



The Downtown Brooklyn Neighborhood Alliance's “Moments of Peace”: Meditation Room Video Challenge

The Downtown Brooklyn Neighborhood Alliance's “Moments of Peace”: Meditation Room Video Challenge, invites participants currently enrolled in our 2014-2015 Community Tickets Program, to create inspiring videos within our Meditation Room, located in Brooklyn's own Barclays Center.

The goals of the video challenge are:

- 1) To help dissipate the overwhelming pessimism that often accompanies living in NYC
- 2) To acknowledge the impact words have on how we view life and what they inspire us to do
- 3) To build a sense of camaraderie amongst Brooklyn-based not-for-profit organizations.

Eligibility

This challenge is open to all ages, however participants under 18 years of age MUST have permission from a parent or legal guardian. This permission can be emailed to us. Read further for more details.

Key Dates

- 1) March 11, 2015: Formal Launch of Video Challenge; entries are accepted
- 2) **1st of Every Month:** DBNA starts to accept video entries for that month
- 3) **25th of Every Month:** The month's challenge closes.
- 4) **28th of Every Month:** Winners of that month's challenge will be announced.

Guidelines for the Video Challenge:

- 1) Contestants MUST select one of the following words which appear on the walls of the Meditation Room: LOVE, PEACE, FORGIVE, BELIEVE, REJOICE, FAITH
- 2) After selecting a word, contestants MUST stand in the Meditation Room, in front of that word and create a short video (three to four minutes long) consisting of the following:
 - a) Entrants must state their name, the organization they are with, and the date.
 - b) Entrant must explain why they have chosen that particular word, what it means to them and what role it plays in their lives.
 - c) Additionally, Entrants may describe the impact the Meditation Room has had on them and why they would encourage others to visit.



OFFICIAL CONTEST RULES

1. This contest is open to all individuals associated with a not-for profit organization, currently enrolled in the DBNA Community Tickets Program 2014-2015 season. While entrants of all ages are welcome, all individuals under the age of 18 **MUST** have their parent or guardian's consent to enter. Parents/guardians should include a note of permission as well as their contact information, within the same email containing the video link.

2. Use of the Meditation Room:

For entry to the Meditation Room, participants **MUST be attending an event at Barclays Center. Participants must then go to Guest Services and sign-in for the Meditation Room. Participants will then have access to the Meditation Room for an allotted period of time. (Hint: Make good use of this time to film more than one video that you can select for your entry!)**

3. Participants can only submit ONE (1) video per month, for the duration of the challenge. Participants that submit more than one video per month will have only their first video submitted entered.

4. Videos can be created using any non-professional video recording device, i.e. cellphones/smartphones, iPads, iPods, laptops, digital cameras, etc. Videos must be up to four (4) minutes in length.

5. Sending in Your Video Entries

Upload your video to your YouTube, Facebook, or Vimeo account. Then send that link to us at info@thedbna.org.

6. All winning videos will be uploaded to the DBNA website: www.thedbna.org/meditation-room

7. Videos will be disqualified if they:

- * Use copyrighted materials or otherwise infringe on the intellectual property or other rights of any party
- * Are not original creations or have been used in association with another contest
- * Are illegal, promote illegal activities or violent
- * Are not appropriate or in good taste
- * Are in any way in breach of the Official Rules.



8. **No music in your video!** While we at DBNA are music lovers, we ask that you DO NOT play music AT ALL in your video. Not only are there copyright issues to consider, but also, those judging the video will have a hard time hearing your incredible ideas through the background noise!

9. Judging:

A panel of community judges will review all eligible submissions received before the contest closing date and will choose the winning submissions based on the following:

A) Quality of the Idea

Video must convey a connection to the Meditation Room and cover one at least one of the words presented within the room: LOVE, PEACE, FORGIVE, BELIEVE, REJOICE, FAITH

B) Communication of the Idea

Video includes content that is compelling and stays true to the thought behind the challenge: (1) offers clear visual and audio, (2) encourages thinking of the impact of words and (3) encourages self-awareness and promotes interaction amongst community members.

C) Creativity

This is a time to share your thoughts. Make sure we hear you! Perhaps you want to describe the impact of your chosen Meditation Room word through interpretive dance or spoken word? That's fine by us, as long as it meets the guidelines and you stay within your time frame! Stand out from the crowd and let us see YOU!

10. Prizes:

Five (5) winners will be chosen monthly and will receive 2 complimentary tickets each, to an event at Barclays Center. If a minor wins tickets, the minor's parent or guardian must accept them on their behalf. Winners will be announced monthly on the 28th of each month on the DBNA website: www.thedbna.org/Meditation-Room

11. Deadline - All submissions must be received by the 25th of each month by no later than 5:00PM ET.

Please note: All entries submitted during The Downtown Brooklyn Neighborhood Alliance's "Moments of Peace": Meditation Room Video Challenge becomes the property of the Downtown Brooklyn Neighborhood Alliance (DBNA).