



Contest Rules and Guidelines

Contents

- Contest Dates..... 4
- Contest Eligibility..... 4
- Ways to Enter..... 4
- Entry Requirements: All Categories..... 5
 - Using Stats in the Social Media Campaign and Videos..... 6
- Individual Student Entrant – Video & Graphic Design Category..... 7
 - Eligibility..... 7
 - Registration Process (Both Video and Graphic Design)..... 7
 - Individual Student Entrant (Video Only)..... 8
 - Entry Requirements for Videos..... 8
 - Submission Process for Videos..... 9
 - Individual Entrant (Graphic Design Only)..... 9
 - Entry Requirements for Graphic Design..... 9
 - Submission Process for Graphic Design..... 9
- Individual Student Entrant – Community Champion Bonus Points..... 10
 - Eligibility..... 10
 - Entry Requirements: Individual School Entrant (either Video or Graphic Design)..... 10
 - Submission Process for Community Champion Bonus Points..... 11
- High School Campaign Category..... 13
 - Eligibility..... 13
 - Entry Requirements: High School Campaign..... 13
 - Submission Guidelines for High School Campaign..... 14
 - Submission Process for High School Campaign..... 15
- Judging for Winners..... 16
 - Judging Criteria for Individual Entrants (Video or Graphic Design)..... 16
 - Community Champions Bonus Points..... 16
 - Judging Criteria for High School Campaign..... 16
 - Winner Notification Process and Expectations..... 16
- Educational Grants..... 17
 - Individual Awards..... 17
 - School Awards..... 17
- Template: Community Champion Email - Individual Entry..... 18
 - Instructions..... 18
 - Email Template..... 18
- Template: Community Champion Email – ITD Approved Shared Content for Individual Entries Only..... 19
 - Instructions..... 19
 - Email Template..... 19

Frequently Asked Questions (FAQ).....	20
Video and Graphic Design FAQs.....	20
High School Campaign FAQs.....	22
Agreement: Sponsor Rights & Responsibilities.....	24
Sponsor.....	24
Rights to Use and Materials.....	24
Late, Lost, or Incorrect Entries.....	24
General Rules.....	24
Agreement: Entrant Responsibility.....	26

Contest Dates

Contest Opens:	October 16, 2024, at 12:01 AM Eastern Time
Last Date To Register (<i>High School Contest</i>):	March 20, 2025, at 5:00 PM Eastern Time
Contest Closes:	April 15, 2025, at 5:00 PM Eastern Time
Announcement of Winners:	By May 15, 2025, at 5:00 PM Eastern Time
Support Websites:	https://ImpactTeenDrivers.org https://CreateRealImpact.com https://SpeakUp4Safety.org

The goal of the Create Real Impact (CRI) Contest is to emphasize the importance of avoiding reckless and distracted driving and reduce teen driving injuries and fatalities on roadways and walkways. The CRI Contest is offered by the Impact Teen Drivers Fund (“Sponsor”) to promote our ongoing commitment to providing education about the dangers of reckless and distracted driving, as well as shared roadway responsibility. We empower teens and their influencers to make good decisions with every form of transportation – as drivers, passengers, bicyclists, pedestrians, scooter riders, and other roadway users.

Contest Eligibility

The awards in this category are open only to legal residents of the fifty (50) United States and the District of Columbia and DACA recipients between the ages of 14 and 22 years. Entrants must be enrolled as full-time students in an accredited educational institution (secondary middle/high school, trade school, college, or university).

CRI Contest awards in the category of High School Campaign are open to high schools who are registered with the US Department of Education and are physically located in the fifty (50) United States or the District of Columbia.

Residency, age, and current enrollment at an accredited educational institution will be verified and subject to final decision of eligibility by Impact Teen Drivers. All applicable federal, state, and local laws and regulations apply. Void where prohibited.

Ways to Enter

There are two ways to enter, either as 1) an **Individual Student**, between ages 14-22, or 2) as a **high school group of students representing their school** and supervised by a school representative.

A student participating with a teacher/advisor in the Create Real Impact High School Campaign Contest, is also eligible to enter their Video or Graphic Design as an Individual Student Entrant during the same contest period.

All entrants will create an original work showcasing either 1) a positive solution or strategy to end reckless and distracted driving, or 2) a positive solution or strategy to stay safe as a shared roadway user (pedestrian, bicyclist, scooter rider, etc.). Distracted driving is anything that takes:

- Your eyes off the road

- Your hands off the wheel
- Your mind off your driving
- Keeps your ears from being alert to your surroundings

We encourage participants to go beyond addressing phone use and consider behind-the-wheel distractions include texting and talking on the phone but also applying make-up, turning to talk to your friends, adjusting the GPS or radio/shuffling the playlist, eating, drinking (non-alcoholic), or anything else that takes your attention away from the task of driving. Please do not forget distracted driving does not just affect those inside the car, it can affect pedestrians, bicyclists, people riding scooters, and other roadway users.

Entry Requirements: All Categories

Entries should not use the word “accident”. Alternative terms are crash, collision, or wreck. The majority of car crashes are preventable based on the choices being made inside of a car by a driver or a passenger. Remember, shared roadway users should also stay alert and have the power to prevent crashes. It is acceptable to use the word “accident” to educate the audience about why that term should NOT be used. All entries must adhere to the following requirements:

Positive Focus on Topic

- Not use scare tactics, such as showing images or footage of crashed vehicles, or show gore including blood, injuries, etc.
- **While extremely dangerous and highly illegal, being under the influence of alcohol or drugs while driving is NOT the focus of this contest.** Entries focused on drinking alcohol or using drugs and driving WILL NOT be accepted.
- Not include any real footage of dangerous or reckless driving that violates the California Vehicle Code or any other state’s Motor Vehicle Code. **Entries where the vehicle is moving or in operation will not be accepted.**
- Positively focus on the importance of avoiding distracted driving and embracing safe driving, riding, walking, biking, or rolling behaviors to promote teen shared roadway safety.
- Remember, the focus is on SOLUTIONS.

