



2020 Mascot Challenge



Exercise
is Medicine®
On Campus



Mascot or not, show us your spirit

Show off how your EIM-OC program is “sweating off the stress” during the COVID-19 pandemic

exerciseismedicine.org

@EIMnews

#EIMOC20



AMERICAN COLLEGE
of SPORTS MEDICINE
LEADING THE WAY

Exercise is Medicine® On Campus (EIM-OC) invites all registered campuses to create a video of their mascot, iconic campus figure or EIM-OC leadership team promoting the importance of physical activity. We want to see how creative you can be in promoting physical activity! It's your chance to show your school pride and possibly earn bragging rights and a \$1,000 grant.

COVID-19 Considerations

Given the recent challenges with COVID-19, it's even more important this year to get creative! We want to see how your EIM-OC team is adapting to changes. This year's theme is "Sweating Off the Stress" because we believe physical activity can help one's physical and mental health now, more than ever. Get creative in your video as you show how your team is embracing social distancing, virtual learning, telehealth, and more—all while keeping physical activity at the heart of your team's mission.

No mascot? No problem.

We get it. Not all academic institutions have a mascot or even access to their school mascot, especially in these times of remote learning. Don't worry if that's the case for your campus. Video challenge participation is not contingent upon the mascot being part of the video. Think creatively about who can represent your campus. Here are a few examples to spark your imagination.

- Make your own EIM-OC Mascot: <https://bit.ly/2Yto19F>
- Creatively show how EIM-OC is implemented around campus <https://bit.ly/2GPEJWe>
- Dress someone up to represent your mascot: <https://bit.ly/2ZDzGiG>
- Invite your president, provost, department chair or someone recognizable to be the star
- Take on a virtual twist, and show how your EIM-OC leadership is adapting this year.

Guidelines

All video submissions must meet the following guidelines:

- 90 seconds or less in length (think of this like a commercial)
- An original video that has not yet been submitted to the Mascot Challenge
- Accurately represent the values of Exercise is Medicine®
- Focus on physical activity and healthy lifestyle behaviors
- Include the university/college mascot, president, a faculty advisor or other designated campus representative
- Represent activities that are new this year in response to COVID.
- Avoid foul language and violent or sexual content
- Avoid any political or discriminatory content
- Avoid overt or obvious branding (i.e. If the mascot drinks water, use a plain bottle instead of one with a brand logo on it.)
- Use only audio (music) and images to which you or the institution owns the rights
- Have fun showing your school spirit and pride!

ACSM and EIM reserve the right to deny applications that do not align with the above guidelines or are found to be offensive or inaccurate.

The Prizes

ACSM and EIM will award prizes in two categories. A panel of ACSM and EIM multidisciplinary leaders will select the overall 2020 Mascot Challenge winner. The winner will receive a \$1,000 grant to implement a physical activity-focused event on campus. Second and third place in this category will also receive prizes. The public will have a chance to vote via YouTube for the Fan Favorite winner. The campus declared the Fan Favorite will receive a trophy and bragging rights. Second and third place category will also receive prizes.

How to Enter

Participating in the EIM-OC Mascot Challenge is easy. Follow these simple steps for your chance to win.

1. Create a video.
2. Upload your video titled "[School name] Exercise is Medicine® On Campus Mascot Challenge 2020" along with your completed application form here: https://acsm.formstack.com/forms/eimoc_mascot_challenge_2020

Note: You will have the option to upload your video directly into the application form or provide a download link to a box/dropbox folder.

How to Vote for the Fan Favorite

All Mascot Challenge video submissions will be uploaded to the ACSM YouTube channel.

1. Once voting opens, ACSM will change the status of all video submissions to "public" on YouTube. EIM will email the voting links to all individuals listed as the "school contact" on the application.
2. Each like or "thumbs up" of the video within the YouTube platform will count as a vote (see sample for reference). Negative or "thumbs down" votes will NOT count against a video's positive votes.
3. The video with the most "likes" at the end of the voting period will be declared the "Fan Favorite" winner.



Timeline

The video submission period begins Monday, September 21 and ends at 5:00 p.m. EDT on Saturday, October 31.

Voting opens on Wednesday, November 4 and ends on Wednesday, November 11.

The winners will be announced on Monday, November 16.

Promote your video

Once the voting period begins, EIM will send the voting link to designated school contact. At this time, you should share the link and encourage members of your campus community and beyond to vote for your video. You may do this in a variety of ways:

- Email the voting link to students in the department and/or faculty and staff
- Post the link via social media and encourage your audience members to share it with their networks as well
- Promote in the campus newspaper, newsletter, on the campus calendar or through other campus media

Sample newsletter/email copy

[University name]'s Exercise is Medicine® program works hard to promote physical activity and wellness on campus. Support them by voting for their EIM-OC Mascot Challenge video. It's easy: Simply like their video [insert video link] on YouTube. The video with the most likes will be declared the fan favorite and win a grant for their EIM-OC program!

Sample social media posts

Twitter

Support [university name]'s Exercise is Medicine® On Campus group by voting for our Mascot Challenge video! [link] #EIMOC20

Help [university name]'s Exercise is Medicine® program win a grant! Vote by liking our video here: [link] #EIMOC20

Facebook

[University name]'s Exercise is Medicine® program works hard to promote physical activity and wellness on the [university name] campus. Support us by liking and voting for our EIMOC Mascot Challenge video. The winning video will receive a grant for their EIM-OC program! [link]

Contact

Contact eim@acsm.org with questions about contest rules and eligibility or to assist with video posting, submission and/or promotion.