



“GREEN LIGHT FOR WOMEN’S BOXING!”

Women’s Boxing Video Challenge

Rules of Participation

Intro:

Women’s Boxing in Europe is constantly growing! Female boxers have been producing sparkling performances in the ring across the continent and keep attracting more and more fans! To foster this wonderful trend, the Passion for Boxing and Women’s Commissions of the European Boxing Confederation jointly launch a Video Challenge that will reveal personal stories of female boxers in a dynamic format and meaningful context.

Concept:

Female boxers of European Nations are invited to produce 60-second Instagram video clips that display how they embrace and promote boxing values in any creative form or shape.

In training or competition, amidst daily routine or during a day off, on a date or while asleep. Uplifting and fun or serious and thought provoking. It is a personal story, so tell it how you want it!

The 4 values are: **excellence, respect, teamwork, and inclusiveness** – choose one, or all and allow your creative side complement your boxing skills!

This is another opportunity to show the world, why boxing is equally YOUR SPORT and encourage others to stop at nothing in pursuit of their dream!

Challenge dates: May 15-31, 2021

Winners announced: June 1, 2021

Challenge Platform: Instagram

Video clip format: Instagram video, 30 – 60 seconds long, with pre-made graphical elements (including GreenHill logo). At the start of your video, please insert this **FRAME** and end the video with a frame of one of the **VALUES**. Use copyright free music, if necessary.

Add Hashtags: #GreenLight4WomensBoxing #GreenHillSports #EUBC #Passion4Boxing

Tag and Follow: @passion4boxing.commission & @greenhillsport



- Other Conditions:** Use either boxing equipment by GreenHill or without a visible brand
- Jury:** Panel of five experts, consisting of one representative from Women's and one representative from Passion for Boxing Commissions, a prominent female boxer, a female Referee & Judge, as well as one GreenHill Sports representative.
- Criteria:** Jury will award points for the video script originality and message strength (0-15), visual esthetics (0-10), as well as popularity (0-5, minimum 50 likes!). Videos with the most points from all five experts wins!
- Prizes:**
- Winner – EUR 1 000 credit for GreenHill Sports products
 - 2nd place – EUR 500 credit for GreenHill Sports products
 - 3rd place – EUR 200 credit for GreenHill Sports products

Moreover, for the duration of Green Light for Women's Boxing Challenge, Green Hill offers a 20% discount on all boxing equipment with a promo code: #GreenLight4Women'sBoxing.

You are free to submit any number of videos!

Good luck and enjoy the process!