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** and Edit
   Involve fellow chapter members. Take your camera to neighborhood group, special event or general meetings. Edit if you wish. Free editing software is accessible online and there will be tips and ideas on the ASG website under the "Contest" link.

3. **POST** your video to **YouTube** no earlier than 2:00 pm CST on January 15, 2015.
   Videos can be posted anytime after that time and up until the end of the viewing period.

4. **EMAIL** a link to your video to the contest administrator: videocontest@asg.org

5. **PROMOTE** your video
   Use the link to your video on **YouTube** 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 *YouTube*. They must VIEW your video on **YouTube**. **YouTube** tracks the number of unique views of your video. The video with the most views at the end of the viewing period (2:00 pm CDT on June 1, 2015) wins and the chapter wins too. Another note: You may post your link anywhere with one exception - you may **NOT** post your link on 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 during our annual conference in July 2015.
Contest Timeline

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work on your video</td>
<td>Starting today</td>
</tr>
<tr>
<td>Post video on You Tube</td>
<td>Beginning January 15, 2015 at 2:00 pm CST</td>
</tr>
<tr>
<td>Viewing/voting ends</td>
<td>June 1, 2015 at 2:00 pm CDT</td>
</tr>
<tr>
<td>Winner is announced</td>
<td>Conference 2015 - San Diego, CA</td>
</tr>
</tbody>
</table>

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Video Contest RULES

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

Rule #1 - "What does ASG mean to me?" is to be the theme of the video and those words (either spoken verbally or in text in the video) must be clearly conveyed within the video. You might also say.... "That's what ASG means to me."

Rule #2 - Videos must NOT be posted before 2:00 pm CST on January 15, 2015. They may be posted any time after but not before.

Rule #3 - Once the video has been posted on You Tube, the link to the video must be emailed to the contest administrator at videocontest@asg.org. You will receive an email confirmation that your link has been received. If you have not received a confirmation within 48 hours (and have checked your spam folder), please email jeanette@asg.org.

Rule #4 - Somewhere in the video you must mention verbally or include in text: The American Sewing Guild and www.asg.org