

2021 *Virtual Online*

ICU WORLD CHEERLEADING CHAMPIONSHIPS



Team Highlight
Photos & Videos
Details and Instructions



www.cheerunion.org/championships/cheerleading/

Welcome to the 2021 ICU World Cheerleading Championships!

Congratulations on being selected to represent your country in the
2021 ICU World Cheerleading Championships!

It is our goal is to provide the very best experience for each athlete and
to highlight each country and team during the broadcast of the event.

In this document, you will find detailed instructions and a list of photos
and videos that need to be submitted to us via the dropbox link (SEE
BELOW) by **September 20th. Please be sure that you submit
everything by this deadline.**

After registration and payment is complete, you will receive a dropbox
link where you will upload your photos and videos. You can upload
each photo or video as you have it ready or you can upload everything
at one time.

We are asking for cooperation from all the teams to help make the
Championships the best they can be. Providing the photos and videos
will assist greatly in making this a reality. These items will not be
presented to the judges and will not be used in the scoring process.

Please read through the packet for specific details and tips about the
required and optional photo and video items.



Required Team Highlight Photo & Video

Photo of the team: (PNG or JPEG)

- **1 photo** that will be used to introduce the team during the broadcast: this should include the entire team in their uniform or warm-up, country flag and a sign that displays the country's name

Video of the team:

- Video should be 5 to 30 seconds in length
- Video should be recorded in "landscape"/horizontal
- **1 Video for Opening Ceremonies**: Film from the center and have the athletes walk at a rapid pace two by two towards the camera. When they get to the camera they will split to each side. Ideas for what the team should wear: country colors, traditional clothing, team warm-up, team uniform. Should also include country flag(s) and sign with country name if possible.

Optional Team Highlight Photos & Videos

The following photos and videos are optional for each team to submit. The producers of the ICU World Cheerleading Championships will decide which content to utilize. This content may also be used for official ICU social media. Please submit no more than 4 additional photos and 3 additional videos per team.

Photos of the team: 1 to 4 Photos

- Optional Photo ideas: the team at practice, working hard, having fun, learning choreography, etc.

Videos of the team: 1 to 3 Videos

- Videos should be 5 to 30 seconds in length
- Videos should be recorded in "landscape"/horizontal
- Optional Video of the Athletes' Oath: A single (1) athlete will raise their right hand and repeat the Athletes' Oath (see below)
- Optional Video of the Athletes' Oath: The entire team will raise their right hand and repeat the Athletes' Oath listed below.

"In the name of all competitors
I promise that we shall take part
in the International Cheer Union World Cheerleading Championships
respecting and abiding by the rules that govern them
in the true spirit of sportsmanship
for the glory of sport
and the honor of our teams"

- Optional Video of the team saying "Good Luck" in their native language
- Additional Optional video ideas: the team saying "congratulations" in native language, the team at practice, learning choreography, a team outing, etc. Send us what you want the world to know about your team: their personality, their commitment, their passion, their excitement

Additional Photos or Videos:

- This would be anything that is fun and helps share the personality of your team!



Tips for Good Quality Photos and Videos

- Make sure the background is clean and a solid color when possible
- Make sure there is no extra background noise, sound is important. For testimonials be sure to check your audio after to make sure it is clear. For team practice footage, keep background music playing when recording.
- Hold the camera as steady as possible
- Videos should ALWAYS be recorded in "landscape"/Horizontal - if you're using a phone, hold it horizontally!

