

BEACTIVE DAY

Short Promotional Videos – Guidelines

Introduction – context

- **What is it about:** All project partners who will implement the BEACTIVE DAY campaign and events in September have to produce a short informative teaser video as part of the promotion of the campaign.
- **Where to use/disseminate:** The video will be shared through your social media channels and presented at the National Stakeholders Seminar.

Practicalities

- **The process:** Your organisation/team, as the beneficiaries, are responsible to coordinate this task. EuropeActive will provide you the guidelines, material (ex. stock videos) and support in case of questions, but it is up to you to hire a video editor, draft if needed a subcontract, explain what is expected, be in contact with them throughout the process, review and finalise the product.
The final video should be uploaded here on our TEAM group:

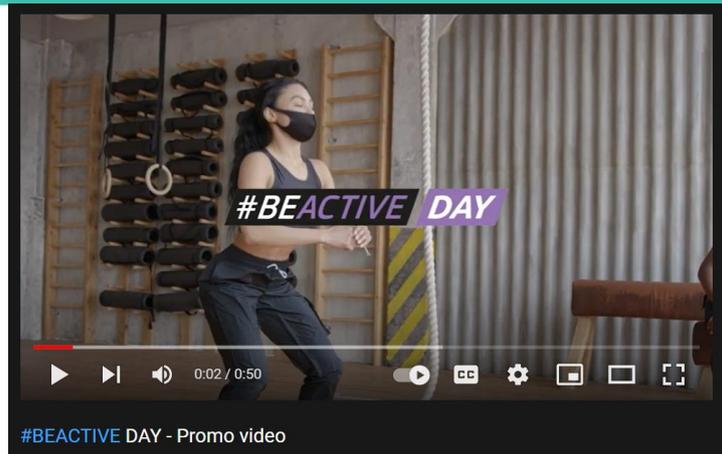
Documents > General > WP4 Dissemination > Short Promotional Videos > [Your short promotional videos - upload here](#)

- **Budget:** Partners have an allocated budget for the production of the video. This task is part of WP4 Dissemination, and the budget is calculated to be approximately a total of 2000 EUR per partner/video. It is ok if the final agreed fees are more or less than this indicated amount, since it depends on the different context and set fees for video editor in your country. Please note, that this is part of the 'envelope of money' you are receiving, as agreed in your partner agreement, and no extra payment will be done.
- **Timeline:** The video should be finalised to be presented during your National Stakeholder Seminar. The aim is to use it to promote the campaign quite early and spread the word. **Therefore, we suggest having it finalised by 13th June latest.**

Content of the video

Your video should be similar to the below promo video that we already have and use. The idea is to follow and use its messaging, general style, narrative.

(CTRL+Click on the picture to watch the video)



During our meeting in Ljubljana, we discussed about the content and the 'how to' of your video. Gathered here you have again all the information; your video should inform the audience regarding the:

- **What?** What is BEACTIVE DAY campaign, physical activity campaign, **free** events.
- **Why?** Why should people join the events, messaging about importance of physical activity, celebrate being active, health benefits etc.
- **When?** Specify in the narrative exactly the date of the campaign, and the fact that is part of the European Week of Sport. It would be ideal to include a slide like below:



- **Where?** Mention the location of the events, ex. parks, schools, gym centres, etc. and the city or if its in the whole country.
- **Who?** Make clear that the events are for everyone, all ages, and backgrounds, focus on women and girls, etc.

Technical Specifications

- **Stock Videos:** You received the link (<https://we.tl/t-mgNvYog6vQ>) to download and provide your video editor with the free stock videos to use.
- **Music & pictures:** Please make sure to only use music that you own the appropriate rights for. There are usually different tears of rights that you can purchase. We highly recommend www.premiumbeat.com as the music there is curated and professional quality. It is sufficient to only purchase the “Standard” license as apart from live tradeshows it covers all rights for internet and digital media usage. The music style/rhythm should be quite dynamic, fast, exciting and motivating.
- **Duration:** the video should be about 40-60”. No longer, so that it can be catchy, fast and used on social media etc. Remember it is a teaser video.
- **Language:** The voice over and displayed text should be in your national language. As discussed, the option of female or male voice over is up to you and who will do it, you can even record yourself/someone from the organisation.
- **Branding:** EuropeActive and your organisation logos, Erasmus+ logo and the BEACTIVE DAY logo must be included in your video, ideally in the last slide. Follow the colours, fonts of the branding, see our files that already you have in your availability. We remind you it should look like the video we have above as example.

For any further information please reach out to us:

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Good luck! 😊