

EXPRESS THE CREED CREATIVELY - VIDEO CONTEST

How: Make a video submission to express the Optimist Creed.

One or more tenets of the Creed

When: April 1st - June 1st, 2022

Contest prizes open to public & one submission per Club:

- Category Division prize total of \$1000:
 - Adult Clubs - 1st \$250, 2nd \$150, *People's Choice* \$100
 - JOI Youth Clubs - 1st \$250, 2nd \$150, *People's Choice* \$100

(*People's Choice* - The video with the most likes on YouTube)



Deadline for submission: June 1st, 2022

Winners to be announced in June, 2022.

Video Submission Guide While we would love to have high definition 4k videos, we know not everyone has that equipment, but don't let that stop you. A story told well is just as good recorded on one of today's mobile devices as one made with fancy camera equipment. Here are some suggestions for recording:

- Keep the video under 4 minutes. It is up to you to highlight one or more tenets, or the entire Creed.
- On a mobile device: Record horizontally - not vertically, check the settings and adjust to record in the highest quality.
- Avoid windy or noisy environments - Try using a microphone or add a voice recording to the video later.
- Make sure all participants in the recording have signed off on the necessary forms located on this page under [Legal Waivers](#)
- Avoid using any images/graphics/photos, videos, and sounds that are trademarked.



If the video is too large to email, you can send it via [Wetransfer.com](#) or send a link to a [onedrive/google doc](#) for download. **It is essential** that you email your submission to communications@optimist.org and include in the **Subject:** Express The Creed, Your name, Club Number (if any), & submission for OI or JOI Level. We are not responsible for any lost video and email submissions.

For more information about Optimist International Communication & Marketing, please visit optimist.org, e-mail: communications@optimist.org or call us at 800-500-8130