Uploading Your Photos and Videos

Dropbox

- Upon completion of registration and payment, you will receive a dropbox link via email. You can click the link in the email and it will open up to where you will upload all of your team's photos and videos (photo 1 below). After selecting photo(s) and/or video(s), enter your name, email address and click 'Upload' (photo 2 below)
- You can upload each video or photo as you have it ready or you can upload everything at one time
- The deadline to upload all videos and photos is September 20th! Anything submitted after this deadline may not be used in the ICU World Cheerleading Championships Broadcast

Photo 1

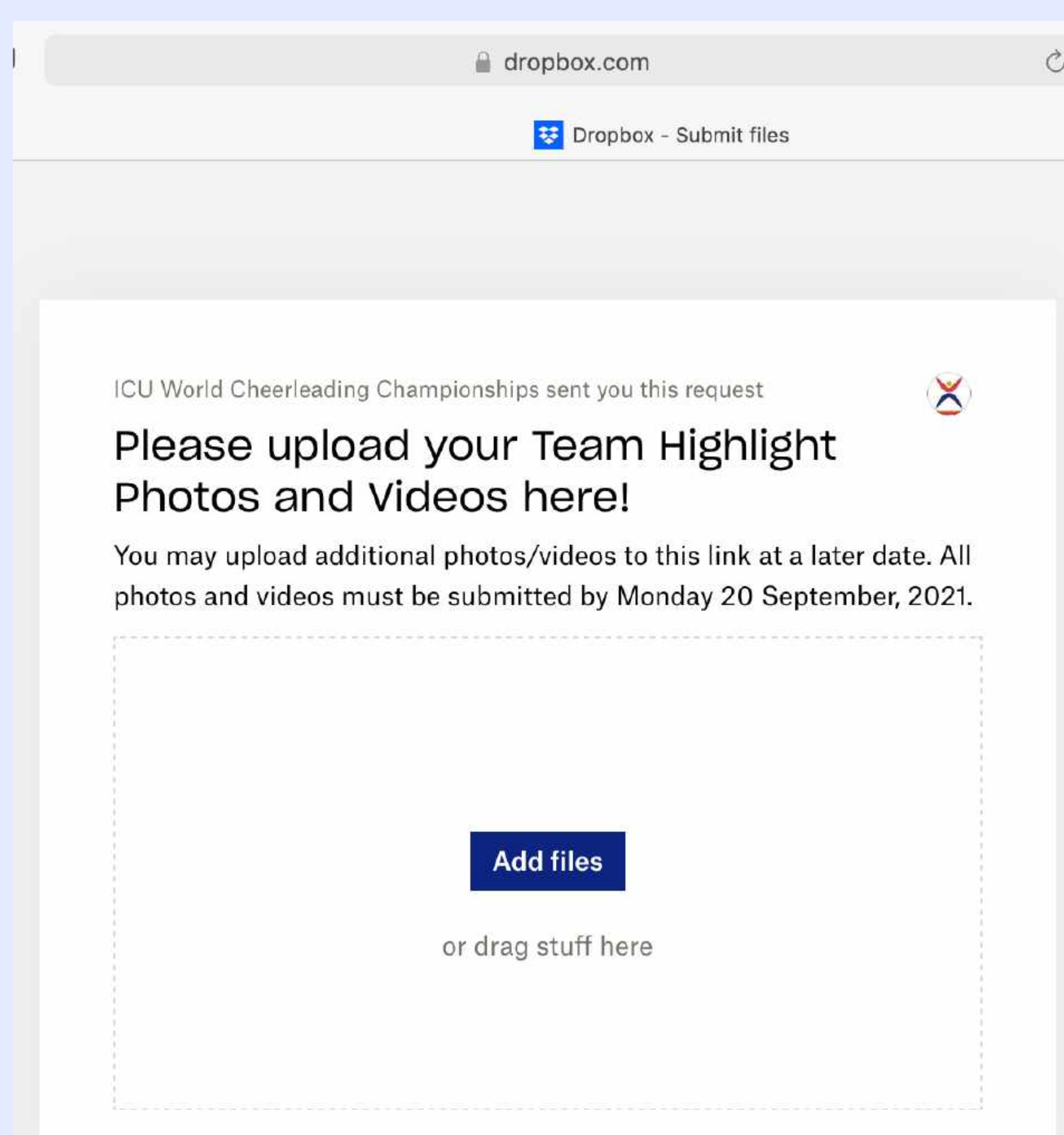
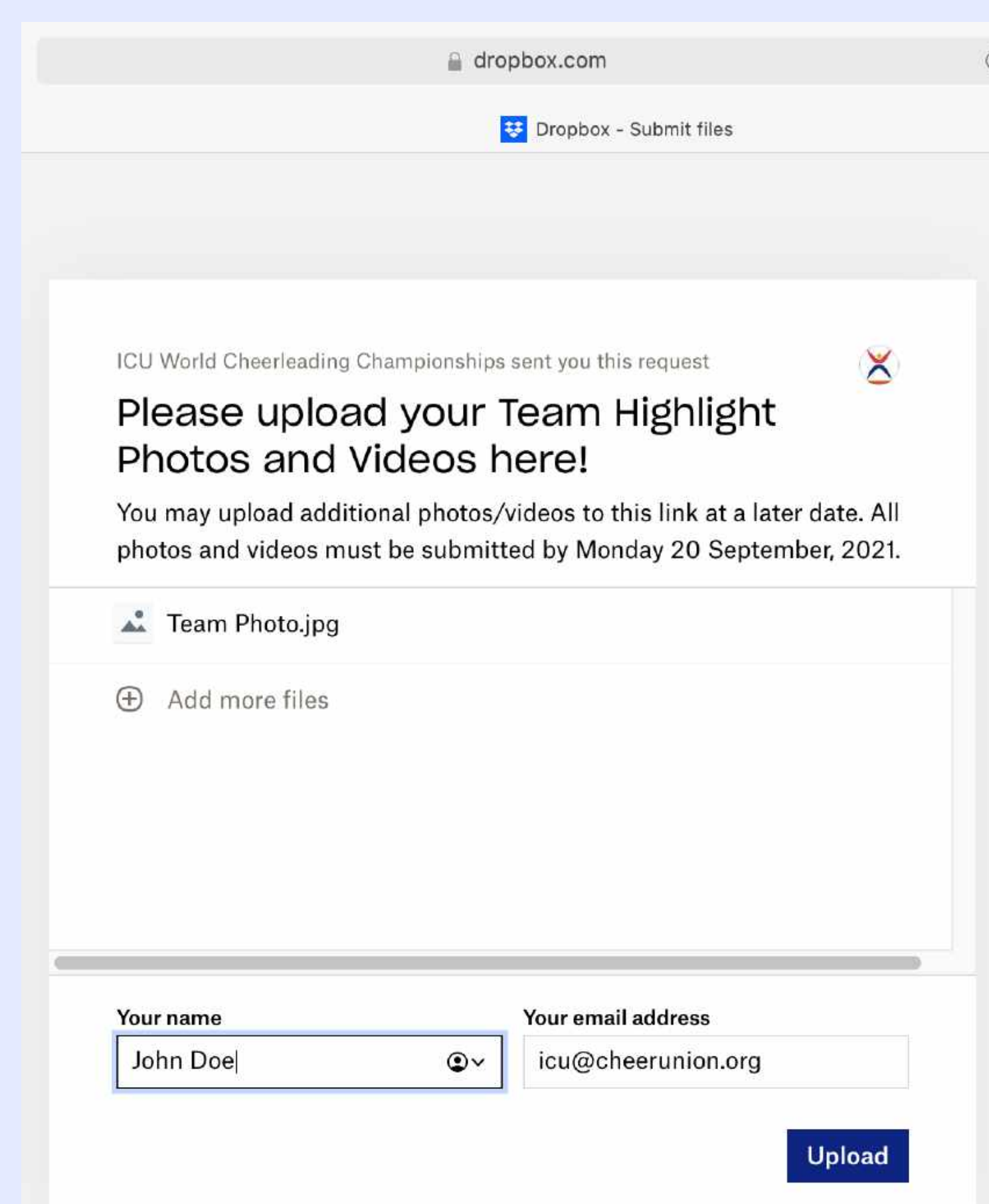


Photo 2



Please contact portal@cheerunion.org if you have any questions or need assistance.