



## SIGNS OF HOPE Video Submission Guidelines

Lakehouse Creative Productions is inviting Traverse City residents and business owners to contribute to a video celebrating the community during this coronavirus pandemic. To participate, send us one or both of the following:

- Home video footage of fun times or memories;
- Video of yourself, family, or co-workers holding a sign with a word or phrase of something you miss doing, or look forward to doing after the quarantine is over.

**DEADLINE FOR SUBMISSIONS: 5PM, MONDAY APRIL, 27TH**

### SIGNS

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Your sign should include a word or short phrase of something that's important to you, but here are some examples that you're welcome to choose from:

HAVING A BBQ / PARTY  
GOING TO THE GYM / YOGA  
GARDENING  
BOATING  
HUGGING MY BEST FRIEND  
DINING OUT

SERVING OUR CUSTOMERS (Restaurant Owner)  
SEEING MY FAMILY (Nurse(s) or Doctor(s))  
HANGING OUT WITH FRIENDS  
GOING TO A GAME / MOVIE  
TAKING A TRIP / VACATION  
BIRTHDAY PARTY

Signs should be hand drawn or painted, ideally with dark or bold colors (no yellow please). Letters should be a minimum of 2" tall. Have fun with them, but make sure the words are legible and spelled correctly!

A single person or group of people can present a sign. Could be inside your house, outside your business, whatever you like.

Hold your cellphone or video camera in "landscape" mode (sideways, like a movie). *And hold it steady!*

Some of the best moments happen by mistake, so start recording while the person or people are still getting ready and into place to raise the sign up in front of them. Then have them hold it up for a minimum of 10 seconds.

If possible, record a second, closer shot of the sign with the person holding it.

### HOME MOVIE FOOTAGE

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While you're welcome to submit new footage shot during quarantine, ideally we're looking for fun times and memories of life as it used to be. The moments of "normal" that you're looking forward to getting back to. These could be:

Children or pets (or both!) playing  
Parties  
Boating  
Fishing  
Families / friends horsing around  
Sports  
Store openings / Ribbon cuttings  
Weddings (please do NOT send professionally filmed wedding videos, or lengthy speeches!)

### SENDING US YOUR FOOTAGE

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To send us your footage, please use the free service at [www.WeTransfer.com](http://www.WeTransfer.com) and send it to [hello@lakehouse-creative.com](mailto:hello@lakehouse-creative.com). Accepted video formats are Quicktime, .mov, .mp4, .wmv. **Deadline for submissions is 5PM, MONDAY APRIL, 27TH**

If you have any questions, please don't hesitate to email us at [hello@lakehouse-creative.com](mailto:hello@lakehouse-creative.com)

By submitting your footage, you are allowing Lakehouse Creative to include it in a video that will be publicly distributed online. We can make no guarantee that your clips will be included, but will most certainly send a link to the finished video.