

<b>Project/Participant Name</b>	Walk Promo Assets
<b>Contact details</b>	<p>Local contact: <a href="mailto:walk@cysticfibrosis.ca">walk@cysticfibrosis.ca</a></p> <p>National contact:          Barbara Agee <a href="mailto:bagee@cysticfibrosis.ca">bagee@cysticfibrosis.ca</a> (marketing senior manager)          Nicole Young <a href="mailto:nyoung@cysticfibrosis.ca">nyoung@cysticfibrosis.ca</a> (marketing &amp; communications director)</p>
<b>Background info</b>	<p>Every year during Cystic Fibrosis Awareness Month (May), Cystic Fibrosis Canada holds Canada’s largest national fundraising event in support of people impacted by cystic fibrosis. Thousands of Canadians have participated, fundraised, donated and volunteered to make the event an annual success, raising over more than \$50M over the past 22 years.</p> <p>It is a special time when the Canadian cystic fibrosis community comes together across the country. We are united in our shared experience with this devastating disease, that can often feel so lonely, and in our collective determination to help everyone affected by CF live without limits. The sense of community support and togetherness is invaluable to so many.</p> <p>The visual assets we’re hoping to capture include both b roll footage and photography. We will use the materials to develop short videos and creative assets that form dynamic content pillars of next year’s campaign.</p> <p>Learn more about Cystic Fibrosis Canada: <a href="https://www.cysticfibrosis.ca/about-us">https://www.cysticfibrosis.ca/about-us</a>          Learn more about the Walk: <a href="https://walk.cysticfibrosis.ca/">https://walk.cysticfibrosis.ca/</a></p>
<b>Creative requirement</b>	<p><b>Photos:</b> 30-50 edited images</p> <p><b>B-roll footage:</b> 10 x clips</p>
<b>Objective</b>	We want people to feel like they must register for the event, - as they would miss out if they didn’t. The purpose is to show how much our participants are having fun and doing lots of activities and meeting the community. Showcasing the Walk as a family friendly event. Assets will help compel individuals to register, fundraise and donate to the Walk.
<b>Mandatories</b>	<ul style="list-style-type: none"> <li>All recognizable people in the photos or video footage have already signed a photo waiver while registering for their local event.</li> </ul>
<b>Photography style</b>	<ul style="list-style-type: none"> <li>A mix of portrait, candid and photojournalistic shots</li> <li>We want to capture moments (e.g., people walking, smiling, eye contact with the camera...)</li> </ul>

## Photography & Videography Shot List – Walk

<p><b>Photography shot list</b></p>	<p><b>Must haves:</b></p> <ul style="list-style-type: none"> <li>• Shots of teams at start and finish within our arches</li> <li>• Kids shots with superhero blue CF Canada capes</li> <li>• Participants receiving awards (\$10K+ teams, Top Individual Fundraising)</li> <li>• Participants with incentive prizes (baseball hats)</li> <li>• Individual shots of volunteers, staff, participants - serious, relaxed, happy, sitting down, standing up, eye contact</li> <li>• Group shots of team, family, friends, volunteers - serious, relaxed, happy, sitting down, standing up, eye contact</li> <li>• Kid shots - running, drawing, doing activities, chatting,...</li> <li>• Active shots (i.e. taking a bike ride, walking down the street or in their backyard, playing with toys etc.)</li> <li>• Environment (outdoor, step and repeat...)</li> <li>• Off center photos (space on the left/right)</li> <li>• Neutral / wide shots – people in the background blurred</li> <li>• Branded photo – people wearing Walk t-shirt; Walk tattoos; bandanas; glasses; hats</li> <li>• Diversity – i.e age, gender, non-white communities</li> <li>• Team photos, group photos, team captain photos</li> <li>• Wall of Dreams – focus on the messages that are written</li> <li>• Starting line and finish line shots</li> <li>• Opening ceremonies – spokespersons talking, handing over awards</li> <li>• Sponsor activations (i.e. Vertex (Toronto &amp; Montreal), Carstar Activations, sponsors with branded t-shirt) and Club Activations (Kin Clubs onsite)</li> <li>• Sponsor signage at Walk location – A Frame Signs (Vertex – All, Carstar - All)</li> <li>• Award Presentations at closing or opening ceremonies (speakers)</li> <li>• Warm up shots (from start of walk with participants)</li> <li>• Social distancing 6ft apart shots</li> <li>• Close up on branded items – hats, tshirts etc...</li> </ul>
<p><b>b-roll clips shot list</b></p>	<ul style="list-style-type: none"> <li>• Happy moments (serious / happy, hanging out together, etc.)</li> <li>• Active moments (eating, walking, running, playing sports, doing an activity)</li> <li>• Drone footage (start of walk, people walking etc.)</li> <li>• Video portrait (some scenes with strong eye contact is important)</li> <li>• Overall, similar to some of the ideas mentioned in the photo shot list</li> </ul>