



# MAKING IT MINE

## Photo & Video Contest 2023

### Details, Direction, Rules, and Disclosures

Welcome to My Pensacola Credit Union's 2023 **Making It Mine Photo & Video Contest**: The contest that asks you to show us how your life has been positively affected by your membership with My Pensacola CU.

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 My Pensacola CU has helped you make your life your way – helped "Make It Mine".

Did My Pensacola CU 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? However My Pensacola CU 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 My Pensacola 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 \$200 placed into their My Pensacola CU savings account.
- Members and staff may enter for either or both photo or video categories.
- All entries will be reviewed and judged by designated My Pensacola CU 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 My Pensacola CU *Making It Mine* Photo & Video Contest runs from Tuesday, March 14, 2023, through Friday, March 31, 2023 – DEADLINE EXTENDED TO SUNDAY, APRIL 16.**
- **All entries are due to My Pensacola CU no later than 11:59PM (Central Time) on Sunday, April 16, 2023. 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/current credit union members and staff who are also members may enter.



- All entries must be submitted either electronically via an email with attachments to [marketing@MyPensacolaCU.com](mailto:marketing@MyPensacolaCU.com) (should your file size be larger than 10 MB, you can use online file-sizing and sending options such as <https://www.hightail.com/> to ensure your entry gets to us), or via CD mailed to My Pensacola Credit Union, Attention: My Pensacola CU Making It Mine Photo & Video Contest, 108 South Reus Street, Pensacola, FL 32502 or dropped off at our branch location at the same address.
- 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 My Pensacola Credit Union 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 My Pensacola Credit Union 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 My Pensacola Credit Union. By submitting a photo or video, you give consent for My Pensacola Credit Union to use these in future efforts. This could include posters, billboards, YouTube videos, Facebook, statement inserts, digital ads and radio or television commercials, among other things.

Should you have any questions, please only email your questions to [marketing@MyPensacolaCU.com](mailto:marketing@MyPensacolaCU.com). Someone will get back to you within two business days.

Thank you for participating in this fun and exciting My Pensacola Credit Union *Making It Mine* Photo & Video Contest! We look forward to getting to know you better and sharing your stories with the rest of the My Pensacola Credit Union family.

**Thank you!**