



2021 “Don’t Worry...Be Horsey” Video Contest

Rules & Regulations

April 8-10, 2021 | Virtual Contest



It's time to get out your cell phones and take videos of your horses! Equine Affaire has introduced the “Don’t Worry...Be Horsey” Video Contest, a contest in which you could win an Equine Affaire branded prize pack containing Equine Affaire apparel and merchandise and online exposure in exchange for your home video sharing how you have fun with your horse. It could be something funny, your horse in a costume, a nifty trick, a tik tok inspiration, or simple ways your horse makes you smile.

Equine Affaire’s “Don’t Worry...Be Horsey” Video Contest will award prizes for the three top-placing videos. Video submissions for the Video Contest will be accepted through Monday, March 15, 2021. Videos will be presented for event attendees to enjoy and vote on their favorite throughout the first three days of the virtual Equine Affaire, April 8-10, 2021, and the winners will be announced on Sunday, April 11, 2021. Videos will be showcased for the entertainment of horse lovers worldwide on www.equineaffaire.com, Youtube, and via Equine Affaire’s social media outlets.

Who May Submit Video(s)

The Contest is open to legal residents of the 50 United States, the District of Columbia, and Canada (excluding Quebec). The Contest is void in Quebec, Guam, Puerto Rico, the U.S. Virgin Islands, and other U.S. territories and possessions, and where prohibited or restricted by law.

Written parental consent is required for any entrant under 18 years of age.

Employees of Equine Affaire, Inc. and anyone involved in the production or administration of the Contest as well as the immediate family/same household members of any of the foregoing individuals are not eligible to enter or win any prizes.

Video Content and Length Requirements

To be accepted for the Video Contest, a video must meet the following requirements:

1. The video must feature one or more horses during the majority of the duration of the video.
2. The horse(s) in the video must be the primary subjects featured in the video. However, the video may feature other subjects including people and other animals.
3. The video may be no longer than five minutes in length or a maximum of 2 GB in size.
4. The video must be the original work of the entrant submitting the video—and that entrant must be the sole and rightful owner of the video.
5. The video must not have been submitted previously to any television video contest or telecasted on national television (thereby making the video the property of that contest or television production company.)
6. Videos shot for commercial distribution and/or commercial broadcast purposes are not eligible for participation in the Contest.

How the Videos Will be Judged

Videos will be judged by the attendees of the 2021 virtual Equine Affaire on April 8-10. During the virtual Equine Affaire, attendees will be asked to select their favorite video and “like” it. The three videos with the

most “likes” by 5:00pm EST on Saturday, April 10, 2021, will be declared the winners. In the event of a tie, the management of Equine Affaire will vote and break the tie(s). Equine Affaire, Inc.’s decisions will be final and binding regarding all matters pertaining to the “Don’t Worry...Be Horsey” Video Contest. Winners will be announced on Sunday, April 11 during the virtual Equine Affaire.

How to Submit Videos to the “Don’t Worry...Be Horsey” Video Contest

You may submit video(s) to the “Don’t Worry...Be Horsey” Video Contest by completing the [online application](#) and uploading your video. All required fields of the survey must be completed in order for an entry to be valid. The online entry form will be available through the submission deadline of Monday, March 15, 2021.

Submitting Your Video(s) Online or via Email: You may enter as many different home videos of horses as you wish by submitting a separate entry form with each video. You may:

- 1) Upload your video via the online “Don’t Worry...Be Horsey” Video Contest entry form (accepts video files up to 40MB in size) or
- 2) Email your completed entry form and video file (less than 10 MB or if a larger file size send a link via Dropbox or Google docs) to clong@equineaffaire.com.

Please submit your highest quality video file up to 2 GB. The recommended and preferred specifications are 30 or 60 frames per second with 1920×1080 or 1280×720 resolution. Other resolutions and frames per second are acceptable. Acceptable file formats are: .mp4, .mov, .avi, and .wmv. Equine Affaire recommends MPEG4 (MPG). You will be responsible for all fees incurred through your wireless device associated with participation in the Contest. Please consult your wireless service provider for details regarding your message and data plan(s).

