We Declare! Challenge
Official Rules and Terms and Conditions

Last Updated: October 26, 2026
Challenge Name: We Declare! Challenge ("Challenge")
Administrator and Sponsors: iCivics, Inc. ("iCivics" or "Administrator"), in cooperation with private funders and sponsors (collectively "Sponsors").
Administrator Address: 1035 Cambridge Street, Suite 1 Cambridge, MA 02141

Contact: Waldron Civic, info@WeDeclareChallenge.com
Eligible Geography: Massachusetts, United States.

1) Acceptance of Rules. These Official Rules and Terms and Conditions (collectively, "Rules") apply to all submissions of video entries ("Entries") for in, the Challenge. By participating in the Challenge through registering for or submitting an Entry, you (as submitting teacher, school administrator, or other school-authorized adult representative of the class, the "Entrant") agree to these Rules and represent that you have authority to submit Entries on behalf of the participating class, students, school, and participants. Administrator's decisions are final and binding in all matters related to the Challenge, to the maximum extent permitted by law.

2) Eligibility. The Challenge is open only to **current Massachusetts 8th grade students** enrolled during the Challenge Period in **public, private, or parochial schools** located in Massachusetts.

- **Who may submit:** Entries must be submitted by an adult Entrant. Students and other participants may not submit entries.
- **Other grades:** Students from other grades may appear in an entry and may contribute to overall participation/spirit, but **classroom and scholarship prizes (if offered) are awarded only in connection with the submitting 8th-grade class Entry**, as described in Section 9.
- **Ineligible participants or entrants:** Employees, officers, and directors of Administrator and Sponsors and any judges or individuals directly involved in judging Entries (and all members of their immediate household/families as applicable) are not eligible to participate, enter, or win the Challenge.

3) No Purchase Necessary. No purchase is necessary. Entry is free.

4) Challenge Period.

- **Starts: October 27, 2026 12:00 pm ET**

- **Ends (submission deadline): June 4, 2027 11:59 pm ET.** All Entries must be received by Administrator by such time and date according to Administrator's systems (which are the official time-keeping system for the Challenge).

5) How to Enter. To enter, Entrants must submit Entries during the Challenge Period using the official submission method and form:

- Entrant must provide to Administrator an active **link** to the Entry hosted on **YouTube, Vimeo** or a school-approved Google Drive **at Administrator's submission location:** https://vision.icivics.org/we-declare challenge/
- The link to YouTube or Vimeo should be published as "Unlisted". Passwords or special login permissions should not be required to view the video.
- The link must be viewable by Administrator, Sponsors, and the judging committee members (social studies educators and members of the iCivics team selected at the sole discretion of Administrator) (the "Judging Committee") through the Challenge end date and through the judging period described in Section 10.

Other link access requirements:

- The link must not require special organizational or credentialled access that Judging Committee members cannot obtain.
- If a password is required to view the Entry, Entrant must provide the password in the Entry submission form.

Entry limit: There is **no limit** on the number of Entries a school or class may submit for the Challenge, provided each entry complies with these Rules. Administrator may disqualify spam submissions intended to manipulate judging, untimely submissions, unviewable submissions, or submissions that violate Section 12.

6) Video Entry Requirements and Guidance. Each Entry must feature Entrant's 8th-grade class students (students from other classes may appear as participants, but only as additional participants, see Section 2) participating in a group reading of all or part of the exact text of the first two paragraphs of the **U.S. Declaration of Independence**. All Entries must comply with Section 7 (Prohibited Content) and all applicable school policies and state and federal laws.

- **Number of students:** No minimum or maximum number of students is required to participate the Entry. Sponsor's stated objective is broad participation. In general, Entries with more students meaningfully participating in reading may be viewed more favorably by the Judging Committee. Not all enrolled 8th grade students in the class submitting an Entry need to appear or participate in the Entry.
- **Student reading participation:** Not every student appearing in an Entry must read. The Judging Committee may award points in judging for student spirit, enthusiasm, and participation but encourages Entrants to maximize the number of students who read, consistent with classroom realities and school policy.

