

# The Ultimate Happy Hour

Be what's  
possible  
Gap Inc.

## Video Contest FAQ

### What is the Ultimate Happy Hour?

\* It's a video contest focusing on target aligned volunteer work; underserved youth, ages 12-18, and women. Research suggests that volunteering not only makes you a happier person, but it also improves the communities where we live and work.

### Who can take part?

\* Any current Gap Inc. employee can create a video, and everyone is eligible to vote, including employees, friends, family, nonprofit partners and customers. However, individuals can only vote once within a 24 hour period from June 1 – 12.

### How does it work?

- \* Find a youth or women serving nonprofit in your area (refer to your brand or function's target cause below)
- \* Recruit your volunteers.
- \* Have every individual involved sign the media waivers.
- \* Film the volunteer event.
- \* Edit the videos; make sure there are no copyrighted materials in the video including but not limited to music and logos.
- \* Post the video on [www.volunteeringmakesyouhappy.com](http://www.volunteeringmakesyouhappy.com).
- \* Tell everyone you know to vote for your video!

### How do I vote?

\* Log on to [www.volunteeringmakesyouhappy.com](http://www.volunteeringmakesyouhappy.com); you will need to register to vote so that we can make sure people are voting only once in a 24 hour period.

### Why can only youth or women serving organizations win the 1st, 2nd, and 3rd prize grants?

\* Gap Inc.'s target focus for community investment is underserved youth and women and we want to continue to make an impact in these areas through volunteerism. As a reminder, field employees in North America who volunteer with organizations their brand is aligned with for at least 25 hours qualify for our Field Team Grant program. Also, all U.S., UK, Canada and Hong Kong employees (full and part-time) qualify to participate in our Money for Time program.

### **What is the target aligned cause of my brand or function?**

Underserved youth, ages 12-18:

- \* Gap brand, North America
- \* Old Navy, North America
- \* Distribution centers, North America
- \* Remote HQ offices, North America
- \* Gap Inc. Japan
- \* Gap Inc. U.K.
- \* Gap Inc. France

Underserved women:

- \* GIS offices outside North America

### **Both underserved youth, ages 12-18, and women:**

- \* Gap Inc. corporate functions
- \* Banana Republic, North America
- \* Outlet, North America

### **Is there a maximum length for how long the videos can be?**

- \* Videos can be no longer than two minutes in length.

### **What are the key dates?**

- \* April – May plan volunteer event and record video
- \* June 1 – 12 post videos and vote
- \* Week of June 15 announce winners

### **How are the winners notified?**

- \* Winners will be notified via email.

### **How can I get t-shirts for this?**

- \* Unfortunately we will not be able to get you volunteer shirts in time for the contest; you may want to check with a neighboring store or office to see if they have any that you can borrow.

### **What types of format can I submit my video in?**

- \* Videos can be submitted in almost any format; however, they should not exceed 8MB.

### **Can I film in my store or at my office?**

- \* Filming in a Gap Inc. store or company facility is not encouraged, but will be allowed at the discretion of your manager; however, the filming must only take place in areas that customers or outside visitors would normally see while shopping or visiting your location. Filming in backrooms, behind cash wraps and non-public areas at your location is not permitted.

**Can I use my brand or the Gap Inc. logo in the video?**

\* If you want to use a company logo in your video, be mindful of how the logo is used. If for any reason we deem the use inappropriate, your video submission will not be approved, and you will need to edit the video prior to submitting again.

**Do I need approval to take part in the contest?**

\* This contest is sponsored by Gap Inc. No additional approval is required.

**Can I submit more than one video?**

\* You can submit more than one video if you host a volunteer event with two separate nonprofit organizations. However, we encourage you to focus on one nonprofit to maximize the impact you can make.

**What if there is a problem with my video?**

\* You will be notified of any changes that are needed prior to the video being posted.

**I want to participate in the contest, but cannot complete my video until after the submission deadline.**

\* We are unable to extend the deadline; however, we encourage you to still work on whatever projects you have planned with your nonprofit partner.

**What if I don't have a video camera?**

\* You can use your cell phone, digital camera, or see if you can borrow a video camera. Get creative!

**Can I use still photos?**

\* You can use your still photos to create a slideshow with voice over and submit it as your video.

**Can I use music on my video?**

\* Due to copyright laws, we are providing you music on the site that you can download and use in your video. Please note that if you use music that is not approved, you will need to edit the video before

**Why do I need to register for the Happy Hour video contest?**

You must register in order to vote in the Ultimate Happy Hour contest. Registration enables us to track who is voting and to enforce the rule of one vote per person per email address per day. Your registration information will not be shared or sold to any third party.

**What if I have other questions?**

\* Please send an email to [gap\\_foundation@gap.com](mailto:gap_foundation@gap.com)