Inclusive and Respectful

- Not feature imagery or dialogue that is inappropriate, indecent, obscene, hateful, tortuous, defamatory, slanderous, dangerous, or libelous.
- Not promote bigotry, racism, hatred, or harm against any group or individual or promote discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age.
- Not disparage Impact Teen Drivers, Create Real Impact, or any other person or party affiliated with the Create Real Impact contest and administration and promotion of contest.

Original and Unique

- Must be original work and exclusive to the Create Real Impact Contest – do not use any copyrighted work.
- Not be created for or entered into a previous Create Real Impact contest or any other contest.*
- Not feature the brand, catch phrase, or logo of any organization, campaign, contest, etc. that is not affiliated with Impact Teen Drivers; do not use other teen safe driving organizations campaign materials and/or promotional items in your entries.
- Entries are only accepted in English. And, for safety reasons, do not include any personal contact or identifying information in your entry or entry description. For example, do not include your phone number or address; blur out license plate numbers and other identifiable information.
- Entries using borrowed imagery, music, lyrics, etc. must secure expressed and written permission for use within the piece and that permission should be sent to Impact Teen Drivers at CreateRealImpact@ImpactTeenDrivers.org By submitting your entry, you agree that you have secured permission prior to submitting. Submission of any entry in this contest constitutes the entrant's irrevocable assignment, conveyance, and transference to Sponsor of all right, title, and interest in the entry, including, without limitation, all copyrights.

Using Stats in the Social Media Campaign and Videos

We encourage the use of these verified statistics. If you do additional research, please make sure to use and cite reputable sources, such as government agencies like national and state transportation departments.

- Almost 3,000 teens lose their lives in crashes each year in the US.
- 225,000 teens are seriously injured in crashes each year in the US.
- 75% of fatal teen car crashes do not involve drugs or alcohol.
- 50% of teens who lost their lives in car crashes last year were not wearing a seat belt.
- 94% of teens say they wear a seat belt every single ride.
- Nearly 8 teens die every day in collisions.
- There are four primary types of distractions: visual (eyes off the road), manual (hands off the wheel), cognitive (mind not focused on driving), and auditory (ears not alert).
- At least 1 in 4 car collisions involves phone use.
- Parents are the number one influencer of teens' driving attitudes and behaviors.
- Graduated Driver Licensing laws have decreased teen fatalities by about 40%.
- 50% of teens killed in car crashes were not driving, but were passengers in the car with a teen driver.
- The risk of crash doubles with two passengers under 21 years of age.
- The risk of crash quadruples with three or more passengers under 21 years of age.
- 94% of teens think that teen passengers are a distraction while driving.

- Driving at night increases a teen’s risk of a chance of a crash by 400%, or teens are four times more likely to get into a crash.
- 90% of teens say they would stop texting while driving if a friend in the car asked them to.
- 84% of teens say they would speak up if the driver was texting.
- Over 60% of teens say they don’t text or email while driving.
- A pedestrian is killed in a crash every 70 minutes.
- A pedestrian is injured in a crash every 8 minutes.
- About 75% of crashes involving bikes, scooters, and other forms of micromobility occur at night.

Individual Student Entrant – Video & Graphic Design Category

Eligibility

An individual entrant must be a full-time student between the ages of 14 and 22 years who are enrolled in an accredited educational institution (secondary, middle/high school, trade school, college, or university).

Registration Process (Both Video and Graphic Design)

- **STEP 1: READ THE RULES and AGREEMENTS FOR BOTH SPONSOR/ENTRANT**
 - Participation in this contest is an agreement to follow the rules and requirements. Read through the two (2) Agreements in this guide: 1) Agreement: Sponsor Rights & Responsibilities, and 2) Agreement: Entrant Responsibility. Abide by all Submission Guidelines and Process steps.
- **STEP 2:** Visit the home page of CreateRealImpact.com > Contest > Registration to complete the Registration Form.
- **STEP 3:** For the Contest Category field, use the drop down arrow and choose the contest category for either “Video Category” or “Graphic Design Category”. Click the Register button.
 - Complete the Registration Form. All required fields (marked with an asterisk) must be filled in at the time of registration.
 - The non-required fields can be completed up to the last day of registration.
 - Click the “Register” button to submit the form. A screen appears confirming registration is complete.
- **STEP 4:** A New Account Email will be sent upon submission to the email address entered in the Registration Form explaining the next steps.

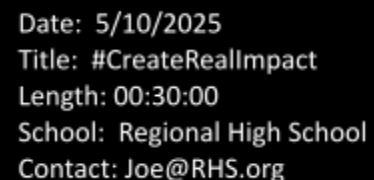
- STEP 5: If the account meets all eligibility rules and is approved, an Approval Email will be sent within three (3) business days containing your account information. If the email is not received, the individual entrant needs to contact via email CreateReallImpact@ImpactTeenDrivers.org
 - Keep this email for quick access during the contest process as this account will be used to submit your entry. A shareable link will be included which must be used to share your entry on social media if you choose to pursue Community Champion Bonus Points.

Individual Student Entrant (Video Only)

Entry Requirements for Videos

Each entrant is asked to submit an original video offering either 1) a positive solution or strategy to end reckless and distracted driving, or 2) a positive solution or strategy to stay safe as a shared roadway user (pedestrian, bicyclist, scooter rider, etc.). The video must be tagged with #ImpactTeenDrivers.org when uploaded to YouTube for public viewing.

