

**HOW CAN YOU  
KINDLE  
THE LOVE OF READING?**



★ PRESENTED BY ★



# Spellebrity

## Video Contest Guide

### **What is it?**

The Spellebrity Video Contest is an opportunity for students to spell out the unique ways that they can kindle the love of reading. It's also a way for your student to win an expenses-paid trip to the 2017 Scripps National Spelling Bee near Washington, D.C., from May 28 - June 2.

### **Why?**

We believe that when you kindle the love of reading, great spelling and vocabulary will follow!

### **Who?**

Students who have not passed beyond the eighth grade and who are legal residents of the United States and its territories are invited to create a video for the contest. Videos may be submitted by teams of up to four people or by an individual student. Previous Spellebrity Video Contest Finalists are not eligible.

### **How does it work?**

We want you to spell out how you can kindle the love of reading and feature three words that would be useful to know in a spelling bee – words you have learned through your reading. Students brainstorm, film and edit a video of up to five minutes in length that captures this idea. We're looking for fun, narrative videos that provide a unique take on the prompt, "How can you kindle the love of reading?"

A teacher or parent can then visit [spellebrity.com](http://spellebrity.com) to enter the video by completing an online entry form, submitting permission forms with signed parental consent for each student and, of course, uploading the video itself!



## Important Dates

### Prizes

Each member of the Semifinalist teams (10) will receive:

- a Kindle Paperwhite.

Each member of the Finalist teams (5) will receive:

- an expenses-paid trip to the 2017 Scripps National Spelling Bee, including
  - economy-class roundtrip airfare or train fare for each team member and a parent/guardian,
  - one standard hotel room at the Gaylord National Resort and Convention Center,
  - a \$400 gift card to defray travel and meal expenses, and
  - complimentary tickets for each team member and a parent/guardian for the Memorial Day Barbecue, a Bee-organized tour of Washington, D.C., and the Awards Banquet.

Each member of the Champion team (1) will receive:

- a \$1,000 cash award, and
- a trophy.

### October 17, 2016 - January 31, 2017

Videos may be submitted at [spellebrity.com](http://spellebrity.com).

### February 2017

A panel of judges will determine the Semifinalist videos.

### March 1, 2017

10 Semifinalist videos are announced, and public voting takes place at [spellebrity.com](http://spellebrity.com).

### March 31, 2017

5 Finalist videos are announced and displayed at [spellebrity.com](http://spellebrity.com).

### May 28 - 31, 2017

5 Finalist videos are presented during Bee Week, and Scripps National Spelling Bee participants vote for their favorite videos.

### June 1, 2017

The video that receives the most votes will be announced prior to the 2017 Scripps National Spelling Bee Finals.

## Judging Criteria



**Inspirational  
Quality**



**Relevance to  
Theme**



**Creativity**



**Inclusion of  
3 Good Words  
to Know for a  
Spelling Bee**



# Spellebrity Video Contest Checklist

Use this checklist to stay organized as you create and submit your video!

## Video Guidelines

- Is your video less than five minutes in length?
- Does your video reflect the following judging criteria?
  - Inspirational Quality:** Will the narrative of your video inspire viewers to read more?
  - Relevance to Theme:** Does it answer the question “How can you kindle the love of reading?”
  - Creativity:** Did you brainstorm, storyboard and film the video in a unique or out-of-the-box way?
  - Inclusion of 3 Good Words to Know for a Spelling Bee:** Did you spell out three great words during your video?
- Is your video free of all copyrighted material, including text, images and music?

## Video Submission

- Have you read the complete 2017 Spellebrity Video Contest Official Rules and Terms of Participation?
- Have you received a completed and signed 2017 Spellebrity Video Contest Permission Form for each student on your team?
- Have you uploaded your video to YouTube and included the YouTube video url in your contest entry form at [spellebrity.com](http://spellebrity.com)?
- Have you uploaded a raw video file with your contest entry form?
- Have you submitted the contest entry form at [spellebrity.com](http://spellebrity.com)?

(This checklist is for your use only and does not need to be submitted as part of your contest entry.)

**The Spellebrity Video Contest is administered by the Scripps National Spelling Bee and sponsored by Kindle.**

**For more information, visit [spellebrity.com](http://spellebrity.com).**

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