



ExeRxcise
is **Medicine**[®]
On Campus

2018 Mascot Challenge



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#EIMOC18



AMERICAN COLLEGE
of **SPORTS MEDICINE**[®]
LEADING THE WAY

Exercise is Medicine® On Campus (EIM-OC) invites all registered campuses to create a video of their mascot promoting the importance of physical activity from working out in the campus rec center; to practicing with the football, volleyball or soccer teams; to sharing the many benefits of being physically active with students and faculty at a campus health fair; to taking a stroll through campus with the president. We want to see how creative you can be in promoting physical activity! It's your chance to show your school pride and possibly earn bragging rights and a \$1,000 grant. Does your mascot have what it takes?

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 university/college mascot in some form
 - If your campus doesn't have a mascot, EIM-OC encourages you to feature a faculty advisor, university/college president or another high-ranking individual.
- Represent activities that take place on your campus or in your local community
- Avoid foul language and violent or sexual content
- Avoid any political or discriminatory content
- Avoid overt or obvious branding (i.e. If the mascot drinks water, use a plain bottle instead of one with a brand logo on it.)
- Use only audio (music) and images to which you or the institution owns the rights
- Be unique and creative
- Have fun showing your school spirit and pride!

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

ACSM and EIM will award two prizes this year. A panel of multi-disciplinary leaders from ACSM and EIM will select the 2018 Mascot Challenge winner. The winner will receive a \$1,000 grant to implement a physical activity-focused event on campus. The public will have an opportunity to vote via YouTube for the Fan Favorite winner. The Fan Favorite will receive a trophy and bragging rights.

How to Enter

Participating in the EIM-OC Mascot Challenge is easy. Follow these simple steps for your chance to win.

1. Create a video.
2. Upload your video titled "[School name] Exercise is Medicine® on Campus Mascot Challenge 2018" along with your completed application form here: https://acsm.formstack.com/forms/eimoc_mascot_challenge_2018

Note: You will have the option to upload your video directly into the application form or provide a download link to a box/dropbox folder.

How to Vote for the Fan Favorite – NEW PROCESS

New this year, all Mascot Challenge video submissions will be uploaded to the ACSM YouTube channel instead of each campus' channel.

1. Once voting opens, ACSM will change the status of all video submissions to "public" on YouTube. EIM will email the voting links to all individuals listed as the "school contact" on the application.
2. Each like or "thumbs up" of the video within the YouTube platform will count as a vote (see sample below for reference).



Negative or "thumbs down" votes will NOT count against a video's positive votes.

3. The video with the most "likes" at the end of the voting period will be declared the Fan Favorite winner.

Timeline

The video submission period begins Monday, September 17 and ends at noon EDT on Friday, October 12.

Voting opens on Monday, October 15 and ends on Friday, October 19.

The winners will be announced on Monday, October 22.

Promote your video

Once the voting period begins, EIM will send the voting link to the designated school contacts. At this time, you should share the link and encourage members of your campus community and beyond to vote for your video. You may do this in a variety of ways:

- Email the voting link 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, e-newsletter, campus calendar or other campus media

Sample social media posts

Twitter

Support [university name]'s Exercise is Medicine® On Campus group by voting for our Mascot Challenge video! [link] #EIMOC18

Help [university name]'s Exercise is Medicine® program win the Fan Favorite award! Vote by liking our video here: [link] #EIMOC18

Facebook

[University name]'s Exercise is Medicine® program works hard to promote physical activity and wellness on campus. Support us by liking and voting for our EIM-OC Mascot Challenge video. The winning video will receive the Fan Favorite award for their EIM-OC program! [link]

Contact

Contact eim@acsm.org with questions about contest rules and eligibility or to assist with video submission and/or promotion.