2017 to come in for a complimentary clinical evaluation to assess clinical need.
 - i. Finalist will be notified via email and/or telephone by December 22, 2017

- ii. Finalist must schedule and attend a consultation appointment during available business hours by January 22, 2017
 - iii. If finalist does not attend consultation appointment by Jan 22, 2017, Bowie Braces reserves the full right to select another finalist from the video entrants or announce the remaining finalist as the grand prize winner
 - d. Grand Prize Winner will be announced on Feb 1, 2017
 - i. Grand prize recipient will be contacted via email and/or telephone by February 1, 2017
- 8. Grand Prize- Comprehensive Orthodontic Treatment with Traditional Metal Braces
 - a. Approximate retail value - \$5500
 - b. Prize includes preliminary, progress, and final orthodontic records, including photographs, panoramic radiograph, cephalometric radiograph, digital impressions, traditional twin metal brackets and wires, one (1) set of clear retainers
 - c. Entire prize will need to be fulfilled at Bowie Braces
 - d. Orthodontic treatment with Invisalign, Damon, Ceramic, or Lingual brackets are excluded
 - e. Additional costs that may be associated with orthodontic treatment including, but not limited to, surgical treatment, extractions, TADs, exposures, lab fabricated appliances, broken brackets, replacement retainers, and broken appointments are full responsibility of the winner
- 9. Grand Prize Recipient
 - a. Grand prize winner will be notified by email and/or telephone by February 1, 2017
 - b. Must be able to travel to Bowie Braces for routine orthodontic treatment
 - c. Must be in good dental health with no cavities, or must have cavities filled prior to starting treatment (previous fillings are okay), and have had cleaning within 6 months prior to starting orthodontic treatment
 - d. Must visit general dentist every 6months for cleaning and examination throughout orthodontic treatment
 - e. Is fully responsible for additional costs that may be associated with orthodontic treatment including, but not limited to, cleanings, fillings, surgical treatment, extractions, TADs, exposures, lab fabricated appliances, broken brackets, replacement retainers, and broken appointments