



2021 ORGULLO CONTEST

OFFICIAL RULES/CRITERIA

1. The Hispanic Dental Association and Crest/Oral B (sponsor) invites you to participate in the always popular Orgullo Competition, at the HDA Student Regional or alternate event. The HDA Student Regional is scheduled for Saturday, **September 25, 2021**, at the University of Pennsylvania, School of Dental Medicine. We look forward to meeting all the participants at this live meeting at UPenn. If social distancing protocols are still in place due to the current COVID-19 restrictions and alternate date or venue may be announced.
2. This year's program will include a presentation of a one (1) minute bilingual video. If in English you should include Spanish subtitles, or if your video is made in Spanish you should include English subtitles. This content should be professional and educational in the same way you interact with your dental peers, but also a hint of entertainment think of your favorite social media platform that compels you (e.g. TikTok or Instagram Reels) and what message might be particularly impactful to **change a patient's behavior to improve oral health**. Be sure to include the use of Crest Oral B products in your presentation and be ready to explain why your chapter chose its topic.
3. Judging will take place during the presentation at the meeting indicated above, unless change is required due to the pandemic restrictions. Winners will be announced during the Student Regional event. Award money goes to the Hispanic Dental Association Student Chapter.
4. Videos do not require the use of a patient. If you choose to use a patient, all images, names and identifiers must be blocked or deleted to mask the identity of the patient to comply with HIPAA Privacy Act. If required, also submit consent release forms signed by the parent or patient prior to submission.
5. Entrants may submit their entries by electronic mail, to operationsmanager@hdassoc.org
6. A Hispanic Student Dental Association ("HSDA") chapter can submit more than one entry. All Entries become the property of Sponsor and will not be acknowledged or returned and only entries which comply with these Official Rules will be considered.
7. Eligibility. The Contest is open only to students at dental schools with HSDA chapters who are at least 18 years of age at the date of entry, as well as faculty advisors.

The Contest is not open to employees of Sponsor, and its respective parents, affiliates, subsidiaries, advertising and promotional agencies, retailers, distributors (collectively, "Contest Entities"), and the immediate family members of, and any persons domiciled with, such employees. Void where prohibited by law.

8. Eligible Entries: By submitting an Entry or accepting any prize, Entrant represents and warrants that the Entry, including any videos, etc., is the original creation of the Entrant, has not been copied in whole or in part from any other work, does not violate or infringe any copyright or trademark or other proprietary right of any other person or entity, is the sole property of the Entrant, and has not been previously published. By participating in this contest the top 3 winners content ownership will be transferred to the sponsors to use without restriction for perpetuity (that way we can post on P&G and/or HDA social media)

9. Entry must not: contain inappropriate or defamatory words/statements (including words or symbols that are considered offensive to individuals of any race, ethnicity, religion, sexual orientation, or socioeconomic group); depict any dangerous activities or situations; include threats to any person, place, business, or group; disparage persons or organizations associated with the Sponsor; invade the privacy or other rights of any person, firm or entity; contain material that is unlawful, in violation of or contrary to any and all applicable federal, state, or local laws or regulations; contain material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age; contain material that is inappropriate, indecent (including, but not limited to, nudity or pornography), profane, obscene, hateful, tortuous, slanderous or libelous and may not in any way reference persons or organizations without their written permission; contain material that violates or infringes another's rights, including, but not limited to, privacy, publicity or intellectual property rights, or that constitutes copyright infringement; communicate messages or images inconsistent with the positive images and/or goodwill to which Sponsor wishes to associate. Sponsor reserves the right, in its sole discretion, to disqualify any Entry that, in its sole opinion, refers, depicts or in any way reflects negatively upon the Sponsor, the Contest or any other person or entity, or does not comply with these requirements or these Official Rules. Submissions must be suitable for presentation in a public forum, including, but not limited to, television commercials, in sole determination of Sponsor.

10. Judging

Criteria: Contest submission should include:

- a. A short summary of why the entrant chose the specific Oral Health prevention topic
- b. One (1) minute video - Preventive evaluation and recommendations. The entries received during the Entry Period which comply with these Official Rules will be judged on –
 - Prevention Message (50%)
 - Use of Crest/Oral B product (25%)
 - Creativity (25%)

The decision of the judges is final.

11. Prizes:

Videos must be submitted no later than (NLT) **September 3, 2021**, and the HDA/P&G team will pre-select the top 4 contenders.

Award Categories:

First Place Award \$2500 (1)

Second Place Award \$2000 (1)

Third Place Award \$1500 (1)

Honorable Mention \$1000 (1)

In addition, each pre-selected chapter will be awarded \$500 for travel expenses to participate in the competition, and only if the current social distancing guidelines allow for travel. Awards may be announced virtually and presented in person if travel restrictions are not enforced.

Trip includes: round-trip coach air transportation for each student and each faculty advisor to the HDA Annual Meeting from a major commercial airport in the United States, near the winner's primary residence, as determined by Sponsor and hotel, 1-night hotel accommodations, and meals. In the event a Winner resides within 150 miles of Location, Sponsor reserves the right to substitute ground transportation for air transportation. All other expenses not specifically mentioned herein, including but not limited to, food, beverages, additional hotel amenities or fees and gratuities, are the responsibility of winner and traveling companions.

Trip portion of the prize may be cancelled without liability or substitution of another prize if Sponsor reasonably believes such termination or change is advisable due to the COVID-19 pandemic, or if the HDA meeting is cancelled or postponed.

12. Winner Notification: Each winner will be notified by email, phone, or both at the discretion of the Sponsor or HDA on or about **September 25, 2021**. The return of a prize notification as undeliverable or inability to contact a potential winner may result in disqualification and an alternate winner may be selected.

Sign up to compete by completing the attached Intention Form by [August 15, 2021](#). Encourage your HSDA chapter to participate and we look forward to viewing the great video submission from your school.



2021 ORGULLO AWARD INTENTION/ SUBMISSION FORM

Please include our HSDA Student Chapter as a participant in the 2021 Procter & Gamble Crest Oral B/ HispanicDental Association Orgullo program.

Date:

Student Chapter Name:

Chapter Main Contact Name:

(Individual who will receive ALL correspondence regarding the Orgullo program)

Chapter Contact Mailing Address:

Chapter Contact Phone:

Chapter Contact Email:

Chapter President's Name:

Chapter President's Email:

Faculty Advisor:

Faculty Advisor Email

Faculty Advisor Mailing Address:

Please submit video by deadline as indicated below. Video must be a one (1) minute in length and bilingual (see rules & criteria, paragraph 2). Topic must be on Oral Health Prevention, specifically motivating patients to change their behavior to improve patient's oral health, and include at least one Procter and Gamble product. Finalist videos will be presented during the HDA's Annual Meeting (Presential or Virtual, due to COVID-19 restrictions)

Email fully completed form to the Hispanic Dental Association:

operationsmanager@hdassoc.org

DEADLINE FOR RETURN OF INTENTION FORM: **August 15, 2021**

DEADLINE FOR SUBMISSION OF VIDEO: **September 3, 2021**