DRAFT HOPE PDF

2020 NFL Draft – #NFLDraftHope Fan Video Instructions and Tips:
ESPN is looking for football fans of all ages to get dressed up in their favorite NFL team gear and film a video rooting on their team. Fan videos will be incorporated into the 2020 NFL Draft coverage on ESPN, ABC and NFL Network (April 23-25).

What you need to do:

- You don't need fancy camera equipment, your phone works just fine
- Shoot horizontal (turn your phone sideways)
- Wear your favorite NFL team gear
- Find a quiet area to record so we can hear you

Tips on what to say…

- Record your responses to the following questions:

- What does the draft mean to you and your team?
- What message do you want to give all your team's fans?
- How can your team give you hope for the season at the draft? (Tip: Don't be too specific on players – position or overall needs works best)

- Perform your team's chant – ex. "J-E-T-S, Jets, Jets, Jets!" or "Go Lions!"
- Let everyone know your team is on the clock (i.e., "The World Champion Kansas City Chiefs are on the clock!")

Once you've recorded the message…

- Upload the video to your Twitter account and share it using the hashtag **#NFLDraftHope.**

  Note: ESPN will contact you with further information. Your video will potentially be used as part of ESPN, ABC and the NFL Network's coverage of NFL Draft (along with its parent, subsidiary and affiliated companies' coverage).
  Videos:

- Must not contain any material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights (e.g., copyright, music, etc.);
- Must have the permission of any person(s) appearing in the video;
- Must not, in any manner, disparage ESPN, NFL or any other person;
- Must not in any way, either visibly or otherwise, contain any brand names or trademarks (including, but is not limited to, brand names or logos on products, clothing, etc.) other than those of ESPN and NFL;
- Must not include personally-identifiable information;
- Must not contain any material that is inappropriate, indecent, lewd, pornographic, obscene, hateful, tortious, defamatory, slanderous or libelous;
- Must not contain any material or references to any alcohol or drugs;
- Must not contain any material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
- Must not contain any material that is unlawful, in violation of, or contrary to the laws or regulations in any jurisdiction where the video is created.