

## KEY CLUB PROMOTIONAL VIDEO

The video promotional contest encourages Key Clubs to create and submit a video that promotes Key Club International as an organization and/or a Key Club within its respective school/community. The Key Club International Promotional Video Contest will be conducted according to the following rules.

### PROMOTIONAL VIDEO CONTEST OFFICIAL RULES

- A. The first-place promotional video winners from each Key Club district will be eligible to compete in the contest. If a district does not hold a contest using the prescribed rules, it may select an entry by other means and certify it with the district administrator's signature. Clubs within a non-districted area should email their entry forms to Key Club International, [keyclubinfo@kiwanis.org](mailto:keyclubinfo@kiwanis.org), by the last Friday in April.
- B. The promotional video must be produced by club members only at **a cost not exceeding US\$300**.
- C. The video should promote Key Club as an organization and/or the Key Club within its respective school/community.
- D. The length of the completed video should be **no more than 60 seconds**.
- E. The video must be submitted online containing **no copyrighted music**.
- F. The following information must be submitted with each entry:
  1. Name of the Key Club and district.
  2. Contact name and information for a Key Club member responsible for the submission.
  3. Itemized list of all costs associated with the video production, including cost of the video.

G. Videos will be judged according to the following criteria:

Promotional value	
Originality	10 points
Promotion of Key Club	20 points
Clarity of message	20 points
Quality of production	
Sound	10 points
Picture	10 points
Overall impression	30 points

H. Suitable awards will be presented to first, second and third place at the International Convention.

I. To be eligible for the international contest, the entry that wins the district contest must be received by the Key Club International office no later than the last Friday in April.

J. All entries will become the property of Key Club International and will not be returned to clubs. Key Club International reserves the right to reproduce or broadcast any contest entries. Winners of the international video contest will be uploaded to the Key Club International YouTube channel following the International Convention.

K. All entries should be in good taste and appropriate to the standards set by the Objects of Key Club International.

L. The decision of the judges is final, and no changes, alterations or regrading will take place after the results have been certified by the judges of this contest.

PROMOTIONAL VIDEO CONTEST ENTRY FORM

Name(s) of Key Club:
Primary Contact Email Address:
Key Club ID, found on engage.kiwanis.org:
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Address of the Key Club:
Name of Key Club Advisor:
Email addresses for Key Club Advisor:
Shareable link of entry (required):
Copyright free song title(s) and publishing company for music
Itemized list of all costs associated with the video production, including cost of the video.
Signature of Faculty Advisor or Kiwanis advisor:
<i>This signature certifies that this entry is original and was created in accordance with copyright laws.</i>

**District administration team:**

Please complete the section below to certify submission.

- This entry contains no copyrighted material.
- This entry placed first at the district convention.
- This entry was selected by other means and was approved for entry in the international competition by the Key Club district administrator.

Signature of district official:
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