



About the Challenge

The AMP it up! Challenge invites students to research the inner workings of an advanced manufacturing innovation, and how it impacts the world around them. We're challenging them to bring it all to life in a 3-minute video and submit it on the AMP it up! website. The video must capture three main ideas about a product, including:

1. **How it's made**
2. **Why it matters**
3. **What it means to me**

Students can choose any product made in Massachusetts, from high-powered lasers to lifesaving medicine to racing bikes.

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 \$5,000 in funding. That's a total of \$15,000 in prize money, provided by the Manufacturing Futures Fund.

Timeline for participation

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

- 12/5/2016:** Official launch—students will begin researching and creating videos
- 3/30/2017:** Video deadline—video entries must be submitted on www.ampitupma.com to be considered
- 4/3/2017 – 4/28/2017:** Evaluation of submissions by a panel of judges; Voting by the general public
- 5/15/2015:** Awards announcement—winners will be selected and prizes awarded

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

If your students need inspiration, consider all the exciting manufacturing industries in Massachusetts. To browse categories of companies, see our useful map at <http://ampitupma.com/manufacturers/>.

A great way to learn more about a Massachusetts innovation is to take a look at the manufacturing companies in your local area. For a list of manufacturing companies in Massachusetts, please visit http://ampitupma.com/manufacturers_list/.

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/.

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:

Tumblr: <http://ampitupma.tumblr.com/>

Twitter: @AMPitupMA

Challenge rules

- Video must incorporate a product or component manufactured in Massachusetts.
- Video can be no longer than 3 minutes.
- Video must be the student(s) original work.
- Once entered (it's free), video will become a part of the AMP it up! Challenge public-facing content. Entries with foul language or inappropriate material will be removed.
- Registration for the AMP it up! Challenge is required (see form) to enter the video contest as it will allow us to post your work on www.ampitupma.com and give credit to you and the school you represent.
- An entry form must be submitted, with a teacher or administrator from the school, signing-off to acknowledge the student(s) entry. A form letter has been provided: simply have the sponsoring school teacher or administrator and each participating student's parent or guardian sign and upload with your submission.
- 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 by Twitter, Tumblr, or any other third party.
- Video submission must come from a Massachusetts middle school (grade 6-8) student(s) or a Massachusetts high school (grade 9-12) student(s).
- Deadline for video submission is Thursday, March 30, 2017.

Judging process

- Videos will be posted on www.ampitupma.com for online voting on Monday, April 3, 2017.
- 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 3-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 Monday, May 15, 2017!



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 \$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.