

“What’s the cost?”

Perth County Preventative Auto Theft Video & Media Contest



MUNICIPALITY OF
West Perth



**SOUTH
EASTHOPE**
MUTUAL INSURANCE



Perth Huron
Insurance Brokers
Association

Issue Background

Stolen vehicle occurrences in Perth County have risen significantly in the last five years.

The majority of these vehicle thefts have been preventable – **many stolen vehicles were left unlocked with the keys left inside or close by!**

There are many costs related to stolen vehicle occurrences that affect people, communities, police and municipal governments. As stolen vehicle occurrences have increased in recent years, so have these costs. *The purpose of this project is to educate the public on the costs of preventable auto thefts and solutions to this increasing problem through the creation of short, compelling videos and other visual materials.*

Contest Details

This contest has been organized through the collaboration of the Municipality of North Perth, Municipality of West Perth, Township of Perth East, Perth County OPP, Perth Huron Insurance Brokers Association and South Easthope Mutual Insurance Company.

Who Can Enter?

All Youth in Grade 9-12 residing in the Municipality of North Perth, Municipality of West Perth or Township of Perth East. Youth can enter as individuals or in teams. Videos and visual materials created as part of a class assignment or as a personal project will be accepted.

What Are We Looking For?

There are two contest categories that you can participate in:

1. A video up to 60 seconds long

- Your video must capture one theme noted below and the costs related to that theme

2. An original logo, poster and social media graphic

- These materials should be creative and eye catching and must be original designs
- The “What’s the cost?” key message should be included in some way in your logo, poster and social media graphic
- Logos, posters and social media graphics must be submitted in jpeg, PDF, Publisher and/or Word file formats

- Your poster and social media graphic should be designed/saved in a way that the contest organizers are able to edit the file and remove your logo if required

You are able to participate in either one or both contest categories. If you are participating in both categories, please do not overlay your logo onto your video. The contest organizers will choose the first place logo that will be used in the public education campaign and will overlay this logo onto the winning videos, posters and social media graphics.

Rules and Regulations

1. Create a video up to 60 seconds long (Category 1) or a logo, social media graphic and poster (Category 2) that captures one theme noted below, the costs related to that theme and a solution.
2. Videos or graphics must not depict any brand or logo, or any specific names of organizations (including any familiar songs, jingles or copyrighted music).
3. Videos or graphics must not depict any illegal activity, criminal offenses, profanity, sex or violence on individuals or organizations.
4. Videos or graphics must adhere to the Canadian Human Rights Act (R.S.C., 1985, c. H-6) and must not discriminate based on the protected grounds, which include: race, national or ethnic origin, colour, religion, age, sex, sexual orientation, gender identity or expression, marital status, family status, genetic characteristics or disability.
5. The operation of a moving motor vehicle is not permitted.
6. All videos should include subtitles.
7. Youth may work on this project as individuals or in groups. Please note that if a group wins one of the prizes, it is the group members' responsibility to divide the prize amongst themselves.
8. A completed and signed consent form must be submitted with every entry. All participants appearing in or filming the video must sign the consent form. Your video will not be included in the contest unless these forms are filled out. If graphics include real photos of people, they must sign a consent as well. If you are under 18 years old you must have your parent or guardian's signature on the form.
9. Any video or graphics that fails to meet the requirements listed above will be disqualified.
10. Logos, posters and social media graphics must be original designs.
11. Videos must be submitted in MP4, FLV, AVI or MOV video file format. **Do not** upload your video to YouTube and/or send a YouTube link as your video submission.
12. Logos, posters and social media graphics must be submitted in jpeg, Publisher, Word and/or PDF format.
13. You may be asked by the contest organizers to provide your logo, poster and social media graphic in additional file formats after your original submission.
14. Your video (category 1) or logo, poster and social media graphic (category 2) must be submitted through the online Contest Entry Form (see links below) to be considered entered in the contest. Please contact jjohnson@northperth.ca if you experience issues submitting your entry.