- Video
 - Length: must be 30 seconds
 - Video formats accepted: the following screen formats qualify for entry
 - HD 720p: 1280 W x 720 H, 30 frames per second
 - HD 1080p: 1920 W x 1080 H, 30 frames per second (preferred)
 - 4K UHK: 3820 W x 2160 H, 30-60 frames per second
 - Video formats NOT accepted
 - Under 720p: Any screen size under 1280 W x 720 H
 - Square: Any video with equal height and width
 - Vertical: Any video recorded in a vertical format
 - Video Slate: provide a 5 second slate, followed by 3 seconds of black before your video. The example slate below shows the following information to include:
 - Date
 - Video Title and Length
 - School name
 - Contact email
 - Video Codecs/File Formats: MP4, MOV, WMV, & AVI
- Upload the video to YouTube with settings to:
 - Be tagged with #ImpactTeenDrivers.org
 - Be publicly accessible on YouTube
 - Include appropriate cast and crew credits and any back-story of the piece in the description.
- See **Entry Requirement: All Categories** for additional guidelines



Date: 5/10/2025
 Title: #CreateReallImpact
 Length: 00:30:00
 School: Regional High School
 Contact: Joe@RHS.org

Submission Process for Videos

- STEP 1: PLAN AND COMPLETE VIDEO
 - Abide by the **Entry Requirements: All Categories** as stated in this Guide, as well as the category specific requirements.
 - Engage your school and community.
- STEP 2: SUBMIT CAMPAIGN ENTRY
 - Upload your video to YouTube, tagging #ImpactTeenDrivers.org and setting it as publicly viewable.
 - Copy the link for the uploaded YouTube video for use in submission.
 - Visit the Home Page of CreateRealImpact.org and log-in to your existing account.
 - Click the “Profile” button on the Home Page if there are fields you still need to provide information for. An account profile is created based on registration answers. If fields were left blank when registering, you will be prompted to complete your profile before being able to browse the site or submit an entry.
 - Complete the *Campaign Entry* tab. When you first access the Campaign Entry screen, fields appear to add a Title and Description and a link to your YouTube video. Keep in mind these fields will be what a viewer can see when clicking on the YouTube link to the PSA video provided on this screen. Remember the YouTube links must be publicly viewable. Once the fields are complete, click the Update button.
 - You can only upload your entry once.
 - Make sure the file you upload is the final product.
- STEP 3: SUBMISSION APPROVAL
 - Proof of submission, or sending your submission, is not proof of receipt by the Sponsor.
 - Submissions are held for review by the Create Real Impact Team prior to publishing on the website. Please allow up to 72 hours for approval.
 - Submissions which are not received by ITD will not be entered into the Contest.

Individual Entrant (Graphic Design Only)

Entry Requirements for Graphic Design

A graphic design entry may take the form of a poster, infographic, or brochure with a focus on either 1) a positive solution or strategy to end reckless and distracted driving, or 2) a positive solution or strategy to stay safe as a shared roadway user (pedestrian, bicyclist, scooter rider, etc.).

- File type must be a single document formatted as .JPEG, .JPG, or .PNG. This can be done when doing a File Save As command then changing the “Save As” field to one of these formats.
- File size must be under 10 MB
- See *Entry Requirement: All Categories* for additional guidelines

Submission Process for Graphic Design

- STEP 1: PLAN AND COMPLETE GRAPHIC DESIGN

- o Abide by the **Entry Requirements: All Categories** as stated in this Guide, as well as the category specific requirements.
- o Engage your school and community.
- STEP 2: SUBMIT CAMPAIGN ENTRY
 - o Visit the Home Page of CreateRealImpact.org and log-in to your existing account.
 - o Click the “Profile” button on the Home Page if there are fields you still need to provide information for. An account profile is created based on registration answers. If fields were left blank when registering, you will be prompted to complete your profile before being able to browse the site or submit an entry.
 - o Complete the *Campaign Entry* tab. When you first access the Campaign Entry screen, fields appear to add a Title and Description for your graphic design. Once the fields are complete, click the Upload button and select the graphic design file. Click the Update button when finished.
 - You can only upload your entry once.
 - Make sure the file you upload is the final product.
- STEP 3: SUBMISSION APPROVAL
 - o Proof of submission, or sending your submission, is not proof of receipt by the Sponsor.
 - o Submissions are held for review by the Create Real Impact Team prior to publishing on the website. Please allow up to 72 hours for approval.
 - o Submissions which are not received by ITD will not be entered into the Contest.

Individual Student Entrant – Community Champion Bonus Points

Eligibility

Available to Individual Student Entrants only – High School Campaigns are not eligible.

Entry Requirements: Individual School Entrant (either Video or Graphic Design)

- An additional way to win educational grant money is by collaborating with local Community Champions in your community whose mission aligns with Impact Teen Drivers’ efforts to end reckless and distracted driving and make our roadways and walkways safer. Ask them to post on their **official** social media site and share the importance of safe driving, passenger, and other roadway user choices.
- For the purposes of this Contest, Community Champions must fall into one of these categories:
 - o **Community Health, Safety, and Education Organizations:** fire departments, law enforcement agencies, health care organizations, school districts, county health departments, parent-teacher organizations.
 - o **Community Boards or Service Organizations:** SADD (Students Against Destructive Decisions), FCCLA, HOSA, Boy Scouts, Girl Scouts, National Charity League, Youth Advisory Councils, Kiwanis, Rotary, etc.

- **Elected Officials:** governors, senators, state representatives, mayors, town selectmen/select people, city council members, school board members, etc.
- Posts shared by family, friends, teachers, or other personal or private social media pages will **not** be awarded points. This includes posts by individuals who are first responders, medical professionals, etc. and are posting to their personal page or other non-official social media account.
- Posts by elected officials such as mayor, town selectman, school board member, etc. are the **only** posts by individuals that will be awarded points. These posts must be posted through their **official** social media accounts, not a personal social media account.
- If you prefer, Impact Teen Drivers can provide approved content for this purpose rather than using your contest entry.
 - You can find Impact Teen Drivers approved content at SpeakUp4Safety.org or CreateRealImpact.com
 - Browse through the content provided, choose and download the graphic you'd like to share on social media. Share the downloaded graphic with the Community Champion.
- In the event of a tie between contestants, the winner will be chosen by, and at the sole discretion of, a panel of Impact Teen Drivers judges.