The owner/ entrant of each video entered in the “Don’t Worry...Be Horsey” Video Contest must sign an Entry Form provided by Equine Affaire, Inc. to be eligible to win any prizes and have the video broadcasted. The Entry Form will include, among other things, a statement that the video is the exclusive property of the owner/entrant at the time it was submitted. Owners/entrants of videos will also be required to obtain written Releases from all identifiable persons depicted in or seen or heard in the videos in order to be accepted. A parent or legal guardian must sign the Release form for a minor owner/entrant or minor appearing in the winning video.

Please be advised: Equine Affaire, Inc. is not responsible for Internet system and hardware failures; delayed, incomplete or unsuccessful transmission of video or other entry information; technical malfunctions of any kind; human error; information loss and downtime; or any costs, losses, liability or damages resulting from any such failures. In the event of any such technical difficulty, malfunction or error, Equine Affaire, Inc. reserves the right, in its sole discretion, to take such actions as it deems appropriate in keeping with the fairness and integrity of the Contest, including without limitation a determination to take no action.

The Award of Prizes

The top three winners will receive an Equine Affaire branded prize pack, including a selection of Equine Affaire's apparel and merchandise. Prizewinners will be notified by Equine Affaire, Inc. by telephone, email or mail at the discretion of Equine Affaire, Inc. based on the contact information provided by entrants. In the event the winner cannot be reached at the telephone number, email, or other address on winner's entry by April 30, 2021, the prize will be forfeited. No prize substitution will be offered. Prizes will

be awarded to the winners within thirty (30) days after the winners of the “Don’t Worry...Be Horsey” Video Contest are announced provided that the entrant(s) certify and establish to the satisfaction of Equine Affaire, Inc. that they are the owner(s) of the video and further provided that they have complied with the “Don’t Worry...Be Horsey” Video Contest Rules & Regulations and have signed all necessary releases/forms as determined by Equine Affaire, Inc.

Additional Rules

Equine Affaire, Inc. reserves the right to edit and/or alter any video submission in its sole discretion prior to broadcast at an event or via other platforms.

Each owner/entrant who submits a video understands and agrees that his/her video submission may receive exposure at Equine Affaire events, at www.equineaffaire.com, Youtube.com and/or other websites, platforms and media as Equine Affaire, Inc. determines in its sole discretion and may be subjected to comments and popularity ratings from the public at large. Equine Affaire, Inc. is not responsible in any manner for any remarks posted by the public pertaining to any entrant or any entrant’s video. Each entrant explicitly acknowledges and agrees that the Release given by Entrant shall cover any claim, expense or liability arising from or relating to Equine Affaire, Inc.’s use of the video submitted.

By participating, Entrant agrees to the use of his/her name, address, or any likeness for advertising or publicity purposes and to the use of statements made by the Entrant relating to Equine Affaire, Inc. or its event, and releases any and all rights to said use without further compensation.

Entrant releases Equine Affaire, Inc. and its affiliates, subsidiaries, officers, directors, agents, employees and all others associated with the development and execution of this Contest from any and all liability with respect to or in any way arising from this Contest and/or acceptance or use of the prizes, including liability for personal injury, death, damages, or loss. Equine Affaire, Inc. is not responsible for prize quality or utility. Equine Affaire, Inc. is not responsible for any incorrect or inaccurate information, whether caused by computer users or by any of the equipment or programming associated with or utilized in the Contest or by any technical or human error which may occur in the processing of submissions in the Contest. Equine Affaire, Inc. 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. Equine Affaire, Inc. is not responsible for user cheating or fraud by any entrants. Any activities intended to disrupt or interfere with the proper play of the Contest, or defraud Equine Affaire, Inc. in any way may be prosecuted to the fullest extent of the law. Participants engaging in any of the foregoing activities will be disqualified and will forfeit any prizes won. If, for any reason, the Contest is not capable of running as planned, including without limitation: infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of Equine Affaire, Inc. which corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, Equine Affaire, Inc. reserves the right at its sole discretion to cancel, terminate, modify, or suspend the Contest.

Each Entrant agrees that his/her participation and submission shall be governed by and construed under and in accordance with the laws of the United States and of the State of Ohio applicable to contracts entered into and wholly performed therein. Each Entrant consents and agrees to the exclusive jurisdiction and venue of the federal and state courts of the State of Ohio, located in the County of Madison. Any claims shall be resolved individually, without resort to any form of class action, and all such claims shall be limited to actual out-of-pocket costs incurred, but in no event to include attorneys’ fees.