

IDAHO WINE COMMISSION

Idaho Wine and Cider Holiday Video

The Idaho Wine Commission would like to create a fun video to promote Idaho Wine and Cider Month this Holiday Season. A fun way to do this is with a bottle toss video, [much like this one](#) that we can share on the Idaho Wine Commission channels and you can share on your own!

Video Goals

1. To promote Idaho wine and cider during the holiday months
2. To promote the sale of Idaho wine and cider
3. Pass a bottle/share a bottle with others around the state of Idaho

What You Need To Participate

1. Phone
2. Bottle of Idaho wine or cider
3. Family/friends to help hold the phone and bottle besides yourself
4. 5 minutes

How To Shoot Your Video

1. Set up phone or have someone hold phone for you
2. Hold phone **VERTICALLY**
3. **Position yourself on camera where you have plenty of space above your head. You can cut off your feet, but your knees and up will need to be in the frame.**
4. Wine/cider bottle needs to be on **YOUR LEFT, out of view of the camera.** (The bottle will be on the right side of the person holding the phone.)
5. Start video
6. Dance for at least 5 seconds in place without the bottle
7. Bottle is passed to you from **YOUR LEFT**, you quickly cheers the bottle towards the camera and then pass the bottle to **YOUR RIGHT** side, off camera.
8. NOTE: If someone is holding the camera for you, they will see the bottle pass from right to left on their screen. If you are taking a selfie video, you should see the bottle pass from right to left on your screen as well.

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9. Dance for a final 5 seconds
10. End video
11. Use a holiday-like background if available! Ugly Sweater, the more creative the better!

MOST IMPORTANT

1. Pass bottles **MID-SCREEN**.
2. You get a bottle of wine or cider from your left side and pass it to your right side.
Camera holder sees wine going from right to left.
3. *NOTE: the bottle must start and end out of sight of the camera frame*
4. *Leave space above your head when you are shooting your video*

Tips and Tricks

1. **LIGHTING:** Shoot video near a window or where light is bright.
2. **SETTING:** You can shoot your video in your winery/cidery or tasting room.
Totally fine to shoot this from home or any environment you choose. The more interesting the background, the better the video will be. Wear your winery/cidery gear!
3. **DANCE:** Throw on whatever music gets you groovin. You **must** look happy.
4. **FUN IS KEY: HAVE FUN and GET CREATIVE.**

Submit Your Video by November 20th at the latest

Send your video to Ashlee at the Idaho Wine Commission **by November 20th at the latest** - Ashlee@idahowines.org

PLEASE do not share your own footage before the final video is created. A full-length video will be distributed to everyone after it's completed.

DEADLINE to send your video to Ashlee is November 20, 2020