

# What Does ASG Mean to Me? Video Contest

## How it works

1. **PRODUCE** a video using the theme - "What does ASG mean to me?"

Use any video camera - smart phone, Flip Video, etc.

It can be any length, it can be funny, serious, feature a group, or one individual.

2. **PREPARE** (edit) if desired

Free software available - there will be tips and ideas on the ASG website under the "contest" link.

Get your chapter to help. Take your camera to your neighborhood group, special event or general meeting.

3. **POST** your video to You Tube **no earlier** than January 15, 2015 at 2:00pm CST.

Videos can be posted anytime after that time up until the end of the viewing period but not before the posting time..

4. **EMAIL** a link to your video to the contest administrator: [videocontest@asg.org](mailto:videocontest@asg.org)

5. **PROMOTE** your video

Use the link to your video on You Tube to post on your Facebook/Twitter/Instagram/Pinterest pages, email to family and friends, print the link in your chapter newsletter or on the chapter website. Get help from your chapter. **NOTE:** Do not post the actual video on facebook or other social media - you need to post the **LINK** to your video on You Tube. They must **VIEW** your video on You Tube. You Tube keeps track of unique views of your video. The video with the most views at the end of the viewing period on June 1, 2015 at 2:00pm CDT wins and their chapter wins too. Another note: You may post your link anywhere but you may **NOT** post your link of the National ASG Facebook page.

The winning video receives \$300 and their chapter receives \$500. Videos must follow the rules in order to win. Winners will be announced at conference 2015 and presented with their prizes.

## Contest Timeline

Activity	Date
Work on your video	Starting today - July 24, 2014
Post video on You Tube	Beginning January 15, 2015; 2:00pm CST
Viewing/voting ends	June 1, 2015, 2:00pm CDT

## What Does ASG Mean to Me? Video Contest RULES

Video submissions must follow these rules as well as having the most views to win.

**Rule #1** - The video must be along the theme, "What does ASG mean to me?" and must include those words either spoken verbally or in text in the video. You could also say.... "That's what ASG means to me." As long as the theme is conveyed.

**Rule #2** - The video must NOT be posted before January 15, 2015 at 2:00pm CST. It can be posted any time after that but not before.

**Rule #3** - Once the video is posted on You Tube, the link to the video must be emailed to the contest administrator - **videocontest@asg.org** . You will receive a confirmation once you submit your email. Check your spam folder and make sure you have received a confirmation. If you have not received a confirmation within 24 hours, please email [jeanette@asg.org](mailto:jeanette@asg.org).

**Rule #4** - Somewhere in the video you must mention verbally or include in text:  
**The American Sewing Guild, [www.asg.org](http://www.asg.org)**