



Tell us, what is that special “it factor” that sets your hometown apart. Enter our HOMETOWN PRIDE-A-THON by submitting a video (no longer than one minute) that demonstrates your answer for a chance to win BIG.

If the voters like your hometown pride we'll transform your water tower to be as inspiring as your town.

The contest officially OPENS October 19, 2021.

## HOW IT WORKS

### ENTRANT ELIGIBILITY

Must be cities within the state of Iowa. Video may be created or executed by an individual representing the city if they have the city's permission. However, the city or organization with authority over the water tower must submit the video.

### VIDEO RULES/SUBMISSION

- Upload video to <https://woobox.com/q8wxczm> between Oct. 19, 2021 (9:00 a.m. CT) – Nov. 16, 2021 (5:00 p.m. CT).
- Video must be **no longer than one minute**.
- Required elements that must be shown are **people in the town** and a **water element**.

**Examples:** Water park, water balloon fights, natural lakes and streams, water used for business or agriculture or much more – entrants are encouraged to get creative.

### VOTING/SELECTION OF WINNERS

- Voting period to determine top video: Nov. 17, 2021 (9:00 a.m. CT) – Nov. 24, 2021 (5:00 p.m. CT).
- The video with the most votes on Nov. 24, 2021 at 5:00 p.m. CT will win.
- One vote per Facebook account per 24-hour period.
- Votes must be entered at <https://woobox.com/q8wxczm>.



**PLEASE SEE OFFICIAL RULES**