

LETHBRIDGE SPORT FEST

Be Part of the Experience

VIRTUAL
EDITION

SportFest 2020 in its traditional form was cancelled due to the COVID-19 pandemic. Although rescheduling was considered, the Lethbridge Sport Council decided the best option was to cancel the 2020 in-person event with the hope that we can hold a successful event in 2021.

In the meantime we still want to help our exhibitors and local sport organizations promote themselves to the community and make the connections needed for our community to access the quality sport opportunities you offer.

We are excited to announce **SportFest 2020 Virtual Edition**. We are offering local sport organizations and businesses the opportunity to purchase a promotional package from the Lethbridge Sport Council. Cost will be the same as SportFest registration would have been. The package will include:

- 'long-form' informational video (5-7 minutes in length)
- 'short-form' promotional video (30-60 seconds in length)
- online magazine based on informational video

A shout out to Lethbridge Minor Softball Association for working with us as we developed a sample of what you could expect your videos and online magazine to look like. Click the links below to see samples of all 3 products.

['Sample long-form' informational video \(5-7 minutes in length\)](#)

[Sample 'short-form' promotional video \(30-60 seconds in length\)](#)

[Sample online magazine based on informational video](#)

These videos will be produced over the next few months, and will be a collaborative effort between our staff and your organization to collect the information, footage, photographs and other information needed. Your placement in the video production queue will be based on a number of factors, including response to this invitation, what assets already exist and what will need to be collected (and if the facilities/programs are open and running to get them), staff capacity, and participation in past SportFest events. For full details, or to register to participate in SportFest 2020 Virtual Edition visit the Virtual Edition page on the SportFest website www.sportfest.ca