

Firepenny Funds — Official Rules

1. Sponsor

Firepenny Funds is sponsored by **CitizenPrime, LLC**, DBA “Firepenny” (“Sponsor”).

2. No Purchase Necessary

NO PURCHASE NECESSARY TO ENTER OR BE SELECTED.

A purchase from Firepenny does **not** improve chances of selection.

3. Eligibility

Firepenny Funds is open to:

- **100% volunteer fire stations**, or
- **Combination departments with at least 70% volunteer membership**

Additional requirements:

- Must be a legally operating fire station within the United States
- One (1) application per station
- Individuals may not apply independently of a station

Sponsor reserves the right to request verification of volunteer status.

4. Award Details

- One (1) Firepenny Funds award will be granted annually
- Award value: **\$5,000 in Firepenny store credit**
- Store credit:
 - Has no cash value
 - Is non-transferable
 - Must be used for **station or operational needs only**
 - May not be used for personal purchases

5. Application Requirements

To be considered, applicants must submit:

- A completed **Firepenny Funds Application**
- A **10-minute YouTube video** sharing their station's story
- A **60–90 second Instagram reel**
 - Must tag **@firepennyequip**
 - Must include hashtag **#firepennyfunds2026**
 - **Must feature “Penny the Firefighter”**
- A station recipe submission with:
 - Clear measurements
 - At least one photo of the finished dish
- Signed **Video & Likeness Release Form**
- Signed **Recipe Release Form**

Incomplete submissions may not be considered.

How do I submit my video?

Video submissions must be sent via **WeTransfer**.

Email attachments are not accepted due to file size limitations. Upload your video file to WeTransfer and email the download link to funds@firepenny.com.

Issues with file uploading should be brought to the attention of the marketing department. Contact: sara@firepenny.com

What type of video file should I submit?

- One continuous video file
- Minimum length: 10 minutes
- Common formats accepted: MP4, MOV

Do not upload compressed, or social-media-formatted videos. Please do not upload long form videos with music/audio you do not have rights to.

How long does my WeTransfer link need to stay active?

Your WeTransfer link must remain available until the judging process is complete.

Firepenny is not responsible for expired, removed, or inaccessible download links. Entries with inaccessible video files may be disqualified.

Can I resubmit or replace my video?

If you need to replace or correct your submission, you must resend a new WeTransfer link before the submission deadline. Only the most recent valid submission will be reviewed.

What happens after I submit?

Once your WeTransfer link is received and verified:

- Your entry will be logged
- Your video will be downloaded and reviewed during the judging period
- You may be contacted if additional information is required

Due to submission volume, please wait a few days for your entry to be processed. If you do not receive a confirmation email after 1 week, please reach out to verify.

Why does Firepenny require WeTransfer?

WeTransfer allows entrants to submit large raw video files without compression, ensuring consistent video quality for judging.

6. Submission Period

- Applications open: **Tentatively January 15th, 2026**
- Submission deadline: **June 1, 2026**
- Late submissions will not be accepted

7. Selection Process

- Applications will be reviewed by a Firepenny selection panel
- Selection is based on creativity, impact, authenticity, and demonstrated need
- Sponsor's decision is final and binding

8. Content Usage & Rights

By submitting an application, entrants grant Firepenny the right to:

- Edit, repost, and share submitted content
- Use content for marketing, promotional, storytelling, publishing and fundraising purposes
- Use content beyond the 2026 calendar year

Entrants confirm they have permission from all individuals appearing in submitted content.

9. Publicity

Selected stations may be featured on:

- Firepenny.com
- Firepenny social media channels
- Email, video, and promotional materials
- External websites and other published work.

No additional compensation will be provided beyond the Firepenny Funds award.

10. Disqualification

Firepenny reserves the right to disqualify any submission that:

- Contains false or misleading information
- Fails to meet eligibility requirements
- Violates platform guidelines or Firepenny brand standards

11. Liability Limitation

Sponsor is not responsible for:

- Lost, late, incomplete, or corrupted submissions
- Technical failures related to uploads or social platforms

12. Acceptance of Rules

Submission of an application constitutes full acceptance of these Official Rules.

Frequently Asked Questions (FAQ)

Is this a grant?

No. Firepenny Funds are awarded as **store credit**, not cash.

Do we need to buy something from Firepenny to apply?

No. **No purchase is necessary** to enter or be selected.

How many stations will win?

One (1) station will be selected each year.

How can Firepenny Funds be used?

Funds must be used for:

- Station equipment
- Operational gear
- Firefighting or support tools available through Firepenny

Funds may not be used for personal purchases.

Does production quality matter for the video?

No. Authenticity and storytelling matter more than professional production.

Can we submit multiple videos or reels?

No. One submission per station. Only one (1) long form video and one (1) Instagram reel per station unless otherwise prearranged with Firepenny Headquarters & the Marketing Department. Contact Sara Gerdes (sara@firepenny.com) for further questions.

Who manages the store credit?

A designated station representative (Chief, Treasurer, or Procurement Officer). In the event that the designated officer leaves employment of the chosen station before the funds are used, please contact Firepenny Headquarters and we will transfer any/all remaining store credit winnings to a new appropriate account for use.

Will Firepenny help with ordering?

Yes. Firepenny's team will work directly with the selected station to assist with ordering and fulfillment. Coupons, Bravest Rewards, or additional previous store credit may be used in conjunction with store credit winnings if applicable.

Where will the winner be announced?

The winning station will be contacted by phone or email. General announcements will be on Firepenny.com, the Firepenny newsletter, and Firepenny social media channels.

Who can we contact with questions?

Email: sara@firepenny.com

Or call Firepenny Headquarters at 708.995.1241