



It All Adds Up! Money - Wants vs. Needs

A FINANCIAL LITERACY VIDEO CONTEST FOR VERMONT MIDDLE & HIGH SCHOOL STUDENTS

ABOUT THE CONTEST: This is a contest to create an original video that delivers information about the importance of responsibly managing money. The contest is hosted by the Vermont Jump\$Start Coalition, with support provided by the Vermont State Treasurer's Office. Front Porch Forum acts as a sponsor.

WHO CAN PARTICIPATE: Vermont students enrolled in grades 7, 8, 9, 10, 11, or 12 of a school or technical career center, or grade 7, 8, 9, 10, 11, or 12 students who are approved for homeschool study as permitted by the rules of home study enrollment.

WHAT IS THE PRIZE: The 1st place prize is \$500. The 2nd place prize is \$250. The 3rd place prize is \$100. Prize levels are the same for an individual student or for student teams that submit as a group. The winning videos will be featured on the Vermont Jump\$Start Coalition webpage. An individual student, or student team, may enter one video submission for judging.

WHAT IS THE VIDEO SUBJECT: The video contest theme is: *"It All Adds Up! Money - Wants vs. Needs"* Participants can choose one or more of the following topics to create a video public service announcement that explores the following questions: 1) How does impulse buying effect your budget? 2) What influences your spending? 3) How can you prevent overspending?

WHEN ARE VIDEO ENTRIES DUE: The deadline for student submissions is April 1, 2023. Judges will select and notify the directors of the 1st and 2nd place entries in April.

WHERE CAN I FIND MORE INFO: This handout includes rules, as well as detailed judging guidelines. Additional information, including student educational resources, tips, and the submission form are available at <https://vermontjumpstart.com>. Email vtjumpstart@comcast.net with questions.





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VIDEO RULES:

- ✓ All entrants' names may be reprinted or posted by the Vermont Jump\$tart Coalition.
- ✓ Videos must be between :30 seconds and 3:00 minutes long.
- ✓ Videos should be presented in a 1080p or 720p .MOV, .MP4, or .AVI formats.
- ✓ Videos must be uploaded to YouTube & link provided on application.
- ✓ Make sure footage is shot horizontally if using a smartphone or similar device.
- ✓ Avoid branding, including obvious product placement or logos.
- ✓ No copyrighted music or images may be featured without written permission for use.
- ✓ No illegal, offensive, or obscene content of any kind.
- ✓ Information must be accurate.
- ✓ Student & parent/guardian must complete the online application form to have their video considered.
- ✓ Winners' names will be posted and shared publicly.
- ✓ All videos become the property of the Vermont Jump\$tart Coalition for distribution and promotion.
- ✓ Contest judges reserve the right to deny any submission deemed inappropriate or outside of the rules, as described above.

VIDEO JUDGING:

- ✓ Video must clearly state the importance of one, or more, of the topical categories:
 - 1) How do you use money?
 - 2) How can money get you where you want to be?
 - 3) How can money support your values and dreams?
- ✓ Video will be judged based on:
 - 1) 50% for clarity of message and structure
 - 2) 25% for production value
 - 3) 25% for creativity

