

## Instagram Reels Video Contest

### “Create & Connect: Weaving the Fabric of the Thai – US Partnership”

#### **Introduction:**

To commemorate the 190<sup>th</sup> anniversary of Thai-US diplomatic relations, the Royal Thai Consulate-General in Los Angeles, Tourism Authority of Thailand and the Association of Thai in Southern California are organizing an Instagram reels video contest. The theme of the contest is

#### **“Create & Connect: Weaving the Fabric of the Thai-US Partnership”**

The content aims to celebrate the warm and cordial friendship between Thailand and the United States of America and encourages participation among the Thai and Thai-American teenagers to showcase their creativity and talent in creating short-form video that illustrate the past, present, and future of the vibrant partnership between the two countries in various aspects, such as trade, investment, tourism, culture, food, and people-to-people relations.

#### **Participants:**

The contest is open to Thai or Thai-American teenagers between the ages of 12-22 years old who live in 13 states under jurisdiction of the Royal Thai Consulate-General in Los Angeles. (**California, Washington, Nevada, Colorado, Hawaii, Oregon, Utah, Alaska, New Mexico, Idaho, Montana, Wyoming, Arizona, Guam and Saipan**)

#### **Rules and Guidelines:**

- The reels video **MUST** be submitted within the period starting from **MARCH 15 to APRIL 30, 2023**
- The winner will be announced on **MAY 15, 2023** through social media accounts of the Royal Thai Consulate-General in Los Angeles as follows:
  - Facebook : Royal Thai Consulate-General Los Angeles
  - Twitter: @ThaiCGLA
  - Instagram: @thaiconsulatela

- **Content Details:**

- The length of the reels video must not exceed 90 seconds and be narrated mainly in English. The video resolution must be at least 720p (HD).
- The participants can use various techniques in creating their video clips, such as the use of pictures, videos, voice narration, infographic and animation. The reels video **MUST** feature the participant's face and voice.
- A participant can submit **ONLY** one video clip.
- The participants **MUST** strictly follow the rules and guidelines as appear in the annex attached herewith.

- **Submission Requirement:**

- Post a reels video on the participant's Instagram account and set the account status to "**PUBLIC**"
- In the "write a caption", please enter the name of the video in English.
- Tag @thaiconsulatela in the reels video.
- Put hashtag #190ThaiUS and #RTCGLA\_IG\_Reels\_Contest
- To register for the contest, please fill in an application form, upload the participant's personal identification and upload the video clip file by clicking the following link or by scanning QR Code below;

[www.cognitoforms.com/RoyalThaiConsulateGeneralLosAngeles/](http://www.cognitoforms.com/RoyalThaiConsulateGeneralLosAngeles/)

สถานสมพันธสายไทยสหรัฐฯ190ป



Please name your video clip with **participant's name** followed by \_ and **name** of the video, then upload the video clip onto Royal Thai Consulate-General's drop box.

**Example:**

Candidate's name: **Somchai**

Video's name: **Thai US Friend Forever**

File's name: **Somchai\_Thai US Friend Forever**

<b><u>Judging Criteria:</u></b>
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- For “Winner” and “Runner up” prizes, the judging criteria are as follows:
  - Relevance to the theme of the contest 40 Points
  - Creativity and originality of the video 30 Points
  - Communication technique 30 Points
- For “Popular Vote” prize, the reels video that receives the most “Likes” will be prized.

<b><u>Prizes:</u></b>
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|-------------------------------|---|
| <b>1. Winner</b>              | <b>One ROUND TRIP airplane ticket<br/>Los Angeles-Bangkok</b> |
| <b>2. First Runner Up</b>     | <b>\$500 USD</b>  |
| <b>3. Second Runner Up</b>    | <b>\$300 USD</b>  |
| <b>4. Popular Vote Winner</b> | <b>One ROUND TRIP airplane ticket<br/>Los Angeles-Bangkok</b> |

\* All winners will receive certificate and participation pin along with the award above.

\*\*For the “Winner” and “Popular Vote” prizes, please check the airplane ticket details on the last page.

<b>Rules and Guidelines:</b>
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1. Participants **MUST** follow all rules and guidelines and complete the **Submission Requirement**.
2. Failing to complete the **Submission Requirement**, the participants will be considered as disqualify.
3. The video **MUST** be original and created specifically for this contest.
4. The content of video **MUST NOT** abuse the intellectual property right of anyone. The Royal Thai Consulate-General takes no responsibility for any legal consequences.
5. Participants **MUST get a consent** from everyone appearing in the video. If the participant did not get the consent, the participant **MUST sensor** out their appearance in the video.
6. Participants **MUST NOT** contain contents that are insulting, sarcastic, racist, causing division in society or oppose to the morals and values of Thailand and the United States. The Contents **MUST NOT** contain pornography, violence and disrespectful photos or videos or hate speeches which could lead to any misunderstanding or might affect the international relations.
7. All submitted reels videos become the sole property of the Consulate-General. The Consulate-General has the right to use, reproduce and modify the videos or the content in the videos for any purpose deemed appropriate.
8. The Consulate-General is not responsible for any injuries or accidents caused during the production.
9. The announcement of winners by the Consulate-General will be considered **FINAL**. Appeals will not be accepted.
10. The Consulate-General reserves the right to change the rules without prior notice.
11. The winners will be contacted via email at the email address provided at registration. If the winners fail to reply within 7 days, he/she will be disqualified.
12. Participants **MUST** follow the above-mentioned rules and guidelines strictly.
13. The Consulate-General reserves the right to revoke any reward if found out that the participants failed to follow the rules and guidelines.
14. Open for registration and submission between March 15 to April 30, 2023.  
For further information, please contact:
  - a. Line Official: @thaiconsulatela
  - b. E-mail: [thaicomunity@thaiconsulatela.org](mailto:thaicomunity@thaiconsulatela.org)
  - c. Tel: 02-962-9574 Ext 205

**Airplane Ticket Details:**

1. The two **ROUND TRIP** airplane tickets (Los Angeles-Bangkok) for the Winner and Popular Vote Winner are sponsored by Tourism Authority of Thailand in Los Angeles.
2. The tickets are **valid for 1 year** from the announcement date of the winners.
3. The tickets' **blackout dates** are during June - August and December 15, 2023 - January 31, 2024.
4. Other expenses occurred during the travel will be responsible by the winners.
5. Tickets cannot be sold, transferred, traded or changed to cash.

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