

**Allan “Bud” Selig Sports Law and Business Program**

**Video Submission Guidelines for Fall 2022 Application:**

In addition to the online application and written required documents, all potential applicants for the Masters of Sports Law and Business Degree (MSLB) will be required to upload a video submission or **Elevator Pitch**. An elevator pitch is a brief, persuasive speech that sparks interest in an organization, project, idea, or in this case, a potential applicant.

The guidelines on the video submissions are as follows:

1. The Applicant's video must be no longer than 100 seconds (1 minute and 40 seconds). Failure to adhere to application directions can result in a delay in reviewing said application. Applicants may only submit one (1) video for their application. If the incorrect video was attached to the application, applicants can email the [mslbasu@asu.edu](mailto:mslbasu@asu.edu) account to send the correct video. Please note that this can delay the reviewing of your application so please double check that the correct video is attached before submitting.
2. The use of inappropriate language, humor, props, clothing, etc. will be prohibited. Videos that do not abide by the standard and character of Arizona State University, the Sandra Day O'Connor College of Law and the Sports Law and Business Program will not be reviewed.
3. The MSLB Program wants applicants to use professional and appropriate creativity when creating their elevator pitch. The Elevator Pitch should be able to show the MSLB Program who the potential applicant is and why they should be chosen to be accepted into the program.
4. All submitted videos should be well-lit and easy to hear. Please avoid filming in areas that are too dark or create a substantial amount of background noise. Any backgrounds (physical or virtual) must be professional and appropriate. Videos that fail to abide by these standards will not be reviewed. Applicants may choose to have their videos closed captioned (subtitles) if they choose but this is not a requirement.
5. All video submissions should be uploaded under the Mandatory Attachments section under Supplemental Statements in the online application portion. All videos should be in the form of .mov or .mp4.

If you have any questions about the application, please direct them to the [mslbasu@asu.edu](mailto:mslbasu@asu.edu) email. As stated before, the MSLB Program wants to see the creativity, passion, and enthusiasm from potential applicants.

**Best of luck and Forks Up!**