Submission Process for Community Champion Bonus Points

- STEP 1: CONNECT WITH COMMUNITY CHAMPIONS
 - Before posting on social media, you must first upload your campaign entry at CreateRealImpact.com (See *Submission Process* instructions for either video or graphic design above).
 - Contact Community Champions in your area and request that your entry or approved Impact Teen Drivers content is shared on their official social media platforms.
 - Templates of example emails for reaching out are included at the end of this guide. Prior to sending, read through the text and replace prompts with your information, insert your social media link and/or file and the required tags.
 - If you are sharing a **Graphic Design entry** or Impact Teen Drivers graphic resource, you are encouraged to include the actual file in your outreach to your champions.
 - Direct the Community Champion to provide a brief caption or description explaining the purpose of the post. An example of this could be the Community Champion sharing your graphic design entry with a caption reading: "Check out this amazing graphic made by local teen, Johnny M! Whenever you drive, do not forget to keep your eyes on the road, hands on the wheel, and mind on driving."
- STEP 2: SOCIAL MEDIA POSTINGS BY CHAMPIONS
 - Each social media communication posted must contain the following:
 - If sharing your own campaign entry include the Create Real Impact social media link provided in the Approval Email and the file if you choose to share a graphic design. If sharing approved Impact Teen Drivers content pieces from one the supported websites include the downloaded graphic.

- Include a tag/link to both #ImpactTeenDrivers.org and #CreateRealImpact.com.
 - A brief description of your entry.
- STEP 3: SUBMIT PROOF OF POSTINGS
 - Go to the <https://CreateRealImpact.org> website and sign into your account (the same account used to submit your entry). You must submit your campaign entry in your account **before** using it to post on social media!
 - Once your entry has been shared on a designated social media outlet, collect screenshots of all qualifying social media posts onto a document page then save it as a .pdf file. This single page document is what you upload in your account. Each additional submission requires a separate .pdf document with a unique filename.
 - Submit proof of social media postings to collect your bonus points by clicking the *Social Media Posts Upload button* then follow screen prompts.
 - All submissions will be approved or denied by a panel of judges.
 - You will receive points according to the champions you engage, and what/where they post.
 - Keep in mind some social media platforms do not automatically generate thumbnails when posting a link.
 - STEP 4: COLLECT POINTS
 - Each post is worth 500 points. You may only have two posts per Champion, for a maximum of 1,000 points per Champion. You can work with as many Champions as you'd like.
 - The posts must be made on unique social media platforms (e.g. one on Instagram and one on Facebook or other social media platform, not two posts on Instagram only).
 - For example, you could reach out to your local fire department, your local police department, and your school's PTA.
 - All three (3) agencies could post on their official social media accounts. If each organization posts to one social media platform, you would receive 1,500 points total (500 per organization). If each of them posts on two (2) platforms each, you would receive 3,000 points total (1,000 per organization).

High School Campaign Category

Eligibility

A group of eligible high school students (*see Contest Eligibility section*), supervised by a teacher or a school-approved advisor or mentor, to create a positive, cohesive, and relevant campaign featuring videos, graphic designs, and other social media posts that share solutions to help stop reckless and distracted driving, and promote shared roadway responsibility. High School Campaigns should NOT focus on drunk or impaired driving.

There are three (3) items to be considered a full and complete entry:

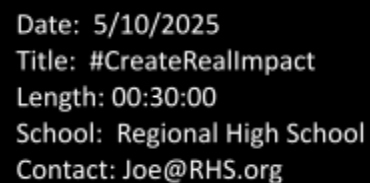
- Highlight Video: three (3) minute video containing a thirty (30) second Public Service Announcement (PSA)
- Social Media Campaign: screen capture proof of five (5) unique postings on social media outlets of your completed video
- Community Outreach: documentation proof of ways the community was included or involved in outreach efforts (ie. Newsletter, press release, etc.)

The *Entrant* is the school site as an organization. Only one school submission is permitted per school site.

Entry Requirements: High School Campaign

High School Campaign videos must include all of the following criteria to be considered:

- Video with at least one included 30 second Public Service Announcement (PSA)
 - Length: Three (3) minutes or less
 - Video formats accepted:
 - HD 720p: 1280 W x 720 H, 30 frames per second
 - HD 1080p: 1920 W x 1080 H, 30 frames per second (preferred)
 - 4K UHK: 3820 W x 2160 H, 30-60 frames per second
 - Video formats NOT accepted
 - Under 720p: Any screen size under 1280 W x 720 H
 - Square: Any video with equal height and width
 - Vertical: Any video recorded in a vertical format
 - Video Slate: provide a 5 second slate, followed by 3 seconds of black before your video. The example slate below shows the following information to include:
 - Date
 - Video Title
 - Length
 - School name
 - Contact email



Date: 5/10/2025
Title: #CreateRealImpact
Length: 00:30:00
School: Regional High School
Contact: Joe@RHS.org

- o Video Codecs/File Formats: MP4, MOV, WMV, & AVI
- o Upload the video to YouTube with settings to:
 - Be tagged with #ImpactTeenDrivers.org
 - Be publicly viewable on YouTube
 - Include appropriate cast and crew credits and any back-story of the piece in the description.
- Social Media Campaign Highlights Video
 - o Video Length: Thirty (30) seconds
 - o Compile a highlight video of social media and community outreach moments
 - o Screenshots of a minimum of five (5) social media posts from the campaign; uploaded as individual images or included on a single document then saved as a .pdf file.
- Documentation of community participation – collect individual images in a single document then saved as a .pdf formatted file. Examples include:
 - Inclusion of the campaign in a district newsletter, local newspaper, or other local media outlet
 - Reposts of campaign components by local community service organizations, such as first responder agencies, health organizations, city or county departments, etc.
 - Photos and/or video clips of local community service organizations participating in Create Real Impact Contest related activities such as local police, sheriff, fire, health, or other similar organizations
 - Copy of a press release that was distributed to at least one social media outlet or community information organization, such as local newspaper, local television news, school district communications office, city or county department, etc.
- *See Entry Requirement: All Categories for additional guidelines.*

