



## VIDEO SUBMISSION & MUSIC GUIDELINES

Videos are due between 10-14 days prior to each event. When sending your video please include:

- 1) **Team Information Sheet**: This is the second tab (and subsequent tabs) in the Registration Package excel file. There are multiple pages to allow for multiple teams. [Fill out one page per team.](#)
- 2) **Renamed Video**: Prior to sending your video please rename it! Name your music file with the name of the program/team, the division, and if you have multiple teams competing in the event, please enter the Program Team Number (using PTN#) to match the excel file team number in the Team Information Tab. For example, the excel file will look like this:

### **Video File Name Example:**

**ABCathleticsStarlightsSmallSenior3PTN2.mp4**

This nomenclature is the gym/program name (ABC Athletics); the team name (Starlites); the division (Small Senior 3) and the Program Team Number (PTN 2) which matches the division information in the excel tab for "Team 2 Information".

This will help us to ensure that your videos are correctly displayed within the correct divisions with the correct team information.

- 3) **Participant Release Form**: This is a document located in the registration page of our website. For each participating athlete, a parent/legal guardian (or the athlete themselves if they are of the age of majority) must read and sign this document in order for us to be able to utilize your video for the virtual series.

- 4) **Music Licence** (see below under Music)

### **Performance Surface:**

Routines that include stunting and/or tumbling must be done on mats or grass. The size of the performance does not have to be "standard" size. If you only have 5 strips of carpet bonded foam mats, that is okay as long as all skills are performed on the surface.

## **Uniform:**

Standard competition uniforms are preferred but not required. Practice wear that is appropriate for the age group and adhere to safety standards is allowable. Having everyone dressed the same/similar is highly advised. Masks may or may not be worn (depending on your local guidelines).

## **Video:**

- A. Videos must be recorded horizontal (not vertical /“portrait”). For better video quality, ensure your camera is supported on a solid surface or tripod rather than handheld.
- B. Team routines must be recorded in a gym/practice facility on mats or outside on grass. The size of the performance does not have to be “standard” size. Mats are not required for routines which are both non-stunt and non-tumble.
- C. Due to copyright laws, routines from other events are not permitted unless both of the following conditions are met:
  - 1) You have written permission from the event producer to use the video for the CheerFest virtual event and you provide that written permission to CheerFest upon submission of your video. The date and contact information of the event producer must be included.
  - 2) The creation of a new video is not possible due to COVID restrictions
- D. Videos must be unedited. No pauses or cuts.
- E. A new video should be submitted for each event. Video recording should be taken within 2 weeks of the music submission deadline.
- F. Use a camera or smart phone/tablet camera set to the highest possible resolution:
  - Ideally Full HD / 1080p (1920x1080 or 1080 x 720)
  - Minimum HD / 720p (1080 x 720)
  - Bit Rate of 10MBS absolute minimum
- G. Will accept only H264, .MP4 or .MOV formats
- H. Make sure you have good lighting when filming, and if you have music licencing ensure your music is clear during the recording. It’s best to keep coaches/fans backed away from the camera to reduce distracting ambient noise on the recording. Recordings with vulgar language are not acceptable.
- I. Ideally, the video should be filmed in front of the mat, with a center view covering all edges of the performance mat that will include a full picture of all athletes throughout the performance. The video must be shot in one complete sequence from beginning to end. Should your venue limit the ability to get a front and centre view, adjust the vantage point of the camera to the least degree possible to capture the entire performance. Ensure there are no items or people in the frame that block the performance.
- J. As COVID restrictions may be increased or decreased without advanced notice, it is advisable to VIDEO PRACTICE OFTEN.
- K. Your videos will be scored and edited into a video production with high end graphics which will be distributed on the VIMEO platform. The link to watch the event will be released prior to the event with a schedule of when videos will be streamed. The event will also be available online after the live-

stream. Award ceremonies will be included in the production periodically, typically after approx. 10-15 teams or after each large division. A schedule will be sent to programs. Awards will be shipped within 4-6 weeks after the event.

## **Video Deadlines:**

All Videos must be sent in between January 22<sup>nd</sup> and January 27<sup>th</sup>, 2021. This will give us time to have all the routines judged and create the production of the live broadcast.

Submit your uncompressed videos via [www.wetransfer.com](http://www.wetransfer.com) to [extremecheerfest@hotmail.com](mailto:extremecheerfest@hotmail.com) or by sharing of Google Drive. To use Google Drive, upload the video to google drive and send us a shared link to [extremecheerfest@hotmail.com](mailto:extremecheerfest@hotmail.com).

Ensure the video is properly named and that you include all of the necessary documents.

## **Music**

Cheerleading music that is used for online, virtual or streamed events needs to have the correct licencing. Music that does not have proof of licence means that we may need to mute your performance, or play a different piece of music during your routine. This can greatly affect the entertainment value and quality of the experience for the viewer and also means that what we see on the screen may not match what we hear.

***What if we don't have licensed music...can we still participate?*** – Don't worry...we got you! The judges will score your submitted video with your music, but for the broadcast, we will mute your music and use our licensed music. It may not be a perfect match to your routine but better than silence and allows you to participate.

***What licencing do we need to play our own music?*** - A regular mix played at a venue competition requires a minimum set of licences that are also needed for a virtual event. Your music producer is well versed in these licences since this has been well known for quite a few years now. The additional licencing you need is called a **Synchronization Licence** or **Sync Licence**. This means that the music can be synchronized with a visual element and is required anytime you create video content that uses your mix, even if you are posting videos of your own routines. In addition, the music requires **Streaming Rights** for on demand / online usage worldwide, however in the case of video these rights are often one and the same (**Sync & Stream**), just be sure your licence agreement mentions both.

***Does my music have a Sync Licence?*** - Likely not. Music Producers can issue this type of licence on custom mixes or mixes that use cover music that includes its own sync licence. Until now, this was not common as virtual events were not a regular part of what we do. Now that they are, you can approach your music producer to ask for this licence if your music was custom made.

Music that includes cover tracks does not and often cannot include a sync licence as these rights need to still come from the original creator of the content, the artist. There are some exceptions and some providers do have access to limited sync licences for cover tracks. Check with your producer if this is possible.

***How do I get compliant music?*** - The easiest way is to connect with your music producer to see if your current mix includes these licences. If it does, get the paperwork in your hand and you are ready to roll. If not, the producer may be able to switch out some of the tracks in your mix for others that include sync licences. These will likely be songs you have never heard before and you are likely to pay for the cost of the new tracks as well as the producer's time.

Another option is to purchase a new mix that includes all these licences. Pre-made mixes and custom mixes are available that you can use all season long. This way you can choreograph your routine to match the mix, and likely for a low fee a producer will be able to make some minor edits to a premade mix to help you customize to your program/team.

The license may look like a formal document or a letter assuring you have the permissions. License simply means permission. CheerFest will require you to forward this document/letter with your video in order for us to play your routine music.

We hope this guide was useful! If you require further information, please feel free to contact us. We look forward to hosting you at the 2021 Virtual CheerFest Championship.