**Outstanding Club Video Award**

The Club Video Award is designed to recognize and honor clubs that produce a high-quality video for the advertisement of Circle K International at the club’s institution.

General Award Guidelines:

* Read the entire form carefully before beginning work on your application.
* Read and adhere to all information mentioned in the Contest Overview Guide. Note: Not adhering to items in the guide will lead to disqualification.
* Videos can be submitted in any of the following formats: .mp4, .mov, .mpeg-4, .avi, .wmv
* Videos should have the HDTV aspect ratio of 16 x 9 or the standard TV size of 4 x 3.
* Video should promote all aspects of Circle K, and not just be a “video scrapbook” of pictures.
* Videos may not be longer than 3 minutes max. Videos of more than 3 minutes will be disqualified.
* When creating the video, be careful of copyright laws. For example, songs used may be no longer than 30 seconds and must be sighted. Only use pictures and videos taken by club members.
* Submit the video by e-mailing [convention@pacirclek.org](mailto:convention@pacirclek.org) with the subject line: Video Award Submission – (Club Name) or provide the link below.
* Judging Criteria: Total Points of the Award – 200
  + Format 10-40 points each per criteria – 120 points max
  + Quality of Production 10-15 points each per criteria – 40 points max
  + Narrative 40 points max

**I. General Information**

|  |  |
| --- | --- |
| Circle K Club of |  |

**II. Verification Signatures**

|  |  |  |  |
| --- | --- | --- | --- |
| Type | First and Last Name | Signature | Date |
| Circle K Club President |  |  |  |
| Circle K Club Secretary |  |  |  |
| Circle K Kiwanis or Faculty Advisor |  |  |  |

**III. Submitted Club Video**

Please document where in your video the following is shown.

|  |  |  |  |
| --- | --- | --- | --- |
| Criteria | Description | Max Points | Location in Video if Applicable  (Include Time in Video) |
| Format | Video shows originality. | 20 |  |
| Video show creativity. | 20 |  |
| Video promotes Circle K International. | 40 |  |
| Video contains a clear message. | 20 |  |
| Overall impression of video. | 20 |  |
| Quality of Production | Projection of Idea | 10 |  |
| Sound Quality | 15 |  |
| Video Quality | 15 |  |

**IV. Narratives**

Please answer the following questions. The narratives should be at least 250 words but no more than 500 words.

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| --- |
| Please provide a description of your club’s video (e.g. meaning behind it, decisions made, significant features, etc.). Explain how the club has utilized this video for member recruitment and/or retention. Be sure to comment on the success and effect that this video has had on the club. |
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| (Optional) If your club’s video does not adequately show the above criteria, please explain below in detail. |
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