RULES

The following rules must be followed, or your video will be disqualified:

1. **The 2026/2027 Courageous Persuaders Competition is sponsored by the Detroit Auto Dealers Association Education Foundation, Inc. (the "Foundation"). The Competition is open to students in grades 9 through 12, age 19 or under, who attend a high school located in the forty-eight contiguous United States or the District of Columbia. Students enrolled in a public, private, parochial, charter, online, or home-school program at the ninth- through twelfth-grade level are eligible.**
2. Your commercial must be 30 seconds or less, and your message must promote safe driving. Middle School classrooms are your target audience. Videos will be judged on originality, creativity, and persuasiveness.
3. How to enter your commercial: Upload your video entry to a public video-hosting platform (e.g., YouTube, Vimeo, or SchoolTube), then complete the online entry form, including the link to your video.
    A. The video must be uploaded onto a public platform. Videos uploaded in a manner that requires access by account or by request (e.g., a private Google Drive or Canva link) will be disqualified.
4. **The video deadline is April 5, 2027, at 11:59 p.m. Eastern Time. Your entry must be submitted by that date and time.**
5. More than one commercial may be submitted by one student.
6. You may enter as an individual or as a team. Every team member must meet the eligibility requirements stated in Rule 1. All teams will have a Team Captain, and all team members must be listed on the entry form. Should your commercial be selected as a winning entry, the scholarship money will be divided evenly among all team members listed on the entry form. Before an award is paid, each award recipient must provide a valid government-issued form of photo identification.
7. A completed Consent Form is required for each and every individual involved with creating or producing the commercial, including any music and sound effects. This includes all team members, all on-camera actors, all voice-over announcers, individuals in photographs, music composers, sound effect creators, and musicians who have participated in any way. You will only be contacted and required to fill out and return the Consent Form if selected as a finalist, prior to your entry being sent for final judging, aired on television, or added to the Courageous

Persuaders website. Every person involved in developing or producing the commercial submission must sign a Consent Form.

   A. Failure to provide fully completed consent forms for all participants will result in disqualification.

8. A completed Works Cited page is required. It must be prepared in MLA or APA format and submitted with the Consent Form if you are chosen as a finalist. This includes any photographs, researched facts, and statistics. Do not use any family photographs, published photographs, website photographs, or film footage without written permission from the owner or all people in the photograph or film footage. This includes footage of school activities and sporting events. Photos that appear on the Internet and in magazines usually have copyrights and cannot be used (all movie, video game, and TV footage is protected, as are news photos and film footage). Any video or photographs submitted using images without signed permission of the video or photograph's owner will be disqualified.
9. All video content must be original. Use of copyright-protected material, except as expressly permitted by Rules 8 and 15 and by the MUSIC & AUDIO section below, will result in disqualification. Use of any image, video footage, voice, music, or other content generated by artificial intelligence will also result in disqualification. If you are selected as a finalist, you, or your Team Captain on behalf of your team, must certify on the Consent Form that no part of your commercial contains AI-generated content.
10. No alcohol or otherwise illegal substances can be consumed or appear to be consumed during the making of your commercial. (For example, you may dramatize the drinking of alcohol if you use a non-alcoholic beverage and cut the scene when the container reaches the lips of the actor. Nothing can be ingested.)

    A. No "drinking games" are allowed in your video (e.g., beer pong).

11. No brand or company name, symbol, or logo may be prominently featured or readily identifiable in your commercial, and any such name, symbol, or logo must be hidden or distorted. Incidental manufacturer badging that appears on a vehicle in the ordinary course of filming is permitted. The purpose of this rule is to ensure that no entry suggests sponsorship or endorsement by any manufacturer, business, or institution.

    A. This rule applies to, among others, businesses, high schools, universities, cemeteries, car companies, and beverages. It also applies to trademarks and artwork, including those appearing on hats, shirts, and other items of clothing.

B. Do not use any distinguishable alcohol containers, even if the labels are removed.

12. Commercials must be acceptable for airing by television stations to a middle-school-aged audience. Vulgar language, profanity, nudity, sexual content, and graphic depictions of injury are not allowed.
13. Commercials that contain dangerous stunts, unsafe driving, vomit or vomiting, or toilet scenes will be disqualified. For example, a driver shown texting must be in a parked vehicle; an entry showing a driver texting while the vehicle is in motion will be disqualified.
14. Do not include any phone numbers or website addresses except for CourageousPersuaders.com. You may include your name and the names of your team members in the video as producers, if you choose, although it is not necessary.
15. Do not use images of tombstones with legible names or dates unless you have written permission from the family of the deceased. Permission must be submitted with your entry. You may edit the names and dates by blurring or blacking them out.
16. Videos submitted to the Courageous Persuaders Competition will not be returned and may be displayed, duplicated, edited, and exhibited for educational or promotional purposes as the Foundation deems appropriate. Submission of the video constitutes your approval for such use and exhibition. We suggest you keep a duplicate of your commercial for your personal use.
17. Any video that glamorizes or encourages drinking or other illegal activities will be disqualified.
18. The Foundation has the sole discretion to determine the eligibility of videos, and any dispute associated with a video submission will be determined at the sole discretion of the Foundation. The Foundation's determinations regarding eligibility, judging, and awards are final and binding.
19. Winners are selected by judging on the criteria stated in these Rules. This is a skill competition; chance plays no part in the selection of winners.
20. The Foundation may modify, suspend, or cancel the Competition, or amend these Rules, at any time and for any reason. Any change will be posted at CourageousPersuaders.com.
21. Information you provide through the entry form and the Consent Form is collected and used by the Foundation to administer the Competition and is handled in accordance with the Foundation's privacy practices, available at CourageousPersuaders.com.
22. These Rules are governed by the laws of the State of Michigan, without regard to its conflict-of-laws principles. Any dispute arising out of or relating to the Competition or these Rules will be brought exclusively in the state or federal courts sitting in Oakland County, Michigan.

MUSIC & AUDIO

Permissible music and sound effects in your entry must come from one of the following three sources. Do not use any published music without the permission of its owner.

1. Courageous Persuaders Free-Use Music. This music is available ONLY for the Courageous Persuaders Competition; any other use violates U.S. copyright law.
2. Garage Band Software, consistent with the Garage Band Software License Agreement
3. Your own music, created and performed by you alone or with your team members.

Please note: other resources and websites that describe music or sound effects as "copyright-free" may not be completely and legally copyright-free. Use of any music or sound effects from those websites will disqualify your entry. Option 3 above allows you to include work that is original to you. Everyone involved in composing and performing the music and sound effects must sign the Consent Form. You may not perform anyone else's music (a "cover") or use another person's sound effects unless that person is a team member who is available to sign the Consent Form. You may, however, use Garage Band as an element of your original music, consistent with the Garage Band Software License Agreement. Do not use any other music, songs, or sound effects.

Courageous Persuaders Free-Use Music Rules

- Permission is granted for use in the Courageous Persuaders Competition only.
- You are welcome to use our special Courageous Persuaders Free-Use Music, available exclusively to students producing commercials for this competition.
- On your submission, you must identify the music as "Courageous Persuaders Free-Use Music" and specify the track number you used.
- Email Brian Yessian with any questions: brian@yessian.com.
- Please read instructions on the next page for access to the library.
    - **Instructions:**

        Visit: https://yessian.disco.ac/cat/1137825369

        - When you click on SIGN IN at the top right, click CONTINUE WITH DISCO ACCOUNT and the below should work for you.
            - USER ID: courage@yessian.com
            - **Password:** CPFirst1!

        NOTE: Please do not change the password, as this account needs to be accessed by all students.