



## About the Challenge

The AMP it up! Challenge invites students to visit a local Massachusetts manufacturer and research the inner workings of the company's manufacturing operation. What does the company make? Why is it important? How does the product impact the world around them? We're challenging students to answer these questions in a 2-minute video that will be uploaded on the AMP it up! website. The video must include original footage of the visit and/or interview with the company.

Students can choose any product made in Massachusetts. Manufacturing is an important industry in our state with over 7,000 manufacturers accounting for 10.1% of the state's economy. If you need assistance reaching out to a local company, contact Larissa Matzek at [lmatzek@massdevelopment.com](mailto:lmatzek@massdevelopment.com).

## Your school could win big

After careful review by a panel of judges, the public will get a chance to vote online. Winning videos will earn a cash prize donated to their school. The top three videos selected will each win up to \$5,000 in funding provided by the Manufacturing Futures Fund.

## Timeline for participation

If you're interested in participating, here are some important dates to keep in mind.

**10/26/2017:** AMP it up! Video Challenge announced and officially launches and students can start registering

**2/28/2018:** Video Submission Deadline

**3/5/2018 – 3/30/2018:** Online Voting begins; the general public selects top videos

**4/5/2018:** Awards announcement

## Working with students

Make the Challenge an assignment for individual students, relevant classes, groups or clubs. Make sure you start by assigning clearly defined roles, including researcher, director, camera operator, editor and interviewer. Don't forget to encourage collaboration, and help students to tap into their creativity and strengths.

## Resources for you & your class to read

If your students need inspiration, consider all the exciting manufacturing industries in Massachusetts. We have also reached out to local manufacturers to see if they are interested in participating, and several have offered student tours of their facilities or an opportunity to speak with a company representative.

If you'd like to be connected, please contact [http://ampitupma.com/about\\_us/contact\\_us/](http://ampitupma.com/about_us/contact_us/).

If you, your school, or your students would like to use social media to spread the word, learn more about the Challenge, ask people to vote for your submission, or ask us a question, connect with us on:

**Twitter:** @AMPitupMA



## Challenge rules

Be creative and have fun with the Challenge! Our goal is to help you and your fellow students understand that the manufacturing industry in Massachusetts is alive and well and could be a successful career path for you.

### About the Challenge

The AMP it up! Video Challenge teaches young people about products being made right here in Massachusetts and the great careers manufacturing has to offer.

Join the Challenge by submitting your video that features a Massachusetts manufacturer and its product. Winning videos can earn up to \$5,000 for their schools.

To enter, students must create a two-minute video that portrays a Massachusetts manufacturer and its product.

### Student Eligibility and Video Requirements

- Entry is FREE.
- The video must include original footage of students' visit to a Massachusetts manufacturer, and of its process and/or product.
- The featured product must be manufactured in Massachusetts.
- The 2-minute video should tell a story and include general information about the manufacturer. How the product is made and why the product is important should be answered in the video.
- The video must be an original work, but students may receive guidance from a parent or teacher.
- The video must include the slogan "AMP it up!"
- Once a video is entered, it becomes AMP it up! Video Challenge public content. Entries with inappropriate material will be removed.
- To enter, registrants must be students at a Massachusetts middle or high school, and must fill out the required entry form with signoff from a teacher or administrator found [here](#).
- Copyrighted materials should not be used in the video without permission
- Awards will be made directly to the winning schools. There are no restrictions on how the money can be spent.

### Disclaimer

*Except where prohibited by law, voluntarily posting photographs, videos, comments or other material on Twitter, Tumblr, or one of the promoted hashtags ("Posted Content") constitutes your consent and grant to MassDevelopment the non-exclusive, royalty-free, worldwide, unrestricted, irrevocable, and unlimited right and permission, but not the obligation, to utilize, distribute, publish, exhibit, digitize, broadcast, display, reproduce, and prepare derivative works of the Posted Content online (e.g., on our websites and social media pages). You understand that any such media may be edited in the sole discretion of MassDevelopment. You represent and warrant that the Posted Content will not contain any third party trademarked or copyrighted material, or material that is subject to other third party proprietary rights, unless you have permission from the rightful owner of such material or you are otherwise legally entitled to post the material and to grant MassDevelopment all relevant licenses and permissions to use the material as contemplated herein. You agree not to take any legal action against, and release and discharge, MassDevelopment, and its directors, officers, employees, agents and affiliates, or any other person or entity acting on its behalf, from all claims in connection with the use of the Posted Content as contemplated herein. MassDevelopment's page is in no way sponsored or endorsed by Facebook, Twitter, or any other third party.*



## Judging process

- Videos will be posted on [www.ampitupma.com](http://www.ampitupma.com) for online voting on Monday, March 5, 2018.
- Online votes will be combined with a recommendation from a Judging Panel.
- The Judging Panel will consist of a team of professionals representing MassDevelopment and others selected at MassDevelopment's discretion.
- Finalists will be selected based on a variety of criteria, including: originality, unique style, fresh point of view, creativity, descriptive language, quality of content, and overall quality of production.
- Finalists must meet the following basic guidelines:
  - Video must run within the 2-minute time limit.
  - Information included in the video must be accurate and current.
  - Copyrighted materials should not be used in the video without permission.
  - The video must be appropriate.
  - Entry form, including appropriate permissions from parent or legal guardian and school official, must be completed.
- Winners will be announced on Thursday, April 5, 2018!

## Contest prizes! Yes, prize money will be awarded and can be used for any project that you and your school decide on!

- The top three videos each win up to \$5,000 in grant funding.
- Checks will be made payable directly to the school from which the students attend. There are no restrictions on how the money can be spent.