

# B-PEP Cast Your Ballot Challenge Contest

B-PEP-The Black Political Empowerment Project Cast Your Vote Challenge Contest!

The prize judging categories are as follows: CATEGORY 1. "Most Views" B-PEP's Outreach Prize pool: 1st Place prize \$400, 2nd Place prize \$300, CATEGORY 2.) The most "LIKES " B-PEP's Overall Participation prize pool: 1st Place prize \$400, 2nd Place prize \$300, . CATEGORY 3.)3rd Place B-PEPer prize category prize will be given for the video with the most "Shares" \$100

Each Contest site Facebook and Tik Tok are separate in judging and prized distribution. The prize table will be used for each site.

## **Prize table: Contests total in prizes \$3,000**

### **Facebook (\$1,500)**

**Category 1: Most Views/ Outreach Prize- 1st Place prize- \$400, 2nd Place prize- \$300**

**Category 2: Most Likes/ Participation Prize- 1st Place prize- \$400, 2nd Place prize- \$300,**

**Category 3: Most Shares/ B-PEPer Prize- \$ 100**

### **Tik tok (\$1,500)**

**Category 1: Most Views/ Outreach Prize- 1st Place prize- \$400, 2nd Place prize- \$300**

**Category 2: Most Likes/ Participation Prize- 1st Place prize- \$400, 2nd Place prize- \$300,**

**Category 3: Most Share/ B-PEPer Prize- \$ 100**

# B-PEP Cast Your Ballot Challenge Contest

## Our contest will be structured and outlined in this manner:

1.) B-PEP invites everyone to be a contestant in our Non-Partisan Cast Your Vote Challenge by creating a Tik-Tok or Facebook video using any props to create a non-partisan video on casting your vote, and the importance of voting in EACH and EVERY election. Each contestant can submit up to two (2) videos, in which the best liked video will be chosen.

2.) Each person must have a valid email and phone number submitted for their contest entry to be valid.

3.) The contest consists of 3 prizes for the most viewed and 1 for the most liked video to be judged within a one month period. Videos will be posted to B-PEP's Tik-Tok page and Facebook Pages. ALL Contestants MUST tag B-PEP in their posts, B-PEP Cast Your Vote Challenge! Contest there is no limit to the number of times that one's video can be posted and be shared on participant's personal pages.

**\*\*Any videos with mention of candidates, hate, violence or profanity will be disqualified.**

5.) Contest prizes will be paid out within 30 days following the end of the contest on Oct 1, 2022. Pay out will be in one of the 3 forms: 1.) Cash 2.) Visa Gift Card 3.) Cash App

6.) Contest registration will start mid-August. Contest will begin Sept 1, 2022- Oct 1st, 2022, at 12 noon!

## Pillars for video competition:

a.) Each video must make mention of The Black Political Empowerment Project (B-PEP)

b.) Must discuss the importance of voter registration and the power of the vote for Black and ALL marginalized people.

c.) Mentioning the last day of voter registration. Tuesday Oct. 24th and Election Day Tuesday November 8, 2022.

d.) Any videos with mention of candidates, hate, violence or profanity will be disqualified.

e.) ALL Contest Entries to the contest must be submitted by 5 pm Aug 31st, 2022. Videos may be posted at 12:00 pm Thursday, September 1, 2022.