15. Videos (category 1) and logos, social media graphics and posters (category 2) must be submitted by **May 1, 2019 at 4:30 pm**.
16. The winner from each video theme, as well as the winners of the top 3 logos, social media graphics and posters will be notified on May 10, 2019.
17. The Grand Prize video winner will be notified on June 19, 2019.
18. Contest organizers and sponsors reserve the right to professionally modify or edit winning videos, logo, social graphics or posters.

How to Enter

1. Complete the Online Contest Entry Form found at www.northperth.ca/whats-the-cost/
2. If participating in the video contest category, save your video in MP4, FLV, AVI or MOV video file format. Upload your video file and consent form to the Online Contest Entry Form. **Do not** upload your video to YouTube and/or send a YouTube link as your video submission.
3. If participating in the logo, poster and social media graphic contest category, upload your logo, poster, social media graphic and consent form to the Online Contest Entry Form.
4. Once you have completed the information on the Online Contest Entry Form and uploaded your files, submit the form.
5. If you have issues accessing the Online Contest Entry Form, completing/submitting the form or uploading your files, contact jjohnson@northperth.ca.
6. Submissions must be received by May 1, 2019 at 4:30 pm. Please give yourself adequate time before the deadline to submit your entry in case of technical difficulties.

Themes

We'd like you to base your video and other visual materials on one of the following three themes. Be creative but make sure you capture the "costs" we have listed for your chosen theme, as well as a way to avoid the costs (i.e., a solution to the problem). Overall, keep in mind the "What's the cost?" message when creating your video and/or designing your logo, poster and social media graphic.

1. Community Safety

We all want to feel safe in our community. When we hear about or witness crimes in our community, our feeling of safety is compromised. When a vehicle is stolen, often times the vehicle is used in the commission of other crimes, such as break and enter, drug trafficking or human trafficking. Don't give criminals the resources they need to commit other crimes. A stolen vehicle is also commonly driven dangerously and can quickly become a weapon. This puts other drivers and pedestrians at the risk of injury or death. If the vehicle is involved in a serious collision, the vehicle owner cannot only be held liable but will also have to live with guilt for the rest of their life.

2. Financial Impact

When you consider the financial burden of your vehicle being stolen, the costs run deeper than you may expect:

- a. **Personally**, you will have to pay your insurance deductible and will also lose any items inside your vehicle that were valuable (e.g., ID, money, electronics, etc.). If you depend on your vehicle to get to work, you may lose out on pay based on your other transportation options.
- b. As an **insurance purchaser**, you and other insurance purchasers may face increased insurance premium costs due to a rise in stolen vehicles.
- c. As a **municipal taxpayer**, you could face a tax increase to cover the costs for emergency services. The amount of resources required to investigate these calls could be used proactively to reduce victimisation.

3. What can you do (solutions)

Make it a habit to always lock your vehicle and take the keys away with you. Do not leave valuables in your vehicle that would attract thieves. If you have employees or family members that need easy access to vehicles/keys, use devices like lock boxes. If you witness someone not locking their vehicle, leaving the keys in their vehicle, or leaving their vehicle running unattended, educate them on the costs!

Judging and Prizes

Videos

The contest organizers will select the top video entry from each theme. The creator(s) of these videos will receive a \$200 gift card.

The three top videos will then be judged by the general public to determine the contest grand prize winner. The videos will be posted to the online public engagement platforms of each participating municipality (www.yoursaynorthperth.ca, www.yoursaypertheast.ca, www.yoursaywestperth.ca). Members of the public will be able to log-on to these platforms to vote for their favourite video from May 13, 2019 to June 17, 2019.

The creator(s) of the contest grand prize winning video will receive a \$500 gift card. The winner will be announced and contacted on June 19, 2019.

Logo, Poster and Social Media Graphic Category

The contest organizers will select the top 3 logos and accompanying poster and social media graphic. The prizes for the top 3 will be as follows:

- First Prize: \$300 gift card
- Second Prize: \$225 gift card
- Third Prize: \$150 gift card

The first prize logo will be used by the contest organizers for the public education campaign following the contest and will be overlaid on the winning videos, posters and social media graphics.

The contest organizers retain the right to edit the winning logo, videos, posters and social media graphics as they see fit.

Questions

Questions about the contest, rules or submission process can be forwarded to:

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