

MUSEUM on Main Street

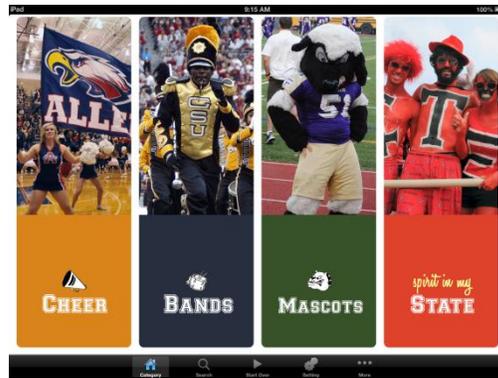
Spirit of the Game App

Let your town's game day spirit shine in *Hometown*

Teams! We'll tell you how.

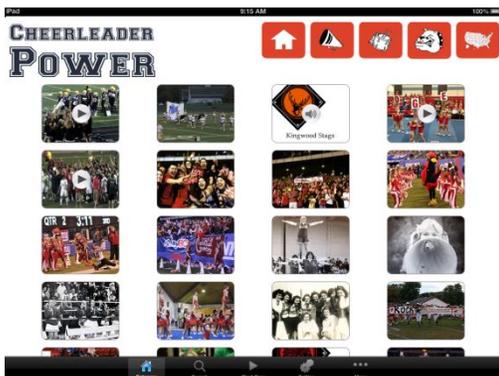
What Is It?

The "Root, Root, Root for the Home Team" section of *Hometown Teams* features an iPad-based computer interactive called "Spirit of the Game" that highlights the many different things that teams across the country do to get crowds going to support local teams. All communities participating in *Hometown Teams* are invited to include video, audio or photos of local cheerleading squads, marching bands, or mascots showing off their school spirit. Not only are their performances an integral part of games and local parades, but they are also a source of community pride.



What Types of Content Are Needed?

We're specifically interested in video, audio, or photographs of cheerleaders, marching bands and mascots from your area schools. Perhaps your local high school has an award-winning band or unique tradition that stands out. Perhaps an area team has a mascot that entertains the crowd. Share the video, audio, or photo, but also the backstory. Tell us what you are featuring and why that performance is an important part of your local games. Tell us more about what makes your town or team unique. The items you provide can be contemporary or historic. Choose what best tells your community's story.



How Can I Get Involved? How Should I Submit My Local Materials?

It's easy. Just contact Robbie Davis at 202-633-5335; davispr@si.edu or Tiffany Ruhl at 202-633-5339; ruhl@si.edu to let us know that you're interested in adding content to the app. We'll help you get started.

Photos can be accepted in JPG or TIF format. Audio clips should be provided in MP3 format. Videos are accepted in MOV, WMV, MP4 or M4V formats. If you need help with a video format, please let us know. We may be able to help!

The Smithsonian reserves the right to edit for length any video and audio clips that are submitted. Most videos and recordings featured in the app are reduced to about two to three minutes in length. If you have a favorite portion of a video or audio clip that you want to feature, please let us know when you submit the file.

Please keep in mind that all materials will also need to be accompanied by a licensing agreement that secures the permission of the owner of the material for using it in the exhibition. As you consider what you want to submit, be sure to select materials that are from your own local collections or are gathered from your local schools or local historians or members of your community that you can easily contact for permission. The Smithsonian will provide a license agreement template for your use.

Also, remember that if your videos or photographs include anyone currently under the age of 18 whose face can be identified, a release will need to be obtained from the minor's parent or guardian. We can also provide a release template.

When Is It Due?

Any materials you would like to have considered for the app and supporting permission documents are due by **November 1**.

Content provided by participating organizations will be added to the app before state exhibition tours begin each year. The content will remain in the app even after a venue's showing, so the collection will grow year after year and be available to future hosts of the exhibition.