CEW Women Leaders Empowering All Women

Sponsor Video Reel Guidelines

11 November 2026

Video reels give sponsors the opportunity to share their commitment to gender equity directly with the CEW event audience.

Overview

These guidelines apply to Corporate Partners, Premier Event Sponsors, and Major Event Sponsors. The video reel is an opportunity to speak directly to the CEW event audience about your organisation's commitment to gender equity, not a general brand advertisement.

Videos are played during the event and must meet the specifications below to ensure consistent quality across all sponsor presentations. Four video spots are available per event, and each video will be assigned to an event location by CEW.

Technical Specifications

Specification	Requirement
Duration	Maximum 60 seconds (30-45 seconds is ideal)
Aspect ratio	16:9 (landscape)
Resolution	1920 × 1080 (Full HD) minimum; 4K preferred
File format	MP4
Video codec	H.264
Frame rate	25 fps
File size	Maximum 500 MB
Audio	Stereo, normalised to −16 LUFS; no music-only tracks
Captions	Closed captions required (embedded or as a separate .SRT file)
Safe zone	Keep all text and logos within 10% margin from all edges

Audio note: The video will be played through the venue's PA system. Avoid audio that relies heavily on background music alone, dialogue or voiceover should be clearly audible.

Content Guidelines

Topic focus: your video must address one or both of the following:

1. **Your organisation's work on gender equity**: initiatives, programs, policies, data, or outcomes that demonstrate your commitment in practice.
2. **Why your organisation supports CEW's gender equity work**: your alignment with CEW's mission and what this partnership means to your organisation.

Tone and style

Videos should feel authentic and purposeful. Formats that work well include executive or employee testimonials, storytelling with data, or a short documentary-style profile of a gender equity initiative. Animation and motion graphics are acceptable.

What to include

- ☐ A clear, specific message about gender equity — avoid vague statements
- ☐ Real voices, data, or stories where possible
- ☐ Your organisation's name or logo (a brief, tasteful sign-off is appropriate)

What to avoid

- ☐ General corporate or product advertising unrelated to gender equity
- ☐ Overt calls to action directing viewers to purchase products or services
- ☐ Claims that cannot be substantiated
- ☐ Content inconsistent with CEW's values and messaging
- ☐ Heavy watermarks or persistent lower-thirds branding that distract from the message

Production quality: videos are produced by the sponsor organisation at your own cost. CEW does not provide production support. Professional production quality is expected; poor audio or visual quality may result in the video not being screened.

Submission Process

Deadline: [INSERT DATE] — videos received after this date may not be included in the program.

How to submit: email your video file or a download link (e.g. WeTransfer, Google Drive, Dropbox) to [INSERT EMAIL ADDRESS]. Include your organisation name and event name in the subject line.

Review and approval

CEW reviews all submitted videos to confirm they meet these guidelines before the event. You will be notified if any changes are required. CEW reserves the right to decline a video that does not meet the content or technical requirements.

Allow at least [INSERT TIMEFRAME, e.g. 10 business days] for review. Resubmissions due to quality or content issues must be received no later than [INSERT REVISED DEADLINE].

Approval does not imply endorsement: CEW's acceptance of a video for screening does not constitute endorsement of the sponsor's products, services, or positions beyond the event partnership.

Contact

For questions about these guidelines or the submission process, contact [INSERT NAME] at [INSERT EMAIL ADDRESS].