

Exercise is Medicine® (EIM) On Campus Mascot Challenge



<http://bit.ly/EIMOC2017>

@EIMnews

#EIMOC2017



Exercise is Medicine® on Campus (EIM-OC) invites all registered campuses to create a video of their mascot promoting exercise as medicine on campus, from working out at the campus gym, to sharing an EIM prescription in the student health clinic; practicing with the football or volleyball team, to sharing EIM with students and faculty at a campus health fair; or even taking a morning stroll through campus with the university president, physician or fitness professional. We want to see how creative you can be in promoting physical activity and the EIM Solution!

Guidelines

All video submissions must meet the following guidelines:

- 90 seconds or less in length (think of this like a commercial)
- Accurately represent the values of Exercise is Medicine®
- Focus on physical activity and healthy lifestyle behaviors
- Include the campus/university/college mascot in some form
 - If you do not have a mascot, you may feature either your faculty advisor or other higher ranking individual on your campus
- Represent activities that could take place on your campus or local community
- Avoid foul language and violent or sexual content; also avoid any political or discriminatory content
- Avoid overt or obvious branding (i.e. If the mascot is drinking water, drink from a plain bottle instead of one with a brand logo on it.)
- Be unique and creative

ACSM and EIM reserve the right to deny applications that do not align with the above guidelines or are found to be offensive or inaccurate.

The Prizes

The public will have an opportunity to vote via YouTube for the Fan Favorite winner.

The winner will receive the prize of a \$1,000 grant to be used to implement a physical activity-focused event on their campus.

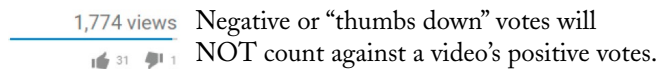
How to Enter

1. Create a video.
2. Upload that video to YouTube with the title: “[School name] Exercise is Medicine® on Campus Mascot Challenge 2017”
 - a. Upload the video as “unlisted.” You may make the video private and begin sharing the link once the voting period begins.
 - b. Any videos listed as public and receiving “votes” before the official voting period begins will be disqualified from the contest.
3. Fill out the application form found here:
https://acsm.formstack.com/forms/eimoc_mascot_challenge

How to Vote

1. Once the voting period begins, change the status of the video to “public” on YouTube.

2. Each like or “thumbs up” of the video within the YouTube platform will count as a vote (see sample below for reference).



4. The video with the most “likes” at the end of the voting period will be the Fan Favorite.

Timeline

The video submission period will begin on Monday, October 2 and end on Sunday, October 8.

The voting period will begin on Wednesday, October 11 and end on Sunday, October 29.

The winner will be announced on Tuesday, October 31.

Promote your video

Once the voting period has begun, remember to change the status of your video to public. At this time, you should begin sharing the link and encouraging members of your campus community and beyond to vote for your video. You may do this in a variety of ways:

- Send an email to students in the department and/or faculty and staff
- Post the link via social media and encourage your audience members to share it with their networks as well
- Promote in the campus newspaper or other campus media
- Promote in a campus newsletter, e-newsletter or campus calendar

Sample social media posts

Twitter

Support [university name]’s Exercise is Medicine® On Campus group by voting for our Mascot Challenge video! [link] #EIMOC2017

Help [university name]’s Exercise is Medicine® program win a grant! Vote by liking our video here: [link] #EIMOC2017

Facebook

[University name]’s Exercise is Medicine® program works hard to promote physical activity and wellness on the [university name] campus. Support us by liking and voting for our EIMOC Mascot Challenge video. The fan favorite video will win a grant for their EIMOC program! [link]

Contact

For questions regarding the contest rules and guidelines or EIMOC programs, please contact Jennifer Pesarchick jpesarchick@acsm.org or Lisa Dudeck ldudeck@acsm.org.

For questions regarding or assistance with posting, submission and promotion of your video, please contact Caitlin Kinser ckinser@acsm.org.