

“All for Taekwondo in Everyday Life”

2021 Taekwondo UCC Contest

1. Outline

- Title: All for Taekwondo in Everyday Life

Objectives
√ To promote the excellence of Taekwondo to the world by creating a momentum for changing the perception that can be reborn as Taekwondo used by all citizens in daily life.
√ UCC* Through the contest 1) Fun Taekwondo 2) Showing up Taekwondo, 3) Together Taekwondo that can be done all together.
*UCC: User Created Contents: Work must be personally created.

- Host: Asia Development Foundation
- Organizer: Korean Alliance for Health, Physical Education, Recreation, and Dance / World Taekwondo / Kukkiwon / Korea Taekwondo Association
- Support: Taekwondo Promotion Foundation / Sports Donga / Pocari Sweat / Mooto / Applerind / Tusah

2. Topic: 'Taekwondo that is Fun, Excellence, and Together'

Fun Taekwondo	A video that can make all people laugh while watching dynamic Taekwondo.
Showing Up Taekwondo	A video that shows up Taekwondo such as Kyorugi, Poomsae and Demonstration.
Together Taekwondo	A video sharing with multicultural families, disabled people, generations, families, friends, etc.

3. Contents: Select one of the above three themes then submit a UCC video containing a story between 30 sec and 2 minutes (the video it has to be personal created).

※ Video content (genre) can be freely selected from advertisements, documentaries, drama, etc

Example of video Subject

- √ Promotional video introducing Taekwondo to friends, families, etc.
- √ A video produced in the form of a Vlog and coverage of the charm of Taekwondo.
- √ Videos promoting Taekwondo culture or policy.
- √ A video expressing the efforts and achievements for activating Taekwondo in the Academy.
- √ Music Video (Taekwondo).
- √ A video that contains various ideas related with Taekwondo or other.

4. Period (Registration): 2021.10.5(Tue) ~ 2021.11.12(Fri)

5. Eligibility to apply

- Any Korean or foreigner who loves Taekwondo.
- The number of submissions per individual or team, can be limited to one per field.
(Duplicate entries by field of participants are not allowed)

6. How to participate

- Submission subject: 1 video file, Application form, such as attached documents.
- Video submission standards
 - Amount of video: 30 seconds ~ 2 minutes (within 120 seconds)
 - Video Resolution: Recommended 1280x720 pixels (HD) or higher.
 - File Format: Video in MP4, avi, wmv, mov format
- Official Language: Korean or English
 - Subtitles (Korean and English) are required, if there is a dialogue in the video.
- How to submit:

Website: <https://forms.gle/3p7ipTuXSxRiMJci9>

- 1) Make a UCC video
- 2) Fill out the application and upload a video file

Submission video file name: Contest_field_group name (Ex: Taekwondo video contest_Fun Taekwondo_ Club name)

* Participants require a google email account to submit the application and the video file

7. Judging and Awards

- Judging Schedule: 2021.11.13(Sat) ~ 2021.11.30(Tue)
- Evaluations: Will be internal and external expert judges and SNS aggregation (likes, views statistics)
- Judgment elements: integrity, suitability, originality, interest, preference.
- Winners announcement: 2021.12.3(Fri)

○ Way of announcement: On-site announcement

※ Judging, announcement, and award schedules are subject to change depending on internal circumstances.

○ Awards ceremony: 2021.12.3(Fri)

○ Awards Details: Differential payment of prize money according to final ranking.

- Total prize giving: KRW 24,000,000

Grades	Winners	Prizes	Category
Grand Prize	1 team	KRW 5, 000,000	Asia Development Foundation Chairman's Award
Best-Excellence Award	3 teams	Each team KRW 3,000, 000	Taekwondo Central Institution Award
Excellence Award	3 teams	Each team KRW 2,000,000	Korean Physical Education President's Award
Encouragement Award	8 teams	Each team KRW 3,000,000	Sports Dong-A President's Award

8. Notes

- Contest participants (applicants) are deemed to agree to all of the following.

○ Documents such as the participation request form and pledge form must be submitted.

○ If a group team wins a prize, the certificate and prize money will be presented a representative and the organizer not be involved in any other matter.

○ Submitted works and documents are not returned at all.

○ Works submitted to the finals after the first evaluation will be posted on the Youtube channel.

○ The winning entries can be posted on the website (online) of the host and organizers and can be used for advertising to expand the Taekwondo in the future. The specific utilization plan as following:

- (Video Disclosure) In principle, entries are made public through the website and Youtube channel of the host and host organization of this contest. In particular, the winning entries will be disclosed to broaden the Taekwondo base on the official website of the organizer and host (Organization and organizers related to Taekwondo).

- (SNS Posting) Post this project as an introduction and promotional content on Facebook, Instagram and blog operated by the host organization of this project.

- (Production of promotional materials) It is used to produce various Taekwondo related promotional materials and promotional videos.

○ In all content (including sound sources) included in the shipment, there should be no legal issues such as copyright, portrait right, intellectual property infringement, defamation, etc.

- For copyright issues contact the Korea Copyright Commission (www.copyrightor.kr) or the Korea Music Copyright Association (www.komca.or.kr) , then produce and submit a video.

- When using a sound source for UCC video, the source must be specified to avoid legal disputes.

○ Winners of other contests will be excluded from the evaluation and, if violations are confirmed after the announcement of the prize, the prize will be canceled and all prize money will be refunded.

○ The work that do not meet the presentation standards (quantity, resolution, file, format, etc.) can be excluded from the first evaluation.

○ Depending on the number and quality of the works presented, the number of awards can be partially adjusted.

○ Prize money is giving out by deducting taxes and public expenses form the prize money.

9. Questions

○ Korean Alliance for Health, Physical Education, Recreation, and Dance / '2021 Taekwondo UCC Video contest' Manager

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