Submission Guidelines for High School Campaign

Submissions may only be submitted by teachers, school officials, or advisors associated with *Entrant* and with *Entrant* approval. All submissions must include:

- School name
- School mailing address
- Name of submitting teacher/school official/advisor
- Email address and Phone number of *Entrant*
- Email address of school administrator (principal, assistant principal, dean, head of school, or other administrator)
- School US-DOE Federal Code (6-digit code can be located with your school name and address here: <https://satsuite.collegeboard.org/k12-educators/tools-resources/k12-school-code-search>)

Submission Process for High School Campaign

- STEP 1: READ THE RULES and AGREEMENTS FOR BOTH SPONSOR/ENTRANT
 - Participation in this contest is an agreement to follow the rules and requirements. Read through the two (2) Agreements in this guide: 1) Agreement: Sponsor Rights & Responsibilities, and 2) Agreement: Entrant Responsibility.
 - Abide by all Submission Guidelines and Process steps.
- STEP 2: REGISTER
 - Visit the home page of CreateRealImpact.org and click the “Register for the School Category” button. The last day for a high school to register is March 20, 2025 at 5:00 PM Eastern. This provides ITD time to verify the school registration details and provide ample time for students to create then submit the contest entry.
 - Complete the Registration Form, including detailed information about the *Entrant* school site.
 - A Confirmation Email will be sent within three (3) business days. It is the responsibility of the teacher/advisor/mentor to contact via email CreateRealImpact@ImpactTeenDrivers.org if they have not received confirmation.
- STEP 3: PLAN AND COMPLETE CAMPAIGN
 - Abide by the **Entry Requirements: All Categories** as stated in this Guide, as well as the category specific requirements.
 - Engage your school and community
- STEP 4: SUBMIT CAMPAIGN ENTRY
 - Upload your video to YouTube, tagging #ImpactTeenDrivers.org and setting it as publicly viewable.
 - Copy the link for the uploaded YouTube video for use in submission.
 - Visit the Home Page of CreateRealImpact.org and log-in to your existing account from registration. Click the *Campaign Entry* tab.
 - Upload the YouTube link to your video in the appropriate field.
 - You can only upload your entry once.
 - Make sure the file you upload is the final product.
 - Create a Google Drive folder
 - Change folder settings to be publicly viewable: Share > General Access > “Anyone with the link can view”
 - Upload the files for your contest entry: video with PSA, social media campaign highlight video, 30 second PSA, and additional documentation as described above
 - Send an email to CreateRealImpact@ImpactTeenDrivers.org including links to the YouTube highlight video and the Google Drive folder so ITD can access the files.
- Proof of submission, or sending your submission, is not proof of receipt by the Sponsor.
- Submissions are held for review by the Create Real Impact Team prior to publishing on the website. Please allow up to 72 hours for approval.
- Submissions which are not received by ITD will not be entered into the Contest.

Judging for Winners

Announcement of Winners:	By May 15, 2025
Paperwork Required from Winner:	By May 20, 2025
Published List of Winners on Website/Social Media:	Week of May 20, 2025

Winners will be chosen by a panel of qualified judges, whose decisions regarding the contest and related matters are final. No higher appeals will be recognized. In a tie, the most creative submission, as determined by judges at their sole discretion, will win the Educational Grant.

Judging Criteria for Individual Entrants (Video or Graphic Design)

- 25% concept/creativity
- 25% execution of the idea
- 50% effectiveness of the message

Community Champions Bonus Points

Community Champions Bonus Points accrued will not influence the judges' decision on the contest entry. Each social media post is worth 500 points. You may only have two posts per Champion, for a maximum of 1,000 points per Champion; and each post must be on a unique platform.

Judging Criteria for High School Campaign

- 20% Technical, Content, and Components Requirements
 - The submission meets all requirements and includes the required components in the Google Drive folder.
- 40% Creativity and Cohesiveness
 - The highlight video demonstrates the creativity and cohesiveness of the social media campaign as a whole. The social media campaign is compelling and interesting to the viewer. It is appealing, based on current culture trends, with a strong safety message.
- 40% Effectiveness of the Message
 - The safe driving, passenger, or shared roadway user message is clear and obvious. Concrete steps, strategies, or tips for stopping reckless and distracted driving or promoting pedestrian, bicyclist, and scooter rider safety are provided. The message is positive and provides a clear social benefit for the community.

Winner Notification Process and Expectations

- Winners will be notified by Impact Teen Drivers via a phone call or email.
- Winners will be required to complete, sign, and return an Affidavit of Eligibility and Liability and Publicity Release by stated date (see above), or an alternate winner will be declared.

- If winners are minors, parents or legal guardians must execute and sign affidavits and all releases on the minor's behalf, including a release approving the minor's participation in any press events.
- Winners agree to conduct all media interviews related to the contest if requested and approved by the Impact Teen Drivers organization, and not disparage Impact Teen Drivers, Create Real Impact, or their partners during interviews. Failure to comply with this requirement for any reason or return of the educational grant notification or education grant as undeliverable will result in forfeiture of the educational grant. An alternate winner may be selected by the judges from the remaining eligible entries and awarded the educational grant.
- Acceptance of any educational grant will constitute and signify the winner's agreement and consent that the Sponsor may use the winner's name, address (city and state), likeness, and/or educational grant information for contextual purposes worldwide, including the internet, without limitations and without further payment or consideration, except where prohibited by law, including incorporation of the winner into Create Real Impact award publications.
- Sponsor reserves the right to revoke the announcement and award if the winner(s) cannot produce the required proof of eligibility.

Educational Grants

The Sponsor reserves the right not to award an educational grant in any category that has less than 30 entries. Once an award has been issued, transfer of individual awards are not allowed. All educational grant awards will be issued upon completion of the following: 1) Verification of the identity of each winner, 2) Verification of school affiliation, and 3) Verification of active registration in the contest.

