

StartOut social media video contest

What is your #OutEntrepreneur story?

OVERVIEW

Are you an Out Entrepreneur and proud of it? Has being part of an LGBT network helped you succeed? Do you have advice for other gay entrepreneurs? If you answered “yes” to any of these questions, enter the Startout video contest and share your story (and get a lot of free exposure for your business!).

Your video submissions will be shared on [StartOut’s YouTube channel](#) and finalists will be featured on the StartOut website (<http://startout.org>), on its social media platforms, and at StartOut events across the country. Winners will receive a free StartOut membership and expert consultation for their business.

BY ENTERING THE CONTEST, PARTICIPANTS AGREE TO SHARE THEIR CONTACT INFORMATION WITH STARTOUT AND BE ADDED TO THE NEWSLETTER SUBSCRIPTION LIST. STARTOUT RESERVES THE RIGHT TO PUBLISH THE VIDEOS ON ALL OF ITS ONLINE PLATFORMS, INCLUDE STARTOUT.ORG AND SOCIAL MEDIA PLATFORMS.

Extended to March 31!

Submission deadline is ~~March 18, 2016~~. To increase your video's exposure, you are encouraged to submit videos asap, as we'll choose a "video of the week" to highlight and promote with the StartOut network.

EDITORIAL & TECHNICAL GUIDELINES

The video should be no longer than two (2) minutes. Technically, it does not need to be of professional quality (shot on a smart phone is fine), although it should be clear and crisp both visually and audibly. Editorially, the story you tell should be compelling and well structured.

Story: Focus on your experience as an LGBT entrepreneur. How has being LGBT impacted your journey? Have you had any mentors who have helped along the way? You should also introduce yourself and provide a short summary of your business.

Here are some ideas topics you might want to weave into your video:

1. Introduce yourself and where you live
2. Describe your entrepreneurial idea and how you started it
 - a. Why did you think there was a need for your idea / product?
 - b. What's the story behind your inspiration for it?
3. Why do you love doing what you do? What impact will your company have on your community or your marketplace... or even history!
4. What were your biggest challenges, obstacles? How did you overcome them?

5. In what ways have you been helped by other LGBT entrepreneurs, either through StartOut or otherwise?
6. If you could give one piece of advice to new LGBT entrepreneurs, what would it be?
7. Finish this sentence: "I'm an Out Entrepreneur because..."

Questions? Send an email to StartOutVideo@gmail.com.

JUDGING CRITERIA

Up to 10 finalists will be selected by a panel appointed by StartOut leadership and their videos will be voted on by StartOut's 15,000 members. Up to three winners will be chosen.

The panel will select finalists based on the following criteria:

- Message and appropriateness to theme
- Creativity and originality
- Overall presentation

All videos must be no longer than two (2) minutes in length. Submitted videos must be uploaded to YouTube and submissions must include a short description (250 words maximum) about the video. After the video is uploaded to YouTube, participants must send an email to StartOut (see specifications below). Videos that do not meet these requirements will be disqualified.

TIMELINE

The contest submission period begins at 10 a.m. EST on February 15, 2016 and ends at 11:59 p.m. on **March 31, 2016**. The panel will judge the submissions and select up to ten finalists and StartOut members will vote for their top three videos among the finalists. Winners will be announced on April 11, 2016.

February 15, 2016:	Contest begins
March 31:	Submissions due by 11:59 pm EST
April 8:	Finalists announced
April 8 - 15:	StartOut members vote on their favorite videos
April 18:	Winners announced

HOW TO SUBMIT **Extended to March 31!**

The submission deadline is ~~March 18, 2016~~. Limit one (1) submission per person. Videos are accepted on a rolling basis and one video will be featured each week on StartOut's website and social media platforms.

TO ENTER:

1. Upload your video to YouTube. Tag your video with the hashtags *#OutEntrepreneur* and *#StartOut*.

To upload your submission, you must have a (free) YouTube account. To sign up, you must first create a Google account. You can find instructions at <https://support.google.com/youtube/answer/69961>.

2. After your video is uploaded to YouTube, and tagged with *#OutEntrepreneur* and *#StartOut*, send an email to StartOutVideo@gmail.com containing the following information:

- a. Name
- b. Email
- c. Phone number
- d. City
- e. Company name
- f. Link to your video on YouTube
- g. Title of the video and a short (250-word maximum) description

Note: videos are only eligible for the contest if this email is received by StartOut.

3. **The submission deadline is March 31, 2016.** Throughout the contest, links to submitted videos will be shared via StartOut's social media platforms and promoted on StartOut's website. To increase your video's exposure, you are encouraged to submit videos asap, as we'll choose a "Video of the week" to highlight and promote with the StartOut network.
4. Up to ten (10) videos will be selected as finalists. Voting among StartOut's 15,000 members will be encouraged via email and social media.

Additional Fine Print

- By submitting a video you are confirming that:
 - you have obtained permission from each person whose name, image, likeness, or voice ("Likeness") is included in the submission, and that such person(s) have granted you all necessary rights to use the person's Likeness as described in these rules, and that you site can make written copies of such permissions available to StartOut upon request.
 - If the Likeness of a minor (under 18 years old) is included, the minor's parent or legal guardian has authorized the use of the minor's Likeness on behalf of the minor
- If you are a finalist of the contest, you grant StartOut an irrevocable, royalty-free license to copy, distribute, modify, display, perform publicly, otherwise use, and authorize others to use, the video for promotional or other purposes.
- Videos must NOT contain:
 - Material that violates, or infringes on, another's rights, including, but not limited to privacy, publicity, and intellectual property.
 - A focus on brand names or trademarks (other than your own trademark or logo).
 - Copyrighted material (such as music tracks, snippets of copyrighted programs) without necessary authorizations.
 - Material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous, or libelous.

Questions should be directed to StartOutVideo@gmail.com.

Good luck and have fun!