

MEDIA RELEASE & CONTENT AUTHORIZATION

The It Factor Dance Competition — Photography, Videography,
Livestream, and Promotional Content Authorization.

By submitting a registration for The It Factor Dance Competition, the registering studio, studio owner, director, authorized representative, participant, parent, legal guardian, attendee, and/or other individual participating in or attending the event acknowledges and agrees to the following:

MEDIA RELEASE AND AUTHORIZATION

The registering studio acknowledges and agrees that The It Factor Dance Competition and its authorized representatives may photograph, record, livestream, film, videotape, broadcast, reproduce, publish, distribute, display, edit, modify, create derivative works from, and otherwise use the name, image, likeness, voice, appearance, performance, routine, choreography, biographical information, and other identifying characteristics of participants and attendees captured during competition-related activities.

Such use may occur in any format or medium now known or later developed, including but not limited to websites, social media platforms, livestreams, broadcasts, advertisements, promotional materials, marketing campaigns, publications, print materials, digital content, email communications, video productions, event programs, sponsor materials, and other commercial or non-commercial purposes related to The It Factor Dance Competition.

STUDIO AUTHORITY AND PARENTAL CONSENT

The registering studio represents and warrants that it has obtained all necessary permissions, authorizations, acknowledgments, and media consents from participating dancers, parents, and legal guardians required to grant the permissions described in this agreement.

The registering studio further represents and warrants that it has authority to provide these permissions on behalf of participating dancers and that all required parental or guardian permissions for minor participants have been obtained and maintained.

The It Factor Dance Competition may rely upon the representations and certifications made by the registering studio and shall not be required to independently verify parental media permissions represented to have been obtained by the studio.

MINOR PARTICIPANTS

The registering studio acknowledges that many competition participants are minors. The studio certifies that all minors participating through the studio have the knowledge, permission, and authorization of a parent or legal guardian to participate in competition activities and to be photographed, filmed, recorded, livestreamed, and otherwise included in competition-related media and promotional content.

OWNERSHIP OF MEDIA

All photographs, videos, recordings, livestreams, broadcasts, digital content, promotional materials, and other media captured, created, produced, commissioned, licensed, distributed, sold, or made available by The It Factor Dance Competition shall remain the sole and exclusive property of The It Factor Dance Competition and its authorized licensors, successors, and assigns.

The purchase, download, access, receipt, or possession of any photograph, video, recording, digital file, livestream, broadcast, or other media product does not transfer ownership, copyright, trademark rights, intellectual property rights, or any other ownership interest to the purchaser or recipient.

The It Factor Dance Competition retains all rights, title, and interest in and to such media and may continue to use, reproduce, publish, distribute, display, edit, modify, license, sell, archive, promote, advertise, and otherwise use such media for any lawful purpose, including promotional, commercial, educational, archival, sponsorship, marketing, and competition-related purposes.

Any media purchased by a studio, dancer, parent, guardian, attendee, or other individual is provided solely for personal use unless otherwise authorized in writing by The It Factor Dance Competition.

MEDIA SALES AND DIGITAL ACCESS

Photographs, videos, livestreams, recordings, downloads, digital files, or other media products may be made available for purchase, download, viewing, streaming, or access through The It Factor Dance Competition, its registration platform, media partners, vendors, applications, websites, or other authorized services.

The availability, pricing, format, delivery method, access period, download ability, storage period, and terms of media products may vary and are subject to change. The It Factor Dance Competition does not guarantee the availability, quality, storage duration, or continued access to any specific media product unless expressly stated in writing.

MEDIA PARTNERS AND THIRD-PARTY PLATFORMS

Media may be captured, hosted, processed, distributed, sold, or made available through authorized media partners, vendors, registration platforms, applications, websites, or third-party services used by The It Factor Dance Competition. The It Factor Dance Competition is not responsible for unauthorized downloads, screenshots, screen recordings, reposts, sharing, copying, or other use of media by third parties after media has been published, streamed, sold, downloaded, or otherwise made available.

