



LET LOUISIANA SHINE!
KEEP LOUISIANA BEAUTIFUL

Date: 03.03.22

Project: Request for Participation by Louisiana's Favorite Personalities

A CALL FOR LOUISIANA INFLUENCERS FOR STATEWIDE ANTI-LITTER CAMPAIGN

Dear Favorite Louisiana Personalities,

On behalf of Keep Louisiana Beautiful, Louisiana's Office of Tourism and Louisiana's Lt. Governor's Office, I would like to encourage you to lend your influence to raise awareness of the unsightly and costly litter problem our state faces and drive participation in Love the Boot Week—a state-wide clean-up event.

Litter is no match for the spirit of Louisiana. Let's change minds and hearts across our beautiful state to take the appropriate steps to properly dispose of and prevent litter.

To build participation and momentum for Love the Boot Week and our Litter Prevention campaign, we are requesting Louisiana's favorite personalities submit videos to persuade residents to take preventative measures to keep litter out of our beautiful state and to participate in a statewide cleanup effort during Love the Boot Week. Attached is the submission form along with the parameters and instructions for sound and video recording.

The timeline for submissions is tight and recording must be submitted as quickly as possible. If you have any questions, please contact Red Six Media Creative Director Matt Dardenne at Matt@redsixmedia.com or 225-615-8836.

Thank you for considering this opportunity to rally our beautiful state with your influence.



Keep Louisiana Beautiful • Louisiana’s Tourist Commission • Louisiana Lt. Governor’s Office

Let Louisiana Shine

Video Submission Form

(Please fill out the following)

PRIMARY CONTACT NAME:

PRIMARY CONTACT PHONE NUMBER:

PRIMARY CONTACT EMAIL:

NAME/S AS YOU WOULD LIKE IT/THEM TO APPEAR:

(Please check the following box)

I am submitting my/our video and audio recording/s to Keep Louisiana Beautiful’s Litter Prevention and Love the Boot Week campaigns to be freely edited and implemented in any and all promotional or event materials without expectation of compensation monetary or otherwise.

SOCIAL MEDIA

(Please indicate which of the following accounts you subscribe to and which name/s would be appropriate for tagging)

Facebook _____

Twitter _____

Instagram _____

Snapchat _____

LinkedIn _____

Other _____

VIDEO AND AUDIO RECORDING INSTRUCTIONS

- Please begin with an introduction of yourself/yourselves
- Leave a special message or story to the viewers. (See Talking Points Below)
- No profanity please.
- It is not necessary to record the song in its entirety, though it would be appreciated.
- Please check the quality of the audio in your video to ensure it meets your standard.
- Please encourage viewers to use the hashtag #LoveTheBoot if sharing photos/videos on social media.
- Please incorporate the campaign name “Let Louisiana Shine” into the end of your message.
- Have fun!

SUBMITTING YOUR RECORDING

Once this form and your recording/s are complete, please upload them [HERE](#)

Thank you so much for taking the time and care to aid in the effort to Keep Louisiana Beautiful with your music.



TALKING POINTS

If possible, **please record two versions of your message**— one to promote Love the Boot Week and a second to address litter prevention.

Feel free to use the talking points below.

LOVE THE BOOT WEEK TALKING POINTS

- If you love Louisiana, then you know that litter doesn't belong here.
- It's time to put the paradise back in Sportsman's Paradise.
- Grab a friend, grab a bag. And do your part to Keep Louisiana Beautiful
- Love The Boot Week, April 18-24, is a week of statewide cleanup and beautification events
- Sign up to clean up at LoveTheBoot.org
- Sign up for a cleanup event or even better, organize one of your own.
- Large or small, every Love the Boot Week event makes a difference in cleaning up Louisiana
- Be sure to take photos and post them with the hashtag #LoveTheBoot so we can see them.
- It's time for everyone to stop littering and Let Louisiana Shine

LITTER PREVENTION TALKING POINTS

- Litter takes so much from our great state, yet it takes so little to prevent it.
- Litter is 100% preventable
- Carry a trash bag in your car instead of tossing garbage onto our roads.
- Don't leave unsecured items in your truck beds.
- Make sure your trash can is securely covered.
- If you smoke, use an ashtray.
- There are so many ways we can prevent litter.
- Find out more at LetLouisianaShine.org
- It's time for everyone to stop littering and Let Louisiana Shine