- **Student comments:** Brief student comments about what the Declaration of Independence means are permitted but optional but should not **alter the written text of the Declaration of Independence during the read**. Comments must comply with Section 7 and should not include any sensitive personal or personally identifiable information (as described in Section 7).
- **Video specifications:** Entries cannot be longer than 250 seconds (beginning to end).

7) Prohibited Content. Entries shall not include, as determined by Administrator in its sole discretion:

- Profanity, hate speech, harassment, threats, discriminatory or offensive or objectionable content;
- Depictions of dangerous activities, or instructions for wrongdoing;
- Content that violates school/district policies or any applicable laws;
- Content that is primarily political campaigning (for or against a candidate/ballot measure);
- Third-party copyrighted material used without permission (including music, images, or video clips), except where permitted by law;
- Personal data displayed on screen such as student last names paired with other identifiers, home addresses, personal phone numbers, personal emails, or other sensitive information;
- AI (artificial intelligence) generated or AI modified content or performances EXCEPT when used for decorative effects or backgrounds.

8) Student Privacy and Participant Media Releases (Required). Each and every participant (minor students and adults) that appears in an Entry must have signed and submitted to the Entrant, prior to submission of the Entry, a participation consent and release in the form (either the Minor Student form or the Adult form) located here (a "Consent and Release Form"). **It is the responsibility of each Entrant to obtain and maintain a completed and signed Consent and Release Form from all persons (minor students and adults) who appear in the Entry.** Note that the Consent and Release Form includes permissions for **public display and distribution** of the Entry by Administrator and Sponsors if the entry is selected for recognition or award of a prize. By submitting an Entry, Entrant represents and warrants that:

- It has obtained signed Consent and Release Forms from all persons appearing in an Entry;
- It has obtained all required school/district approvals to submit Entries and participate in the Challenge; and
- It will retain all signed Consent and Release Forms for each participant (minor student and adult) and will provide confirmation (and, if requested, copies or other reasonable proof) to Administrator within 5 days of a request;

Failure to secure or provide required Consent and Release Forms for all Entry participants upon request may result in disqualification, selection of an alternate winner, and forfeiture of prizes.

9) Prizes and Approximate Retail Value.

Entry Prizes: Each 8th grade class for which an Entrant submits an Entry will receive a $100 gift card (limit one per class). The gift card may be used by the Entrant at its discretion for benefit of the participating class. Gift cards will be delivered via email by Administrator upon submission of a qualifying Entry by the Entrant.

- An individual 8th grade class may submit multiple videos but will only be eligible for one gift card (one gift card per class no matter how many Entries are submitted by that class).
- Multiple 8th grade classes from the same school submitting Entries will each be eligible for a gift card.
- An Entry from a school with multiple participating 8th grade classes participating in that Entry will receive a single gift card for the submitting class and qualify for a scholarship award for $2,500 for each student in the submitting Entrant's class, up to $100,000 (see below).

The Judging Committee will select three winners including one Top Winner to receive the following prizes:

Top Winner: John Hancock Award for Excellence in Civic Expression:
- $1,000 scholarship for each 8th grade student in the winning video
- $250 gift card for each 8th student in the winning video
- $250 for the teacher of the submitting classroom
- $1,000 for school
- A school spirit event and prize presentation [Mutually agreed upon with the school]

Winner: John & Abigail Adams Award for Civic Leadership:
- $100 gift card for each 8th grade student in the winning video
- $100 for the teacher of the submitting classroom
- $500 for the school
- $250 gift card for the submitting classroom for supplies or a celebration

Winner: Henry Knox Award for Creative Citizenship
- $$100 gift card for each 8th grade student in the winning video
- $100 for the teacher of the submitting classroom
- $500 for the school
- $250 gift card for the submitting classroom for supplies or a celebration
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In addition, the judging committee will award the following Superlative Prizes:
- $250 to the submission with the Best Original Music
- $250 to the submission with the Best Video Editing
- $250 to the submission with the Most Creative Costumes
- $250 to the video featuring the Most Historic Sites