All taxes on the educational grant are the winners' responsibility. There is no cash equivalent. The awards are non-transferable, and no substitution will be made except as provided herein at the Sponsor's sole discretion. Each award will be written solely to the individual or the school winner. Checks cannot be split by Impact Teen Drivers.

To obtain a list of contest winners, send a self-addressed stamped envelope to: Impact Teen Drivers, 2210 21st Street, Sacramento, CA 95818. Requests must be postmarked on or before May 31, 2025.

Individual Awards

<i>Video Category:</i>	<i>Three (3) Grants of \$1,000 ~ \$500 ~ \$250</i>
<i>Graphic Design Category:</i>	<i>Three (3) Grants of \$1,000 ~ \$500 ~ \$250</i>
<i>Community Champion Bonus Points:</i>	<i>Three (3) Grants of \$1,500 ~ \$1,000 ~ \$500</i>

All awards must be used to purchase educational supplies and/or towards tuition assistance at an accredited educational institution (secondary [middle/high] school, trade school, college or university).

School Awards

<i>High School Campaign Category:</i>	<i>Three (3) Grants of \$10,000 ~ \$5,000 ~ \$2,500</i>
---------------------------------------	---

All awards must be used for a post-graduation celebration, a post-prom party, driver education/safety programs, or otherwise to promote health and safety at the school site.

Template: Community Champion Email - Individual Entry

Instructions

This is an email template to use when contacting local Community Champions to share your personal individual contest entry. Copy and paste in a new email message then edit all italicized areas and insert your contest entry with description where noted.

Email Template

Dear *Community Champion Name*,

My name is *Your Name* and I am a student from *Your School Name*. I am contacting you because I have entered Impact Teen Drivers' Create Real Impact contest to help educate my peers about the number one unintentional cause of death and injury for teens in America – car crashes. Most of these crashes (75%) are caused by reckless and distracted driving and are 100% preventable! In addition to driver and pedestrian fatalities and injuries, other shared roadway users such as pedestrians, bicyclists, and scooter riders are at risk. I need your assistance to reach more teens and their influencers to help them understand how to stay safe when using all forms of transportation.

Part of this competition awards participants educational grant money for collaborating with local community champions to use their agency or department's official social media accounts to share the importance of safe driving choices. I would be honored if *Name of Community Champion's Organization* would share my contest entry on your official social media accounts.

The items to be included in the post are: a link to my entry with the attached graphic (if file is provided), a brief description of the message and the tags as shown below.

Instructions: Insert the social media link to your contest entry. If you are asking them to share your content graphic design entry, we recommend you also attach the file. Include a brief description of your entry message here. Include a tag/link to both #ImpactTeenDrivers.org and #CreateReallImpact.com.

The deadline for me to provide proof of our collaboration for the contest is *Enter contest deadline date and time as shown at the beginning of this guide*. I will be grateful if you notify me and share my entry by *(provide the champion a specific day and time, to allow you time to upload your proof no later than the contest deadline)*.

If you have any questions or concerns, please do not hesitate to let me know. I look forward to hearing from you. Thank you for the work you do in our community!

Sincerely,

Your Name

Template: Community Champion Email – ITD Approved Shared Content for Individual Entries Only

Instructions

This is an email template to use when contacting local Community Champions to share approved content from Impact Teen Drivers which is available from **SpeakUp4Safety.org** or **CreateRealImpact.com**. Copy and paste in a new email message then make sure to edit all italicized areas and insert your chosen Impact Teen Drivers approved content/caption where noted.

Email Template

Dear *Community Champion Name*,

My name is *Your Name* and I am a student from *Your School Name*. I am contacting you because I have entered Impact Teen Drivers' Create Real Impact contest to help educate my peers about the number one unintentional cause of death and injury for teens in America – car crashes. Most of these crashes (75%) are caused by reckless and distracted driving and are 100% preventable! In addition to driver and pedestrian fatalities and injuries, other shared roadway users such as pedestrians, bicyclists, and scooter riders are at risk. I need your assistance to reach more teens and their influencers to help them understand how to stay safe when using all forms of transportation.

Part of this competition awards participants educational grant money for collaborating with local community champions to use their agency or department's official social media accounts to share the importance of safe driving choices. I would be honored if *Name of Community Champion's Organization* would share Impact Teen Driver's educational resources on your official social media accounts.

The items to be included in the post are: the attached graphic, a brief description of the message and the tags as shown below.

Instructions: Insert the downloaded graphic from one of the pre-approved websites here. Include a brief description of your entry message here. Include a tag/link to both #ImpactTeenDrivers.org and #CreateRealImpact.com.

The deadline for me to provide proof of our collaboration for the contest is *Enter contest deadline date and time as shown at the beginning of this guide*. I will be grateful if you notify me and share my entry by (*provide the champion a specific day and time, to allow you time to upload your proof no later than the contest deadline*).

If you have any questions or concerns, please do not hesitate to let me know. I look forward to hearing from you. Thank you for the work you do in our community!

Sincerely,

Your Name

Frequently Asked Questions (FAQ)

Video and Graphic Design FAQs

When does the contest begin and end?

The contest is open from October 16, 2024, at 12:01 PM (Eastern Time) to April 15, 2025, at 5:00 P.M. (Eastern Time). Schools need to register by March 25, 2025 11:59 P.M. (ET) to participate.

Can I enter the same entry from last year/last contest?

No. Entries must be unique and original for every contest. Please use your previous entry as an inspiration to make something new - maybe try a new focus or a new category!

I'm not sure if I am eligible to enter this contest. Who is eligible?

The awards in this category are open only to legal residents of the fifty (50) United States and the District of Columbia and DACA recipients between the ages of 14 and 22 years. Entrants must be enrolled as full-time students in an accredited educational institution (secondary middle/high school, trade school, college, or university).

CRI Contest awards in the category of High School Campaign are open to high schools who are registered with the US Department of Education and are physically located in the fifty (50) United States or the District of Columbia.

How do I register for this contest?

