



2020 Ultimate Scramble Championship Video Contest

This new contest was designed to give Ultimate Calf Scramble participants an opportunity to reflect, explore, and share the impact that the COVID-19 pandemic had on their agricultural investments. Contestants will create a short video answering questions centered around the economic impact the pandemic had on their current agricultural investments, and their plan in the future for building a budget with this risk in mind. Video submissions will be scored on overall understanding of business investments, community awareness, presentation, and creativity. First, second and third place winners will be given cash awards in the amounts of \$1,000, \$750 and \$500, respectively. Further rules and video guidelines are provided below.

General Rules

1. All entries must be received to the submission portal by midnight, Tuesday, September 15, 2020.
2. The contest is open to exhibitors that were entered in USC 2020. Entries will be verified by Rodeo Austin staff.
3. Video must address the official topic “How did the COVID-19 pandemic impact your agricultural investments in the 2020 and how do you plan to budget for this risk in the future?”
4. The file format of all uploaded videos must be .MP4 or .WMV. The maximum length of the video is THREE (3) minutes.
5. To submit the video essay, visit “<https://www.dropbox.com/request/RGqS0t5RuTZFbK8bDzt1>”
6. Entries may not include any content, language or imagery that is deemed inappropriate by Rodeo Austin.
7. Entries must not violate any copyrights or trademarks, including music used in the video. Applicant must have consent and credit the music or it must be the applicant’s original music.
8. Entry into the contest will not be complete unless “Video Contest Submission Agreement” is signed and uploaded with video.
9. Judging will be completed by a panel of qualified judges made up of representatives from the Rodeo Austin Calf Scramble Committee and Rodeo Austin Staff.

Scoring of the Video Contest

1. Logical Interpretation of Subject, Adherence to Topic: 25 points
2. Originality: 25 points
3. Innovation and Creativity: 25 points
4. Presentation: 25 points

For more information, contact lauren.todd@rodeoaustin.com