Scholarships will be made by a donation from certain Sponsors to the winning school's scholarship fund or district designated fund (or other fund) in the amount of $1,000 for each student in the submitting 8th grade class of the winning Entry, up to $40,000, further to gift terms to be agreed with the donating Sponsor. The intention is that the school or district will

receive and have sole responsibility to hold and manage the prize money for ultimate distribution only to the students in the 8th grade class of the winning Entry upon their graduation from high school of that school/district who will immediately following graduation continue their education in a two-year or four-year program at an accredited academic institution, university or school, or enroll in a trade school/technical program ("Continued Education"). Proof of graduation from high school and enrollment in Continued Education may be required and Sponsor donating the scholarships may request further proof or make determinations with respect to a student's graduation or enrollment for Continuing Education and eligibility for the scholarship award. Any student of an 8th grade class in a school that submitted a winning Entry that is no longer a student at the same school or within the same school district at the time of high school graduation, or any student that was not in the 8th grade class when the winning Entry was submitted, is ineligible for a scholarship award. The school/school district and donating Sponsor(s) will work in good faith to determine which students qualify for the scholarship awards to fulfill the intentions of this Section and the Challenge.

Number of winners: There will be three winners, including one Top Winner. **Approximate Retail Value (ARV)**: School, class and teacher prizes will total $6,000. Submission prize value ($100 per submission) will depend on the total number of Entries (statewide). Scholarship prize value will depend on the number of 8th grade students in the class with the winning Entry.

Taxes: Recipients are responsible for any and all applicable taxes on prizes. Where applicable, Administrator may require documentation of tax status.

No substitution: Prizes are non-transferable and no substitution may be requested or made except at Administrator's sole discretion. Administrator may substitute a prize of equal or greater value.

10) Judging, Scoring, and Selection of Winners. This is a skill-based contest, not a sweepstakes. Entries will be judged on a broad range of criteria including student participation, reading, spirit, and determination. A rubric developed by the Judging Committee will assist to evaluate each submitted Entry, and the Judging Committee will select ten final Entries. The final ten Entries will then be evaluated by a panel of prominent Massachusetts citizens (selected by one or more Sponsors, the "Final Panel") who will choose the winning video and two runners up. The judging period will end on June 15, 2026. **Winners will be determined at the Judging Committee's and Final Panel's sole and absolute discretion.**

11) Winner Notification and Verification. Potential winning Entrants will be notified by email using the Entrant's contact information provided at submission of the Entry. Administrator may require verification for qualification of the Entrant and Entry including:

- confirming eligibility (Massachusetts school, 8th grade participation, and compliance with these Rules);

- confirming Consent and Release Forms obtained and on file for all participants in the winning/runner-up Entry as per Section 8; and
- completion of prize acceptance forms.

If a potential winning Entrant does not respond within **5 days of notice** or cannot verify eligibility, Administrator may disqualify that Entry and select an alternate Entry for the applicable prize.

12) Disqualification and Integrity. Administrator may disqualify any Entry that:

- violates these Rules;
- contains false or misleading information;
- includes prohibited content;
- cannot provide required Consent and Release Forms;
- cannot verify eligibility; or
- appears intended to manipulate the contest or scoring.

13) Intellectual Property and License to Sponsor. The creator of the Entry retains ownership of the video/recorded performance, including its copyright. The Entrant represents and warrants that either (a) it is the creator of the Entry and owns the copyright in the Entry, (b) it is the authorized representative of the creator (e.g., a teacher employed by a school), or (c) it has obtained the permission or approval of the creator of the Entry or a license to submit the Entry for the Challenge and further grant the license in this Section 13. Entrant hereby grants Administrator and the Sponsors a **non-exclusive, worldwide, royalty-free, perpetual license** to use the Entry and create derivative works thereof for:

- administering the Challenge (reviewing, judging, verifying), and
- if selected for recognition, feature, or award, at the sole discretion of Administrator or Sponsors, **public display, publishing, distribution, sharing and promotion** of the Challenge and Administrator's and Sponsor's educational mission (including display on websites, social media, email, presentations, and press materials).