On the Registration tab, choose the category you are entering as an individual (Video Category or Graphic Design Category). Then fill in the registration form, accept the terms and conditions, and click "Register."

Can I enter more than one category or more than one entry?

There is only 1 entry per person, per contest allowed. The entry must be either a Video or a Graphic Design. If you are a student working with a teacher/advisor/mentor for the High School Social Media Campaign category, you ARE eligible to compete as an individual student as well, in either the Video or the Graphic Design category.

Does my entry have to be focused on a specific topic?

Individuals submit an original video or a graphic design (poster, infographic, or brochure) with a focus on either 1) a positive solution or strategy to end reckless and distracted driving, or 2) a positive solution or strategy to stay safe as a shared roadway user (pedestrian, bicyclist, scooter rider, etc.).

Do I need to be concerned about copyright or permission to use borrowed logos, catch phrases, imagery, music, lyrics, etc. in my entry?

Do not feature the brand, catch phrase, or logo of any organization, campaign, contest, etc. that is not affiliated with Impact Teen Drivers; do not use other teen safe driving organizations campaign materials and/or promotional items in your entries.

Entries using borrowed imagery, music, lyrics, etc. must secure expressed and written permission for use within the piece and that permission should be sent to Impact Teen Drivers at CreateRealImpact@ImpactTeenDrivers.org By submitting your entry, you agree that you have secured permission prior to submitting.

Can my friend and I collaborate on our entry, and both win the award?

You can collaborate on your entry! However, it's important to keep in mind that the entry should be registered under one person's name, and it cannot be submitted again under the other person's name. If your entry is chosen as a prize winner, the grant check will be made out to the name it was registered under and it will be up to both of you to decide how to fairly split the award. Impact Teen Drivers does not split awards and will not award entries registered under more than one name.

How does the Community Champions Bonus Points category work? I am entering as an individual student.

ITD loves to see students activating their community with positive traffic safety messages! You will reach out to organizations and elected officials to ask them to share your Video or Graphic Design entry on their official social media or communication account. Posts made by individuals on personal accounts are NOT accepted. You can choose to ask them to share ITD approved content from the SpeakUp4Safety.org or CreateRealImpact.com website.

Is there a limit on how many posts I can get credit for when collecting Community Champion Bonus Points?

Each post is worth 500 points. You may only have two posts per Champion, for a maximum of 1,000 points per Champion. You can work with as many Champions as you'd like. The posts must be made on unique social media platforms (e.g. one on Instagram and one on Facebook or other social media platform, not two posts on Instagram only).

Can I be a Community Champion Bonus points winner and a grand prize winner?

Yes! Community Champion Bonus Points winners are solely determined by community engagement. Our panel of judges solely determines the Grand Prize winners.

I received a rejection email and want to re-submit a new entry/I made a spelling error and want to edit my entry.

If your entry has been rejected for edits, an ITD team member will be in touch by email with more information on how to correct the issue. Please send your updated entry directly back to

that ITD team member, and they will upload it for you. If you need to resubmit your entry for a reason such as a typo, please email createrealimpact@impactteendrivers.org. Everything must be re-submitted before the end of the contest.

How will the campaign entries be judged?

All categories will be judged using a multi-factored scoring rubric, provided in the *Judging for Winners* section of this guide.

When will the winners be announced?

Winners will be announced no later than May 15, 2025.

High School Campaign FAQs

How does the Community Champions Bonus Points category work for the high school category?

High schools participating in the Social Media Campaign category are NOT eligible for Community Champions Bonus Points. That category is reserved for individual students participating in Video or Graphic Design.

How many entries can be submitted from a single school site?

For the High School Category the Entrant is the school site as an organization. Only one school submission is permitted per school site. However, students working on the school entry can still compete in the Individual Video or Graphic Design category. There is no limit per school of how many individuals can enter the contest.

What is Positive Community Norming and how can we use it in our entry?

Positive Community Norming is an approach to changing attitudes and behaviors that focuses on the positive behaviors already taking place in a community. So, in your entry, instead of saying “All teens text and drive, but you shouldn’t!” a more effective approach would be to use the CDC statistic that 61% of teens don’t text while driving! In reality, most students make the safe choice, and we can encourage more teens to join the crowd!

How many students can participate in the contest high school category?

This is up to the teacher or advisor. There is no minimum or maximum number of students required.

When can we begin to work on our campaign?

Once you receive confirmation that your school is registered and eligible to enter the contest, your team can begin the action planning portion of the project. Start researching the topic, decide the roles and responsibilities of the student team members, and start reaching out to other community groups to partner with you.

We are registering our school for the high school social media campaign. Do I also need to make an account on the website?

Yes! The teacher/advisor/mentor must be the one to register through the website. On the Registration tab, choose the category you are entering (High School Category). Then fill in the registration form, accept the terms and conditions, and click "Register."

What happens after a teacher or advisor registers?

Teachers/advisors/mentors will receive an email from Impact Teen Drivers to confirm registration and eligibility to enter the contest. It is the responsibility of the teacher/advisor to contact Impact Teen Drivers at CreateRealImpact@ImpactTeenDrivers.org if they have not received confirmation of registration within three (3) business days.

How do I know if my students and I are eligible to enter the contest?

Please see the Eligibility section in this Create Real Impact Rules and Guidelines document to see who is eligible to enter this contest. Teachers or advisors will be able to work with high school students from traditional public, charter, private, and other approved high schools that are recognized and can be verified by the appropriate state's Department of Education. Other public agencies (e.g., first responders and health professionals) may partner with a verifiable school and will be approved on a case-by-case basis.

How do teachers or advisors submit the highlight video and social media campaign?

The publicly viewable YouTube link for the highlight video and the publicly viewable Google Drive folder with social media campaign components and community outreach documentation proof must be submitted via CreateRealImpact@ImpactTeenDrivers.org on or before the closing date of the Create Real Impact contest: April 15, 2025, by 5:00 P.M. (ET).

Is there a deadline for a high school to register in order to provide time for verification and contest submission?

