

Visit Watford City's

“REEL FUN IN WESTERN ND”

Summer Contest

Calling all local adventurers, foodies, and culture enthusiasts! Do you love showcasing the best of Watford City & McKenzie County? Grab your phone and show us what you love most about our events and attractions! We're looking for your most creative, engaging, and inspiring 60-second reels that highlight the unique charm and excitement of our community.

Each month from June until September, we'll be selecting 5 winners who will receive an awesome prize pack filled with local goodies and gift cards!

Official Contest Rules & Guidelines

1. Contest Period:

- The contest will run for four (4) consecutive months, with new submission periods and winners selected each month.
- **Monthly Submission Deadlines:**
 - Month 1: Submissions close on June 30th, 2025 at 11:59 PM CST
 - Month 2: Submissions close on July 31, 2025 at 11:59 PM CST
 - Month 3: Submissions close on August 31, 2025 at 11:59 PM CST
 - Month 4: Submissions close on September 30, 2025 at 11:59 PM CST
- A committee will review and score the submitted reels on the first Tuesday following submission close each month, with winners notified within the first week of the following month.

2. Eligibility:

- Anyone can enter!

3. How to Enter:

- **Create a Reel:** Produce an original, creative, and engaging vertical video reel (maximum 60 seconds in length) showcasing one or more of the specific events outlined for each month.
 - **June:**
 - Theodore Roosevelt National Park North Unit
 - Maah Daah Hey Trail
 - Tobacco Gardens Resort & Marina

- Native American Culture of MHA Nation
- Missouri Yellowstone Confluence Interpretive Center
- Fort Union National Historic Site
- Cartwright Tunnel & Fairview Lift Bridge
- Rough Rider Center Kickoff to Summer Weekend June 4th-8th
- Father's Day June 15th
- Fort Union Rendezvous June 12th-15th
- Theodore Roosevelt National Park Free Day June 19th
- McKenzie County Fair June 19th-21st
- July:
 - Theodore Roosevelt National Park North Unit
 - Maah Daah Hey Trail
 - Tobacco Gardens Resort & Marina
 - Native American Culture of MHA Nation
 - Missouri Yellowstone Confluence Interpretive Center
 - Fort Union National Historic Site
 - Cartwright Tunnel & Fairview Lift Bridge
 - Parks in Your McKenzie County Community
 - Fun at The Lake!
 - 4th of July Celebrations
 - Arnegard 4th of July
 - Homefest & Arts in The Park July 11th-12th
 - MHA Mandaree Celebration July 17th-20th
- August:
 - Theodore Roosevelt National Park North Unit
 - Maah Daah Hey Trail
 - Tobacco Gardens Resort & Marina
 - Native American Culture of MHA Nation
 - Missouri Yellowstone Confluence Interpretive Center
 - Fort Union National Historic Site
 - Cartwright Tunnel & Fairview Lift Bridge
 - Fort Union Indian Arts August 1st
 - Tobacco Gardens Kite Festival August 1st-3rd
 - Fort Union Living History August 3rd
 - Theodore Roosevelt National Park Free Day August 4th
 - Motorcycle Rides in McKenzie County
 - Ribfest August 8th
 - Alexander's Old Settler's Weekend August 28th-September 1st
- September
 - Theodore Roosevelt National Park North Unit
 - Maah Daah Hey Trail
 - Tobacco Gardens Resort & Marina
 - Native American Culture of MHA Nation
 - Missouri Yellowstone Confluence Interpretive Center

- **Fort Union National Historic Site**
- **Labor Day Weekend Fun at The Lake!**
- **Arnegard Spud Fest September 6th**
- **Heritage Day in Watford City September 20th**
- **Theodore Roosevelt National Park Free Day September 27th**
- **Include Music/Audio:** Use royalty-free music or trending sounds available on the social media platform, or original audio.
- **Post on Social Media:** Upload your reel to your public Instagram, Facebook or YouTube account
- **Tag Us:** You **MUST** tag our official social media pages in your reel's caption and/or directly on the video, otherwise we won't see them!
 - Instagram: @HelloWatfordCity
 - Facebook: @HelloWatfordCity
 - YouTube: @WatfordCity
- **Use the Official Hashtag:** Include the official contest hashtag in your caption: **#ReelFuninWesternND**
- **Public Profile Required:** Your social media profile must be public so we can view your submission. Private profiles will not be considered.
- **Unlimited Entries:** Participants may submit multiple reels throughout the contest period. Each reel will be judged as a separate entry.

