



Guidelines: Bonus Video Contest Opportunity

Video Entry Requirements:

- Required hashtags must be used: #MilkIt and #FuelGreatness
- Video has to be “Public” on YouTube*
- Students who create a video must work with an adult to upload their entry to the adult’s YouTube page
- Must be 60 seconds or less
- Music has to be license-free
- Must feature students showing how they “milk it”
- Must include messaging about the nutritious aspects of milk related to their activity
- No profanity or inappropriate content
- All students/educators featured must give permission for their image to be used publicly
- Cannot feature more than three pieces of PII (Personally Identifiable Information) for students; Educators uploading the video must not disclose the full name and location of a student.

Video Entry Judging Rubric:

- **40 points:** Clear, compelling and creative expression of students showing how they “milk it” - We want to see the things that matter to you, things that milk helps you do – whether it’s art or science, sports, music or volunteering, etc.
- **40 points:** Clear, authentic message about the positive, nutritious aspects of milk
- **20 points:** Audio and visual quality (technical execution of video)

**Not comfortable posting publicly? Private video entries can be sent via email to StudentAmbassador@FuelUpToPlay60.com. Please provide the following information along with your entry:*

- *School name, city and state*
- *Name of the Program Advisor submitting*
- *Email address tied to the FUTP 60 account of the Program Advisor*
- *The **link** to the video (Vimeo, Dropbox, or YouTube). This must be a link, NOT an attached file. Please provide the necessary login/password information so the FUTP 60 team can access the video.*



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