



**YOUR COMMUNITY  
MAKES YOU.  
AND NOW IT  
COULD MAKE YOU  
FAMOUS.**

**CAMPAIGN TALENT SEARCH INSTRUCTIONS**

BROUGHT TO  
YOU BY THE

**191**

COMMUNITY  
FOUNDATIONS  
OF CANADA

## SHARE YOUR LOVE FOR COMMUNITY IN A NATIONAL AD CAMPAIGN

Are you passionate about your community? Do you have a personality for the spotlight?

Canada's community foundations are producing their first-ever national advertising campaign that will show Canadians how our communities make us who we are. Now we need YOUR support!

We're conducting a nation wide talent search to find people that embody the spirit of "community" to star in TV and radio campaign. The talent search winners will be provided accommodation in and transport to Toronto, where they will perform an anthem about community, poetry-slam style.

To find our stars, we're holding YouTube auditions until July 31st, 2013. The campaign, produced by Yield Branding, an award-winning branding agency, will roll out in Fall, 2013.

## CAMPAIGN TALENT SEARCH ELIGIBILITY

To participate, entrants must be:

1. 18 years or older
2. Involved in your community or local community foundation
3. Amateur.
4. Able to travel to Toronto (expenses will be paid)
5. Have access to a YouTube account.

## WHAT WE'RE LOOKING FOR

We want someone who loves their community and loves to perform. In each video submission, we'll be looking for someone who embodies the essence of our campaign: "Your Community Makes You. You Make Your Community."

Your video submission can be as creative as you like. We only request that it includes the following:

1. Your name
2. A short description about your community involvement
3. A performance of the audition poem, available on our website. The audition poem will be similar in style to the campaign anthem that the ultimate talent search winner will perform.
4. If you would like, you can replace the middle verse and add your own verse about community.

Your video submission (one per person) should be approximately two minutes in length.

## HOW TO SUBMIT

1. Visit [www.communityfoundations.ca/talentsearch](http://www.communityfoundations.ca/talentsearch)
2. Listen to the video message for an introduction to the talent search and instructions about how to submit your audition
3. [Download the audition poem](#)
4. Film your video submission
5. Upload your video to YouTube in response to the video message. To do this, simply click the comment box on our video message and you will be prompted to upload a response.

## CONTACT DETAILS

We will evaluate all submissions, and if yours is selected, we will contact you with a message on YouTube from Community Foundations of Canada by August 15th, 2013. This message will simply be a notification that you are moving on to the next stage of the talent search.

We will be contacting participants through YouTube, so be sure to have your preferences set to allow messages from anyone (YouTube Account Settings -> Privacy -> Uncheck "Allow only my contacts to send me messages and share videos").

We can't wait to find our stars! Stay connected with us on [Facebook](#) and [Twitter](#) for campaign details and reminders.