

Clean Air Allies 2025-2026 Youth IAQ Video Contest Official Rules

1. Purpose of Contest

Clean Air Allies is a nonprofit organization dedicated to ensuring that all schoolchildren, school workers, and their broader communities have access to the benefits of clean indoor air. It is a fiscally sponsored project of Social and Environmental Entrepreneurs (SEE), a nonprofit public charity exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code (EIN # 95-4116679).

Clean Air Allies is sponsoring a U.S. nationwide youth video contest (Contest). The Contest's theme is "It's Time to Care about School Indoor Air." The purpose of the Contest is to amplify youth voices and raise awareness around the importance of indoor air quality (IAQ) in Pre-kindergarten through Grade 12 (PK-12) schools.

2. Eligibility

Any youth who is at least 13 years of age, a citizen or permanent resident of the United States, and in Grade 9, 10, 11, or 12 during the 2025-2026 school year, is eligible to participate as a Contestant in this Contest, unless the child of an employee, director, or advisor of Clean Air Allies or its fiscal sponsor SEE or of a Contest Judge. All Contestants must comply with the requirements and rules of the Contest.

3. How to Enter

- Contestants may submit Contest Entries to Clean Air Allies between 12:00 a.m. Pacific Time (PT) on November 15, 2025, and 11:59 p.m. Pacific Time (PT) on January 12, 2026. Contest Entries must be received by Clean Air Allies, by no later than 11:59 p.m. Pacific Time (PT) on January 12, 2026.
- Only one Contest Entry per Contestant may be submitted.
- Contest Entries must consist of one original Video that is posted on a publicly accessible social media site and also a complete and accurate Contest Submission Form, including a social media link for and digital copy of the Video; a signed Contestant and Parental Consent Form; and if applicable, any Video Participant Consent Forms.
- Videos must be posted and publicly accessible at one or more of the following social media sites: YouTube, TikTok, Instagram, Facebook, Vimeo, LinkedIn,

Pinterest, Rumble, Bluesky, or Twitter/X. The video may be posted using the Contestant's account or the account of the Contestant's Parent or Legal Guardian. Pseudonymous posting is allowed if permitted by the social media site, but the Video must be publicly accessible—that is, not designated as private.

- A link to the Contest Submission Form can be found at cleanairallies.org/contest. The Contest Submission Form must be completed and used to provide the link to the social media site where the Video is posted. The Contest Submission Form must also be used to upload the digital file for the Video; the signed Contestant and Parental Consent Form; and if applicable, any Video Participant Consent Forms.
- The anticipated date by which Contest Finalists will be announced is February 23, 2026. The anticipated date by which Contest judging will be completed and Contest Winners will be announced is March 27, 2026. All decisions by the Contest Judges are final.
- By submitting a Contest Entry, the Contestant, and the Contestant's Parent or Legal Guardian, agrees to be bound by the Contest's Official Rules.

4. Video Requirements

- The Video must relate to indoor air quality (IAQ) in PK-12 schools.
- The Video must be appropriate for one or more audiences from among: PK-12 students, teachers, school administrators, parents, policymakers, or the general public.
- The Video must be 1-3 minutes in length.
- The Video should be in 1080p resolution. The aspect ratio may be either 16:9 or 9:16.
- The Video must be in .MP4, .MPEG, .MOV, .AVI, or .WMV format and have a maximum file size of 500 MB.
- The Video must be in the English language. Subtitles are not required, but may be used.

- The Video must be original to the Contestant and not have been published previously. It must not contain any elements that violate a third party's copyright, trademark, or other rights.
- The Video must not contain AI-generated images or sounds.

5. Consent of Contestant and Contestant's Parent or Legal Guardian

All Contestants must submit, as an upload as part of their completed Contest Submission Form, a Contestant and Parental Consent Form signed by the Contestant and a Parent or Legal Guardian of the Contestant.

A copy of the Contestant and Parental Consent Form can be found at cleanairallies.org/contest.

6. Consent of Video Participants and, If under Age 18, Their Parents or Legal Guardians

For each person other than the Contestant whose image or voice appears in a Video entered in the Contest, Contestants must submit, as an upload as part of their completed Contest Submission Form, a Video Participant Consent Form.

The Video Participant Consent Form must be completed by either the Video Participant, if the person is age 18 or older, or by both the Video Participant and that person's Parent or Legal Guardian, if the person is under age 18.

A copy of the Video Participant Consent Form can be found at cleanairallies.org/contest.

7. Prizes

Ten Contest Finalists will be selected from among all complete, accurate, and eligible Contest Entries and publicly announced. These Contest Finalists will be eligible to be selected to win one of the following prizes:

- One First-Place Winner will win \$500.
- One Second-Place Winner will win \$250.
- One Third-Place Winner will win \$150.

Prizes will be awarded in the form of cash-equivalent gift cards.

