



SONS OF THE AMERICAN LEGION VIDEOS OF SERVICE AWARD CONTEST RULES AND INFORMATION

AWARD RULES:

- The SAL Video Contest is open to all members of The Sons of The American Legion
- Videos must contain members of the SAL with their covers or identifiable clothing on during the activity or event
- Videos shall fall under one of these three (3) categories: Program Support, Community Engagement, or Membership and Recruitment
- Videos should be under (5) minutes and should be published to one of the approved social media platforms listed below Note: A link to the published video's location must be included on the award entry form
- The contest will run annually with start / end dates being the SAL 100% membership target date

APPROVED SOCIAL MEDIA PLATFORMS:

facebook

YouTube

Instagram

** Any emerging platform deemed appropriate, not listed above may be considered by a vote of the Public & Media Communications Commission (PMCC)

AWARD CATEGORIES:

Membership & Recruitment

Videos that encourage new members and renewals

Program Support

Videos that highlight, promote, encourage, or display participation in our Legion programs

Community Engagement

Videos that show detachments or squadrons involved in work in our communities

** Plaques will be awarded during the National Convention to the (1st and 2nd) place winners in each of the three categories for a total of six (6) awards

AWARD JUDGING:

Judging will be conducted by the Public & Media Communications Commission on the following criteria:

Video Quality

Content

Branding

Award entry form can be downloaded online at www.legion.org/sons/publications > Award Forms > Public & Media Communications



SONS OF THE AMERICAN LEGION VIDEOS OF SERVICE AWARD ENTRY FORM

Year

This form and a brief description with a link to video URL must be sent with your entry

Name of Submitter:

Membership ID:

Squadron Number:

Detachment:

Category of submitted application:

Membership & Recruitment:

Program Support:

Community Engagement:

What Social Media Platform Used?

URL address:

Brief description of the event and identification of participants:

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