



WORLD PITCH INFO

Welcome to the Diaries of Badass Chicks team!

THANK YOU FOR BEING A PART OF THIS MOVEMENT TO PUT WOMEN ON DIRT BIKES ON THE MAP!

PITCHES HAVE TO BE IN BY MAY 20, 2019 – A TIGHT DEADLINE AND WE KNOW YOU ARE BADASS ENOUGH TO PULL IT OFF AMAZINGLY!

How does it work?

- 1) A pitch coordinator (or if you don't have a pitch in your area - just you) will set the shoot date according to their own schedule. *It does not matter if we get 1, 5, 15 or 50 girls together from each location - representation is what matters!*
- 2) Below is the script, i.e what we want you (and the group) to say in front of the camera and also how you would be approximately positioned. Anything else will be a bonus- some countries have sent us short interviews to be featured on our media and integrated into the pitch, if possible.

*** PLEASE NOTE** that due to liability concerns we are not asking you to get riding photos/video from the shoot. But if you do, that is at your discretion. It would be an added bonus, but we are not asking you to do that. Therefore this whole thing can be shot in less than an hour, but we have had shoots that have lasted half a day. It depends on the photographer/videographer and how much time you girls have.

- 3) Most of the remaining locations will have to arrange their own camera. We will help you with it as best as we can through social media, but since we do not have presence outside Vancouver, BC it has proven best for the locals to do this themselves. Many of you already have working relationships with local photographers so we encourage you to reach out to them. On the next page you will find the sample wording for the posts for social media (the post can also be used to get riders together). The copyright for the professional photographers/videographers will be shared, meaning they can use it for their own promotion as well.

Ideally you would have a photographer + a videographer, but if you cannot find a professional camera person for the day, an Iphone X or XS in 4K 24fps mode would work great too. Just make sure you shoot it at a quiet location for the sound (it does not have to be the race track) and in the landscape mode.

Take lots of photos and Instagram stories as well!

Tag us @badasschickstv and use hashtags:

#wearebadasschicks #diariesofbadasschicks #worldwidebraap

- 4) As for the riders- we have a list of people who have signed up in different areas and who have expressed interest in being in the pitch videos. We have had success in coordinating via Facebook messenger group chats before, but whatever works for you is fine. Once the date and the location is locked, we will send a group e-mail to those in your area with your contact details should you wish to coordinate a bigger group.
- 5) Please arrange to have your country's (and state's flag) in full size.
- 6) Please download and print out our poster from our website (www.badasschicks.tv/worldpitches). If it is just you, a simple letter size works, but for bigger groups 12X18inch or bigger poster is preferred.
- 7) You will be representing the badassness of YOUR country and your area to show how many girls around the world actually ride!

IF YOU HAVE ANY QUESTIONS OR WANT YOUR PITCH TO BE LISTED ON OUR WEBSITE, PLEASE CONTACT US AT: HELLO@BADASSCHICKS.TV and please use subject line "PITCH QUESTION" or "NEW PITCH LOCATION"

WORLD PITCH TECHNICAL INFO + SCRIPT

Instructions for the photographer:

- 1) Group photo with the banner and YOUR LOCATION'S (COUNTRY flag both landscape and vertical (leaving room for a logo on vertical)
- 2) Fun group photo with the flag and banner clearly visible (if just you, then you in all your badassness with the flag and banner next to your bike and in your gear, if possible)
- 3) Of every girl: medium close up portrait or a photo with the bike
- 4) Girls getting ready
- 5) Behind the scenes
- 6) Some artsy photos with the banner/poster
- 7) Riding/shoot coverage

* things highlighted in grey not required, but would be great to have

P.S The flag and banner are the most important aspects to be featured aside from the girls!

VIDEO CAMERA:

Specs: 16:9 23.98/23.97/24 FPS HD or 4K (landscape, not vertical)

- 1) Wide shot: group together with the flag and banner:

“WE RIDE FOR .. (location. state+country) ” Example: *“We ride for Ontario, Canada”*

“We ride for Pennsylvania, United States”

“WE RIDE FOR (country) ”

Example: “We ride for.. Australia”

“WE ARE BADASS CHICKS!”

- 2) Individual statements

Medium shot or medium close up (from waist up or closer), girl in the middle of the frame (center of the camera) (can stand next to their bike or lean onto it, but make sure the video is quite close so we can see the eyes).

Each girl has to say their name and the following statement before recording the actual clip:

“MY NAME IS.... AND I GIVE PERMISSION TO BADASS CHICKS PRODUCTIONS TO USE THIS FOOTAGE”

Looking directly into the camera and in a strong badass voice with energy and happiness:

“MY NAME IS:

I AM ... YEARS OLD

I RIDE/RACE MOTOCROSS/ ENDURO/ HILLCLIMB/ SIDECAR ..

BECAUSE I AM.. A BADASS!

I RIDE FOR... (location state)

I RIDE FOR .. (location country)”

EXTRA * only if you have time:

Interviews with the girls –

Why do you ride?

Why is it important we share stories about badass women?

What do you want to see more of in the media?

What is your story?

SOCIAL MEDIA POST SAMPLES

ANNOUNCEMENT FOR WOMEN RIDERS:

Hey all! I am shooting a pitch for Diaries of Badass Chicks - an awesome project that brings together women on dirt bikes from all over the world! It does not matter how old you are or if you race or not. If you ride motocross, enduro, flat track or even a quad- as long as it's on dirt, we want you! We are shooting the pitch video for... *(your country, state)* on... *(date)* at ...*(location)*. Contact me for further info!

ANNOUNCEMENT FOR PHOTOGRAPHERS/VIDEOGRAPHERS:

Hey all! I am coordinating a pitch for Diaries of Badass Chicks - an awesome project that brings together women on dirt bikes from all over the world! We will have an epic group of women who ride and we are looking for a photographer and/or a videographer to capture this great footage! These shoots are happening all across the world and it is so great how hundreds of women are coming together to show how many of us there actually are. Everything is on a volunteer basis at the moment, but you will be able to use all the footage for your own promo as well. We have a script for the shots and it can be done in just an hour- longer availability would be a great bonus, but not necessary. We are shooting the pitch video for... *(your country, state)* on... *(date)* at ...*(location)*. Contact me for further info!