








PSCCU Empowers Me **Photo & Video Contest 2020** **Details, Direction, Rules, and Disclosures**

Welcome to Puget Sound Cooperative Credit Union's 2020 ***PSCCU Empowers Me Photo & Video Contest***: The contest that asks you to show us how your life has been positively affected by your membership with PSCCU.

Whether you've just started your relationship with us, or you've been with us through the years with a variety of products and services, we'd like to know: How has PSCCU empowered you in life?

Did PSCCU make a special trip possible with our VISA credit card offerings? Did we help you get your dream car with an auto loan or perhaps your dream backyard with a Home Equity loan? Or maybe PSCCU has helped you lower your carbon footprint and create a more environmentally-friendly home with our Energy-Smart loans. However PSCCU has helped improve your life, we would love for you to share your story, pictures and/or video with us. Oh, and did we mention **you could win \$200?***

The Details and Directions

-  The Photo & Video Contest is Puget Sound Cooperative Credit Union's way of getting to know our members better and find out how their lives have been positively affected by their relationship with us.
-  The images and stories collected will be used for branding, marketing, and advertising purposes for the credit union (see *The Disclosure information* below for permission and other pertinent information).
-  ***Three** (3) member winners and **one** (1) staff member will be chosen from the photo and/or video entries. Each will be awarded with a \$200 VISA Gift Card.
-  Members and staff may enter for either or both photo or video categories.
-  All entries will be reviewed and judged by designated PSCCU persons only.
-  Entries will be judged on elements such as creativity, detail, storyline, and so on.
-  **Important Note:** Please take your privacy and other's into consideration. Do not show items such as your personal/account information or number(s) (example: your credit or debit card account numbers). If you are filming your entry and are doing so outside of your own personal location (e.g. your home, in your car, at your friend's house, etc.), make sure to ask permission to film in any company's location and/or of any "strangers" or children that will appear in your video footage.



The Rules and Disclosures

- ▲ **The PSCCU Empowers Me Photo & Video Contest runs from March 1 – April 30, 2020.**
- ▲ **All entries are due to PSCCU no later than 11:59PM (Pacific Time) on Sunday, April 30, 2020. Any entries received after this date and time will not be eligible to win the Photo & Video Contest awards, but will be kept by the credit union and may be used for marketing, advertising and/or branding purposes in the future.**
- ▲ Only existing credit union members and staff may enter.
- ▲ All entries must be submitted either electronically via an email with attachments to marketing@pccu.org (should your file size be larger than 10 MB, you can use online file-sizing and sending options such as www.yousendit.com to ensure your entry gets to us), or via CD mailed to Puget Sound Cooperative Credit Union, Attention: PSCCU Empowers Me Photo & Video Contest, 600 108th AVE. N.E. Suite 1035 Bellevue, WA 98004 or dropped off at one of our branch locations.
- ▲ Photos must be submitted in a jpeg format. **The preferred image size is 3x5 inches at 300dpi. Images less than 150dpi are not eligible.** Saving or submitting each photo with a brief caption is recommended.
- ▲ Videos may be submitted in any kind of movie file format – preferably in a Windows format. All videos must be less than 3 minutes in length.
- ▲ Stories and explanations of what's in the photos must be submitted in either a Word document or within the body of an email. You may provide a written explanation of what's in your video before we view your video entry/story, or you may film your explanation along with the story on your video.
- ▲ Any images (photos or video) submitted of people under the age of 18 must have a permission statement by a parent or guardian stating they authorize PSCCU to view and possibly use the image(s). The permission statement must be in writing within a Word document or the body of the email. For example: *"I, Joe Smith, father of Samantha Smith shown in the pictures/video I'm submitting, allow PSCCU to view and possibly use her image for branding, marketing and advertising efforts."*
- ▲ **Please Note:** The credit union will never sell or share your photo(s), video or stories with any unauthorized outside parties or companies. All photos and videos received will be kept by PSCCU. By submitting a photo or video, you give consent for PSCCU to use these in future efforts. This could include posters, billboards, YouTube videos, Facebook, statement inserts, website ads and radio or television commercials, among other things.



Should you have any questions, please only email your questions to marketing@psccu.org. Someone will get back to you within two business days.

Thank you for participating in this fun and exciting *PSCCU Empowers Me Photo & Video Contest*! We look forward to getting to know you better and sharing your stories with the rest of the Puget Sound Cooperative Credit Union family.

Thank you!