

## **Web.com Small Business Breakthrough**

### **VIDEO SUBMISSION GUIDELINES**

This is your chance to shine! Make us laugh, make us smile, and make us believe you should win this competition! Less is more here! We want you to be engaging, informative and most of all likeable. Sell us on you, and sell us on your business! This is your one chance to put your small business in front of the world's largest stage, the NFL. Below are our helpful hints on creating the perfect video submission to help you get noticed ahead of the thousands of the other hopefuls...

**LENGTH OF VIDEO:** 90 SECONDS MAX

**TECHNICAL TIPS:** We're not looking for the next Star Wars feature film here. It will definitely help to have someone else film you, or to use a tripod, but it is NOT NECESSARY. If you're filming inside, please remember to turn all of the lights on and stay away from windows. Sunlight will create glare and tough for our casting directors to follow. Don't mumble, speak clearly and loudly. Save multiple copies on your phone, computer, etc... If you're using an iPhone, please make sure you hold the phone sideways and NOT vertically.

#### **YOU MUST ANSWER THESE 6 QUESTIONS IN YOUR VIDEO SUBMISSION:**

- 1) WHAT IS YOUR NAME, BUSINESS NAME & HOW LONG HAVE YOU BEEN IN BUSINESS?
- 2) PLEASE EXPLAIN WHAT INSPIRED YOU START YOUR SMALL BUSINESS?
- 3) BRIEFLY DESCRIBE YOUR BUSINESS; WHAT PRODUCTS OR SERVICE DO YOU PROVIDE?
- 4) IF YOU WERE GIVEN A JAGUARS SPONSORSHIP HOW COULD IT GROW YOUR BUSINESS?
- 5) HOW COULD A ROBUST WEBSITE & DIGITAL MAKEOVER FROM WEB.COM TRANSFORM YOUR COMPANY FROM A SMALL BUSINESS INTO AN INDUSTRY LEADER?
- 6) WHY DO YOU DESERVE TO WIN THIS COMPETITION?

#### **STEPS TO UPLOADING YOUR VIDEO:**

1. CLICK ON THE "UPLOAD MY VIDEO" BUTTON
2. BROWSE TO FIND YOUR VIDEO FILE (MUST BE IN .AVI, .MPG, .MOV, or .WMV FILE FORMAT)
3. ATTACH YOUR VIDEO (MUST BE LESS THAN 10MB)