Administrator will make reasonable efforts to credit the school and/or Entrant where practical Entrant represents that the Entry does not infringe third-party rights and that it has obtained all necessary licenses to any music or other third-party materials or content used in an Entry.

14) Publicity. If an Entry is selected as a winner, runner up, or featured entry, Administrator or Sponsors may publicly identify the school, city, and Entrant name/title after verifying proper release forms have been secured from such parties as necessary. Sponsor will avoid publishing student last names or any personal contact information.

15) Platform Terms. Entries submitted via third-party hosting services (YouTube, Vimeo or Google Drive) remain subject to those services' terms of use, licenses, and policies.

Administrator is not responsible for takedowns, access restrictions, or platform outages. Entrant is responsible for ensuring the link for all Entries remain accessible for judging during the Challenge period.

16) Limitation of Liability. By entering the Challenge, Entrant acknowledges and agrees that Administrator's and Sponsors' sole and exclusive obligation with respect to the prize and the Challenge is limited to awarding the prizes to the winning Entrants selected in accordance with these Rules. All prizes are awarded "AS IS" and without warranty of any kind, express or implied, including without limitation any implied warranties of merchantability, fitness for a particular purpose, or non-infringement. Administrator and Sponsors make no representations or guarantees regarding the performance, condition, or value of the prizes. To the fullest extent permitted by law, Administrator and Sponsors and its and their respective affiliates, officers, directors, employees, agents, and representatives (including members of the Judging Committee and Final Panel) shall not be liable for any injury, loss, damage, cost, or expense of any kind arising out of or relating to: (a) participation in the Challenge; (b) the preparation, submission, or evaluation of any Entry; (c) acceptance, possession, loss, use, misuse, or inability to use any prize; or (d) any technical errors, human error, judging error, or other issues related to the administration or management of the Challenge. Judging decisions are final and binding in all respects and are not subject to appeal or review, except as required by applicable law. If the prize includes goods, services or events provided by a third party, Sponsor is not responsible for the acts, omissions, or policies of such third parties, or for withdrawal, postponement or cancellation of any goods, services or events. Any travel required for any prize events are the responsibility of the Entrant. In no event shall Administrator and Sponsors total cumulative liability arising out of or relating to the Challenge or any prize exceed the stated approximate retail value of the prize. To the maximum extent permitted by law, Administrator is not responsible for lost, late, incomplete, corrupted, inaccessible, or misdirected submissions, or for technical failures of networks, platforms, or submission tools.

17) Indemnification and Release. Entrant agrees to indemnify and hold Administrator and Sponsors and its and their respective affiliates, officers, directors, employees, agents, and representatives (including members of the Judging Committee and Final Panel) harmless from claims, damages or losses arising out of:

- violation of these Rules by Entrant;
- failure to obtain proper Consent and Release Forms from Entry participants; ● any infringement or misappropriation of any third-party content or materials used in an Entry; and
- any unlawful or prohibited content included in an Entry.

Entrant further hereby releases and forever discharges Administrator and Sponsors and its and their respective affiliates, officers, directors, employees, agents, and representatives (including members of the Judging Committee and Final Panel) from any and all claims arising from the

administration or management of the Challenge, including but not limited to decisions regarding qualifying or winning Entries and prizes.

18) Modification, Suspension, or Cancellation. Administrator reserves the right to modify, suspend, or cancel these Rules and the Challenge if fraud, technical failures, or other causes beyond Administrator's reasonable control impair the integrity or proper administration or functioning of the Challenge, to the extent permitted by law. Sponsor will make reasonable efforts to communicate material changes to Entrants. The last updated version of these Rules (as dated at the top) shall govern.

19) Governing Law and Disputes. The Challenge is governed by the laws of the Commonwealth of Massachusetts, without regard to conflicts-of-law principles. Any disputes will be resolved in state or federal courts located in Boston, Massachusetts, unless applicable law requires otherwise