Yes. The last day for a high school to register for the contest is March 20, 2025 at 5:00 pm Eastern Time. This provides time for ITD to verify school registration details and still give ample time for students to create then submit an entry prior to the April 15, 2025 at 5:00 pm Eastern Time closing date.

Agreement: Sponsor Rights & Responsibilities

Sponsor

Impact Teen Drivers, Attention: Create Real Impact Contest, 2210 21st Street, Sacramento, CA 95818

All state laws apply to this contest, and parental permission for further contact and actual educational grant award may be required. The approximate odds of winning will depend on the number of entries received.

Rights to Use and Materials

Sponsor will have the right to edit, publish or otherwise duplicate any submissions entered into the contest without payment or notification to the entrant.

Entrants further agree that by submitting an entry to the Create Real Impact Contest that the entrant grants to Sponsor worldwide, non-exclusive, royalty-free right to distribute, publish and/or otherwise use the entrant's submission in any manner required to promote or otherwise operate the Contest or any other usage reasonably needed by such entities.

If the Create Real Impact Contest is canceled, or if a winning entrant is unable to participate or found ineligible for any reason, the educational award(s) will be forfeited.

Late, Lost, or Incorrect Entries

Sponsor is not responsible for late, lost, incomplete, invalid, unintelligible, illegible, or misdirected submissions, which are void. In addition, by entering, contestants represent and warrant that the entries submitted:

- Are their own original creations
- Do not infringe any other person's or entity's rights including music, graphic design, etc.
- Not created or filed while violating California Vehicle Code or any other state's Motor Vehicle Code.

General Rules

By entering or participating in the Contest, participants agree to be bound by these Official Rules.

- Sponsor assumes no responsibility for electronic hardware, programming, or software malfunctions, or failures, or line connections, accessibility or availability, or technical failures of any kind, or unauthorized human intervention, or the incorrect or inaccurate capture of any entry or other information, or for the failure to capture any such information.
- Sponsor is not responsible for: any incorrect or inaccurate information, whether caused by contestants, or by any of the equipment of programming associated with or utilized in the Contest; technical failures of any kind, including, but not limited to, malfunctions, interruptions, or disconnections in phone lines or network hardware or software; unauthorized human

intervention in any part of the entry process of the Contest; technical or human error that may occur in the administration of the Contest or the processing of entries.

- If, for any reason, the Contest is not capable of running as planned by reason of infection by virus, bugs, worms, tampering, unauthorized intervention, fraud, technical failures, or any other causes that, in the sole opinion of the Sponsor, may corrupt or affect the administration, security, fairness, integrity or proper conduct of this Contest, Sponsor reserves the right to, at their sole discretion, to cancel, terminate, modify, or suspend the Contest, and select the winner for the Contest from the entries received prior to the action taken or in other such manner as deemed fair and appropriate by Sponsor.
- Participants, by receipt of an educational grant in this Award Contest, hereby waive and release, and agree to hold harmless the Sponsor, all promotions and advertising agencies, and their respective parents, subsidiaries, affiliates, distributors, advertising and promotions agencies and all of their respective officers, directors, employees, representatives, and agents, from and against, any and all rights, claims, and causes of action whatsoever that they may have, or which may arise, against any of them for any liability for any matter, cause or thing whatsoever, including but not limited to any injury, loss, or damage, whether direct, compensatory, incidental, or consequential, to person, including death and property, arising in whole or in part, directly or indirectly, from their acceptance, possession, use, or misuse of the educational grant in the Contest, or their participation in the Contest, or their participation in any Contest or education grant related activity.
- The Winner further acknowledges that Sponsor, their affiliates, subsidiaries, employees, officers, directors, and promotions and advertising agencies have neither made, nor are in any manner responsible or liable for, any warranty, representation, or guarantee, expressed or implied, in fact or in law relative to any educational grant or the Contest including, but not limited to, quality, condition, or fitness for a particular purpose.
- Except where prohibited, entrant agrees that any and all disputes, claims, and causes of action arising out of or resolved under the laws of the State of California without respect to any conflict of law issues, and entrant agrees that such shall be resolved individually, without resort to any form of class action and exclusively by the Federal and State Courts of California.

Agreement: Entrant Responsibility

As the Entrant, I agree to comply with all guidelines and rules as described in this guide.

I agree to comply with all minimum requirements as a condition of my entry into the Contest.

- I agree to complete at least one 30-second PSA focused on reckless and distracted driving as part of our social media campaign.
- I agree to complete a social media campaign highlight video, demonstrating how our campaign impacted our school and community.
- I have read the official rules within this guide or have accessed the same available for download at <https://CreateRealImpact.com>
- I am submitting an original entry to the Create Real Impact Contest. I certify that my entry is my own work and that I have abided by all guidelines and requirements of the contest.
- I understand my entry will not be returned to me and will become the property of Impact Teen Drivers to use at its discretion in activities related to publicizing the contest and/or other activities.
- I understand the judges' decisions are final.

I agree to adhere to the following technical and content requirements:

- Our video, social media campaign highlight video, 30-second PSA, and all other campaign components :
 - Meet the entry guidelines for format, including a video slate and file format/video codec based on details in the category-specific *Entry Requirements* section of this guide.
 - Contains the tagline @CreateRealImpact.org
 - Do NOT show crash scenes, do NOT use the word "accident," and do NOT depict graphic or bloody depictions of death or injury.
 - Show all visual safety cues, including seat belts worn by actors.
 - Follow the state's traffic laws.
 - Use data that is accurate and verifiable, preferably from the *Using Stats in the Social Media Campaign and Video* section of this guide.
 - Does NOT focus on drunk or impaired driving but rather on solutions for distracted driving.
 - Focuses on positive, relevant solutions to help stop reckless and distracted driving.
- Our social media campaign:
 - Demonstrates how we got our school and local community involved.
 - Includes the distribution of a press release to at least one social media outlet or community information organization, such as local newspaper, local television news, school district communications office, city or county department, etc.