Contest Winners shall be responsible for any applicable federal, state, or local taxes. All Contest Finalists, and the Contest Finalists' Parents or Legal Guardians, must provide Clean Air Allies and/or its fiscal sponsor SEE with information as needed to support issuance of any prize.

Contest Winners may not transfer, assign, or substitute their prize.

8. Judges

Ten Contest Finalists will be selected from among all complete, accurate, and eligible Contest Entries by Clean Air Allies, which may be assisted by partners of its choosing.

Contest Finalists' Videos will be judged by a qualified panel of Contest Judges selected by Clean Air Allies in its sole discretion. Clean Air Allies retains the right to add or remove Contest Judges at any time before the Contest Winners are announced. The panel of Contest Judges will select the prize-winning Videos based on the criteria identified below. Contest Judges have the right to withdraw without advance notice.

Contest Judges may not have any familial, legal, or financial relationship with any Contest Finalist.

Contest Judges shall have the authority to disregard any minor error in a Contest Entry that does not create any substantial benefit or detriment to any Contestant. Decisions made by the Contest Judges are final.

9. Judging Criteria

Clean Air Allies, in selecting Contest Finalists, and also Contest Judges, in judging Contest Finalists' Videos, shall consider the following:

- clarity and effectiveness in communicating the importance of indoor air quality (IAQ) in PK-12 schools;
- factual accuracy;
- visual appeal and production quality;
- creativity;
- appropriateness of the content for one or more audiences from among: PK-12 students, teachers, school administrators, parents, policymakers, or the general public.

10. Contest Subject to Applicable Law

The Contest is subject to all applicable laws and regulations. By submitting a Contest Entry, each Contestant agrees to be bound by these Official Rules and by Clean Air Allies' administrative decisions, which are final and binding in all matters relating to the Contest.

Eligibility to win a prize is contingent upon fulfilling all of the requirements of the Official Rules.

11. Copyright/Trademark/Other Third-Party Rights

Each Contestant, and the Contestant's Parent or Legal Guardian, represents and warrants that the Contestant is the sole author and owner of the Video entered in the Contest; that the Video is wholly original with the Contestant; that the Video does not contain AI-generated images or sounds; and that the Video does not infringe any copyright, trademark, or other rights of any third party of which the Contestant is aware.

12. Intellectual Property Rights

By entering a Video in the Contest, each Contestant, and the Contestant's Parent or Legal Guardian, grants to Clean Air Allies an irrevocable, paid-up, royalty-free, nonexclusive worldwide and perpetual license to use, copy, distribute to the public, create derivative works from, link to, display publicly (on the Internet or otherwise), and grant sublicenses to the Video indefinitely, without expectation of compensation, starting on the date the Video is entered into the Contest. Contestants will retain all other intellectual property rights over their Video.

13. Verification of Contest Winners

All Contestants must continue to comply with all terms and conditions of the Official Rules, and eligibility to win a prize is contingent upon fulfilling all requirements contained herein. Parents or Legal Guardians of Contestants may be notified by email, telephone, or mail if the Contestant is selected to be a Contest Finalist or Contest Winner using the information provided on the Contest Submission Form or the Contestant and Parental Consent Form.

The January-March 2026 judging timeline is an approximation and may change. For a Contestant to be announced as a Contest Finalist or Contest Winner or to receive a prize, the Contestant, and the Contestant's Parent or Legal Guardian, must sign and

return to Clean Air Allies, within seven (7) calendar days after the date of notice being sent, an Affidavit of Eligibility and Liability/Publicity Release (except where prohibited). If a Contestant selected as a Contest Finalist or Contest Winner is disqualified for any reason, including failure to submit the Affidavit of Eligibility and Liability/Publicity Release, Clean Air Allies may award recognition or any applicable prize to an alternative Contestant, selected by Clean Air Allies in the case of Contest Finalists, or by Contest Judges in the case of Contest Winners.

14. Limitation of Liability

By submitting a Contest Entry, all Contestants, and their Parents or Legal Guardians, agree to, and thereby do, release, discharge, and hold harmless Clean Air Allies, SEE, and their employees, directors, advisors, volunteers, donors, agents, contractors, sublicensees, and representatives from any claims, losses, and damages arising out of their participation in this Contest or any activities related to the Contest or Video.

All Contestants, and their Parents or Legal Guardians, shall be liable for, and shall indemnify and hold harmless Clean Air Allies and SEE against all actions or claims for loss of or damage to person or property resulting from the fault, negligence, or wrongful act or omission of the Contestant.

15. General Conditions

THIS CONTEST IS VOID WHERE PROHIBITED.

Clean Air Allies reserves the right to cancel, suspend, and/or modify the Contest, or any part of the Contest, for any reason, at Clean Air Allies' sole discretion.

All decisions by Clean Air Allies are final and binding in all matters related to the Contest.