



Every Body Can! AAPAR's Physical Activity Video Contest

A unique initiative designed to create and distribute inspiring videos that promote inclusive and adapted physical education and activity

Sponsorship and Marketing Opportunities

- ✚ **What:** *Every Body Can!* is a video contest to promote, celebrate, or teach adapted or inclusive physical activity and raise awareness about physical opportunities and accomplishments of people with disabilities. Individuals and organizations can submit their videos by posting them on their own YouTube page and sending us the URL. We also invite organizations to become sponsors.
- ✚ **Who:** AAPAR members, physical activity professionals, and the general public can submit videos. The target audience includes:
 - Physical education and adapted physical education teachers
 - Recreation instructors and leaders, from K-12 through adults and seniors
 - University/college faculty specializing in physical education, physical activity, adapted physical education, recreation, and other relevant fields
 - Organizations that promote health, physical activity, and disability awareness
 - Parents and students
- ✚ **When:** Entries will be accepted from early July through early December each year. Check AAPAR's Web site for the current year's deadline date. Winners will be announced and celebrated at AAPAR's Awards Evening at the annual American Alliance for Health, Physical Education, Recreation, and Dance Convention in early spring each year.
- ✚ **Why:** *Every Body Can!* has two goals:
 - To offer general and adapted physical educators and physical activity leaders of all kinds (teachers, university faculty, and recreation leaders) ideas, inspiration, specific lessons, and support for increasing disability awareness and creating effective inclusive lessons and programs.
 - To promote AAPAR and its Adapted Physical Activity Council and, thereby, assist AAPAR in achieving its mission of promoting lifelong and inclusive physical activity.
- ✚ **How:** *Every Body Can!* offers an easy-to-submit application process and prestigious prizes.

Categories:

- 1) **Disability Awareness:** Inspiring messages, images, or portrayals that convey the physical abilities and accomplishments of people with physical, developmental, intellectual, or learning disabilities.
- 2) **Lifelong Activity:** Inspiring messages, images, or portrayals that convey the physical abilities and accomplishments of young children or seniors with any type of disability.
- 3) **Good Games:** Demonstrations, images, or portrayals of original or effective games, sports, or physical activities designed for, or inclusive of, people with any type of disability.
- 4) **Effective Instruction:** Inclusive or differentiated teaching techniques that integrate students with different ability levels into physical education lessons, activities, or programs.
- 5) **Public Service Announcement (PSA):** From organizations: inspiring messages, images, or portrayals that promote the participation of people with physical, developmental, intellectual, or learning disabilities in physical activities for lifelong health and well being.
- 6) **Wild Card:** Any video clips that are in the spirit of *Every Body Can!* but do not fit into the above categories.

Criteria:


Content: How original, practical, and or/inspirational is the message?


Creativity: How engaging, amusing, or effective is the presentation?

Clarity: How clear and understandable is the instruction or message?

Application Process:

1. Upload video to YouTube; not to exceed 120 seconds (2 minutes)
2. Submit application and link to video
3. Optional: Submit a 1-page lesson plan explaining how to teach the technique or how to use the video to teach a lesson. Videos must be self-explanatory upon first viewing. Lesson plan should supplement and enhance video but must not be necessary to understand the message.
4. Free to enter!

 **Judging and Prizes:** Judging will be conducted by members of AAPAR's Adapted Physical Activity Council (APAC), specialists in adapted physical education. Prizes will be awarded.

 **Background:** Physical activity professionals are already using YouTube in the classroom to show videos for educational purposes. In addition, many students are asked to create videos, which are then uploaded to YouTube to be viewed and graded. *Every Body Can!* capitalizes on the existing interest in video and special YouTube channels that highlight the interest area for which AAPAR is best known: **inclusive and adapted physical education and activity.**

Marketing Strategy: The contest will be announced and promoted via various methods, including but not limited to:

- AAPAR, AAHPERD, and other relevant Web sites.
- email (e.g., listservs, e-newsletters, targeted audience, e-flyers).
- AAPAR/AAHPERD publications, such as our *PARTicipate!* e-newsletter, *Update*, *JOPERD*, *Etcetera*, and other publications.
- social media tools (e.g., Facebook, Twitter, et al.).
- ads in relevant publications as appropriate.
- printed flyers as appropriate for posting at universities, schools, recreation & community centers, health clubs, etc.
- state AHPERDs and district AAHPERDs.

Winners will be announced and their videos shown at the AAPAR Awards Evening at the AAHPERD National Convention. Winning videos will also be:

- posted on AAPAR's Web site
- linked to AAPAR's Facebook page
- re-posted on YouTube, complete with Title Sponsor's logo and Web site

Sponsorship Opportunities:

1. Title Sponsor: \$10,000 cash plus prizes. Sponsor receives title sponsorship on all promotional materials, including the final AAPAR posting of winning videos and numerous other promotional benefits (see below).
2. Contributing Sponsor: At least \$2,000 (see list of benefits below).
3. Prize Donation Sponsor: Prizes only; no cash sponsorship. Receives credit in every promotional message (except final YouTube re-posting of winning videos, which is reserved for Title Sponsor).
4. Benefits: (negotiable, based on investment):
 1. Name and logo on *Every Body Can!* application form.
 2. Name, logo, and link on AAPAR Web site.
 3. Opportunity to speak at AAPAR Awards Evening at the AAHPERD National Convention
 4. Opportunity to distribute materials at AAPAR Awards Evening at the AAHPERD National Convention.
 5. Ad in the AAHPERD Convention program book.
 6. Ad in AAPAR e-newsletter *PARTicipate!*.

AAPAR is the second largest association within the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD), which has 20,000 members nationwide, 92% of whom are teachers, professors, coaches, athletic directors, and fitness instructors. Reaching out to membership in state AHPERDs, who do not also belong to AAHPERD, increases our exposure to potentially 75,000 people.

Through YouTube and other channels, promotional efforts will reach beyond the AAHPERD and affiliate membership to the general public, attracting nonmembers with an interest in disability awareness and inclusive and adapted physical activity. Sponsors will have easy access to people

who apply, people who consider applying, and end-users of the video products created as a result of this contest. Exposure to potential product purchasers will be significant.

✎ About AAPAR: **The American Association for Physical Activity and Recreation (AAPAR)** is an educational membership association of professors, students, teachers, fitness professionals, recreation instructors, and community leaders who promote lifelong physical activity, adapted physical education, and recreation sports and leisure activities among people of all ages and abilities. AAPAR's mission is to enhance quality of life by promoting creative and active lifestyles through meaningful physical activity, recreation, and fitness experiences across the lifespan, with particular focus on community based programs. In other words, AAPAR promotes *fitness and fun for all for life!*

We educate EVERY body!

AAPAR's 8,000 members are primarily teachers, trainers, professors, and community leaders throughout the United States. Some of AAPAR's key councils, or special-interest groups, include:

1. Adapted Physical Activity
2. Safety and Risk Management
3. Lifelong Recreational Sports
4. Outdoor & Adventure Education/Recreation
5. Fitness & Wellness
6. Aging & Adult Development

AAPAR is one of five associations of AAHPERD, which was founded in 1885. AAHPERD is largest and oldest organization for physical educators and serves 20,000 members through its national and district associations, and an additional 45,000 through its affiliated state organizations.

To Learn How You Can Benefit from Partnering with AAPAR,
contact Mariah Burton Nelson, Executive Director: 703.476.3431 or MNelson@aahperd.org.