NO GUARANTEE OF MEDIA AVAILABILITY

The It Factor Dance Competition does not guarantee that every routine, dancer, participant, attendee, award ceremony, or event moment will be photographed, filmed, recorded, livestreamed, or made available for purchase or viewing. Media availability may depend on event conditions, technical issues, vendor availability, equipment, platform functionality, and other factors beyond the competition's control.

NO COMPENSATION

Participants, studios, parents, legal guardians, and attendees acknowledge and agree that no compensation, payment, royalty, reimbursement, profit-sharing, or other consideration shall be owed for the use of any photograph, video, recording, livestream, broadcast, image, likeness, voice, performance, or related content captured during competition activities.

WAIVER OF APPROVAL RIGHTS

Participants, studios, parents, legal guardians, and attendees waive any right to inspect, approve, review, edit, or control the finished product, publication, advertisement, promotional material, recording, photograph, video, broadcast, or other content in which their image, likeness, voice, performance, or identifying information may appear.

PROMOTIONAL AND COMMERCIAL USE

The permissions granted under this agreement include the right for The It Factor Dance Competition to use media content for promotional, advertising, educational, sponsorship, publicity, archival, historical, commercial, and marketing purposes without further notice, approval, or compensation.

SOCIAL MEDIA AND LIVESTREAMING

Participants, studios, parents, legal guardians, and attendees acknowledge that competition activities may be livestreamed, broadcast, recorded, photographed, and shared through websites, social media platforms, streaming services, digital applications, and other online channels.

Such content may remain publicly accessible indefinitely and may be viewed, shared, reposted, downloaded, or otherwise distributed by third parties beyond the control of The It Factor Dance Competition.

OUTSIDE PHOTOGRAPHY AND VIDEOGRAPHY

Audience photography, videography, livestreaming, and recording of performances may be restricted or prohibited in accordance with The It Factor Dance Competition's Rules & Regulations, venue policies, and event instructions. Participants, studios, parents, legal guardians, and attendees agree to comply with all photography, videography, livestreaming, and recording policies.

Photography, videography, livestreaming, and recording are strictly prohibited in dressing rooms, restrooms, backstage areas, and any other restricted or private areas.

RELEASE OF CLAIMS

Participants, studios, parents, legal guardians, and attendees release and discharge The It Factor Dance Competition, its owners, officers, directors, employees, contractors, photographers, videographers, broadcasters, sponsors, vendors, affiliates, agents, representatives, successors, and assigns from any and all claims arising from the authorized use of photographs, videos, recordings, livestreams, broadcasts, likenesses, voices, performances, or other media content captured during competition activities.

This release includes, without limitation, claims relating to privacy rights, publicity rights, defamation, emotional distress, misappropriation of likeness, copyright, trademark, or similar claims arising from authorized use of media content.

ATTENDEES AND SPECTATORS

All attendees, spectators, family members, teachers, studio personnel, vendors, and guests entering competition facilities acknowledge that photography, videography, livestreaming, and media recording may occur throughout the event and consent to being incidentally captured in event-related media.

ELECTRONIC CONSENT

The registering studio acknowledges that submission of registration and acceptance of this agreement through the competition registration platform constitutes a legally binding electronic acknowledgment and agreement to the terms contained herein.

ENTIRE AGREEMENT

This agreement constitutes the entire understanding relating to media permissions and supersedes any prior oral or written communications relating to the subject matter herein.

NO WAIVER

Failure of The It Factor Dance Competition to enforce any provision of this agreement shall not constitute a waiver of its right to enforce that provision or any other provision in the future.

SEVERABILITY

If any provision of this agreement is determined to be invalid, illegal, or unenforceable, the remaining provisions shall remain in full force and effect.

GOVERNING LAW AND JURISDICTION

This agreement shall be governed by and construed in accordance with the laws of the State of Michigan.

Any dispute arising out of or relating to this agreement shall be brought exclusively in a court of competent jurisdiction located within the State of Michigan, and the parties consent to the personal jurisdiction and venue of such courts.

BINDING EFFECT

This agreement shall be binding upon the participant, parent, legal guardian, studio, heirs, executors, administrators, successors, assigns, and representatives.

By completing registration, the registering studio acknowledges that it has read, understands, and agrees to the terms of this agreement.

Version 1.0

Effective August 2026

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