4. Content Guidelines:

- **Originality:** All content must be original and created by the entrant. Do not use copyrighted material (music, video clips) unless you have explicit permission or it is provided within the platform's royalty-free library.
- **Appropriateness:** Submissions must be family-friendly and appropriate for a general audience. Content that is offensive, discriminatory, violent, sexually explicit, or promotes illegal activities will be disqualified.
- **Quality:** While professional equipment is not required, strive for clear video and audio quality.
- **Accuracy:** Ensure the locations and events featured in your reel are accurately represented as being within McKenzie County.

5. Judging Criteria & Winner Selection:

A committee from The Long X Development Team will judge all eligible entries based on the following equally weighted criteria:

- **Creativity & Originality (25%):**
 - How unique and imaginative is the reel? Does it offer a fresh perspective on the featured event/attraction?
 - Does it stand out from other submissions?
- **Engagement & Storytelling (25%):**
 - Does the reel capture the viewer's attention from beginning to end?

- Does it tell a compelling story or convey a strong feeling about the location/event?
- Does it make the viewer want to visit or experience what's shown?
- **Visual & Audio Quality (25%):**
 - Is the video footage clear, well-lit, and steady?
 - Is the audio clear and appropriate for the content?
 - Is the editing smooth and professional?
- **Relevance to Visit Watford City & Theme (25%):**
 - Does the reel clearly showcase specific events or attractions within McKenzie County?
 - Does it effectively highlight what makes McKenzie County and Western ND a great place to visit/explore?
 - Does it align with the spirit of promoting local tourism?

The top 5 scoring reels each month will be declared winners. In the event of a tie, the entry with the higher score in "Engagement & Storytelling" will be selected as the winner. If a tie still exists, the winner will be determined by random drawing among the tied entries.

6. Prizes:

- Each of the 5 monthly winners will receive:
 - A custom Visit Watford City Summer Adventure Prize Pack
 - \$20 Gift Card to The Merc @ Long X
- Prizes are non-transferable and no cash equivalent will be offered.
- Winners will be contacted via direct message on the social media platform they used for submission. They will have 48 hours to respond and claim their prize. If a winner does not respond within the designated timeframe, an alternate winner may be selected.

7. Rights & Permissions:

- By submitting a reel, entrants grant Visit Watford City/McKenzie County Tourism a non-exclusive, royalty-free, perpetual, worldwide license to use, reproduce, modify, publish, distribute, and display the submitted content in any media, including but not limited to social media, websites, and promotional materials, with attribution to the creator.
- Entrants confirm they have all necessary rights and permissions for the content submitted, including from any individuals appearing in the reel.

8. Disqualification:

- Visit Watford City/McKenzie County Tourism reserves the right to disqualify any entry that does not adhere to these rules and guidelines or that is deemed inappropriate or fraudulent.
- Any attempt to manipulate the contest or its results will result in immediate disqualification.

9. General Conditions:

- This contest is in no way sponsored, endorsed, or administered by, or associated with Instagram, Facebook or YouTube.
- Visit Watford City/McKenzie County Tourism reserves the right to modify, suspend, or terminate the contest at any time for any reason.
- All decisions made by Visit Watford City/McKenzie County Tourism regarding the contest are final.

Get ready to explore, create, and share the best of McKenzie County and Western North Dakota! We can't wait to see your reels!

For any questions, please contact:

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