



CELEBRATE AGRICULTURE 2020

PARTICIPATION GUIDELINES & SUBMISSION FORM

While the celebration will look a little different this year, we're excited to Celebrate Agriculture throughout The Last Green Valley! A focal point of this year's physically distanced event will include a video series and promotional posts to be featured on YouTube and Facebook.

You're invited to share your ag story by submitting a video (preferred) or graphic message to be included in this 20th Anniversary Celebration!

Here are the details...

AG-RELATED MESSAGES MAY INCLUDE:

- Tour of Your Business, Barn, Shop, Greenhouse or Fields, etc.
- Introduction to and/or Brief History of Your Industry
- Personal Profile
- Demonstration of a Skill, Task or Process (grooming, planting, harvesting, etc.)
- Lesson about a Specific Animal or Plant breeds and species
- Tips for Purchasing Specific Ag-Related Produce and Goods
- Special Sales & Promotions
- Innovation Updates
- Examples of Community Engagement
- Advocacy
- Customer/Client Thank Yous
- COVID-19 Operational Updates
- Reflection of Your Participation in Celebrating Agriculture Events
- AND, MORE! We'll Entertain Other Messages that Positively Represent and Promote Agriculture!

ACCEPTABLE FORMATS

1. **VIDEO:** Video messages are preferred. We recommend video messages that are 3-10 minutes in length*, submitted as MP4 files. Production may be as simple as a recording on a cell phone – no need to enlist a professional videographer (unless you want to)!

Tips:

- Remember to introduce yourself, your business, town, and the process or topic you plan to share. Speak loudly and clearly.
- Be aware of lighting. Can we see the object of your video – your face, an animal or piece of machinery, etc.?
- Be aware of sound quality. Avoid background noise, as possible. If you're speaking, can we hear you?
- Be aware of your surroundings. Are there distracting activities or items in the background?
- Be aware of your clothing. We encourage you to wear neutral attire appropriate for your profession and/or activity, or casual attire featuring the name of your business or organization. Please be aware of attire featuring others' logos, messaging and distracting graphics that may take away from your message.
- Be aware of safety. If demonstrating an activity, are you using best practices, using proper tool, wearing proper attire and practicing safety guidelines and current COVID-19 best practices, etc.?
- Video should stand on its own. The Celebrating Ag Committee will not edit or combine videos.
- Privacy: Has everyone in your video granted you permission to use this video publicly?
- Please review your video prior to submission. Consider sharing with at least one other person who may notice anything that may distract from your message.
- Note: We will not accept videos that include profanity and political messages – whether in main content or background content.

**If you have an interest in submitting a longer video or offering a live-streamed experience, email celebratingag@gmail.com for more information.*

2. GRAPHIC: You also may submit a graphic message as JPG or series of JPGs with a 50-200-word description to be shared in one post. This may be a photo or series of photos with a description, a designed flyer or info graphic, or an advertisement. Please be sure to include your name, business name and location.

Tips:

- Include your name, business, logo and contact info, as appropriate.
- Be aware of image quality... Is it clear and in proportion? Or is it grainy and distorted?
- Be aware of content... If using a photo, are there distracting activities or items in the background? Does it feature appropriate attire and safety procedures?
- Be aware of attire featuring others' logos, messaging and distracting graphics that may take away from your message.
- Submission (graphic and description) should stand on its own without additional explanation.

- Privacy: Has everyone in your photo/image granted you permission to use this image publicly?
- Please review your graphic prior to submission. Consider sharing with at least one other person who may notice anything that may distract from your message.
- Note: We will not accept photos, illustrations or messages that include profanity and political messages – whether in main content or background content.

SUBMISSION

Please use the Submission Form below (pages 4&5). Copy/Paste it into the body of your email or send as an attachment with your contribution via email to celebratingag@gmail.com (Subject: Cel Ag Submission). You also may share files via Google Drive or DropBox link. Please include your business name or last name in the name of your file. Examples: CAg_FarmCredit, CAg_Fairvue_Tour.

Email celebratingag@gmail.com or text 860-334-2268 for any challenges regarding large file size.

DEADLINE

We encourage submissions by Friday, Aug. 28; however, we will accept content through Friday, Sept. 11.

NOTE: All submissions will be reviewed and featured at the discretion of the Celebrating Agriculture Committee. Submissions may be rejected due to poor quality, unsafe or irresponsible content, political messaging, etc.

NEED ADDITIONAL SUPPORT?

If you want to participate, and need additional support with technology or design, email celebratingag@gmail.com and we'll try to help!

We look forward to hearing from you!

Sincerely,

Claire Fekete (860-779-0557 x5275) & Rebecca Desjardins (860-334-2268)

**20TH ANNUAL CELEBRATING AGRICULTURE
A VIRTUAL EVENT | SEPTEMBER 2020
PARTICIPANT REGISTRATION**

We invite you to cooperatively share the importance of agriculture; to network, educate and to promote local farms, forests and agriculture business. Please register by September 11 by submitting the following info to celebratingag@gmail.com.

Your Name:

Farm/Business Name:

Mailing Address:

Physical Address, If Open to Public:

E-Mail:

Telephone:

Website:

Social Media Channels (Facebook, YouTube, Instagram, etc.)

Business Hours, If Open to Public:

Brief Submission Description (video or graphic, what does it promote?):

Number of Files:

File Names:

CONTENT RELEASE

By submitting materials, I hereby grant permission to Celebrating Agriculture the rights to use my image, in video or still, and the likeness and sound of my voice as recorded on audio or video tape for public sharing on Celebrating Agriculture media outlets (including website, Facebook, YouTube, etc., sites) for the purpose of promoting and participating in Celebrating Agriculture 2020.

I take full responsibility for the content of the video, images and words submitted, and confirm that all participants, both adults and minors, were knowingly filmed and photographed, and have granted any necessary permission for their likeness to be shared publicly in the promotion of agriculture.

Additionally, I understand that Celebrating Agriculture will not profit from my contribution and that I will not receive any compensation related to the use of this image or recording.

IF AGREED, TYPE YOUR FULL NAME HERE:

X _____

END