

2026 Mascot Challenge

Mascot or
not, show us
your spirit



Active Living in a Tech-Driven World

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#EIMOC26

 **ACSM**
EXERCISE IS
MEDICINE®
On Campus

Exercise is Medicine® On Campus (EIM-OC) invites all registered campuses to create a video of their mascot, iconic campus figure or EIM-OC leadership team promoting the importance of physical activity. We want to see how creative you can be in promoting the importance of physical activity through this year's theme: *active living in a tech-driven world*.

Timeline

- Challenge is August 17 - October 26.
- Fan favorite voting is October 29 - November 4.
- Winners are announced the week of November 9.

No mascot? No problem.

We get it. Not all academic institutions have a mascot or even access to their school mascot. Don't worry if that's the case for your campus. Video challenge participation is not contingent upon the mascot being part of the video. Think creatively about who can represent your campus. [Read this blog](#) by past EIM-OC Committee Co-Chair, Neil Peterson, Ph.D., NP-C.

Guidelines

All video submissions must meet the following guidelines:

- Be sure to use the new [EIM-OC branding](#)
- 90 seconds or less in length (think of this like a commercial)
- An original video that has not yet been submitted to the Mascot Challenge
- Accurately represent the values of Exercise is Medicine®
- Focus on physical activity and healthy lifestyle behaviors
- Include the university/college mascot, president, a faculty advisor or other designated campus representative
- Represent activities that take place on your campus or in your local community
- Demonstrate how your campus and EIM-OC leadership team is implementing the 2026 theme: *active living in a tech-driven world*.
- Avoid foul language and violent or sexual content
- Avoid any political or discriminatory content
- Avoid overt or obvious branding (i.e. If the mascot drinks water, use a plain bottle instead of one with a brand logo on it.)
- Use only audio (music) and images to which you or the institution owns the rights
- Have fun showing your school spirit and pride!

ACSM and EIM reserve the right to deny applications that do not align with the above guidelines or are found to be offensive or inaccurate.

The Prizes

ACSM and EIM will award prizes in two categories. A panel of ACSM and EIM multidisciplinary leaders will select the overall 2026 Mascot Challenge winner. The winner will receive a \$1,000 cash prize. Second and third place in this category will also receive cash prizes. The public will have a chance to vote via YouTube for the Fan Favorite winner. The campus declared the Fan Favorite will receive a trophy and bragging rights. Second and third place in this category will also receive prizes.

How to Enter

Participating in the EIM-OC Mascot Challenge is easy. Follow these simple steps for your chance to win.

1. Create a video.
2. Upload your video titled "[School name] Exercise is Medicine® On Campus Mascot Challenge 2026" along with your completed application form here: https://acsm.formstack.com/forms/2026_eim_oc_mascot_challenge

Note: You will have the option to upload your video directly into the application form or provide a download link to a box/dropbox folder. Do NOT submit a link to a YouTube video.

How to Vote for the Fan Favorite

All Mascot Challenge video submissions will be uploaded to the ACSM YouTube channel.

1. Once voting opens, ACSM will change the status of all video submissions to "public" on YouTube. EIM will email the voting links to all individuals listed as the "school contact" on the application.
2. Each like or "thumbs up" of the video  within the YouTube platform will count as a vote (see sample for reference). Negative or "thumbs down" votes will NOT count against a video's positive votes.
3. The video with the most "likes" at the end of the voting period will be declared the "Fan Favorite" winner.

Promote your video

When the voting period begins, EIM will send the voting link to your designated school contact. At this time, you should share the link and encourage members of your campus community and beyond to vote for your video. You may do this in a variety of ways:

- Email the voting link to students in the department and/or faculty and staff.
- Post the link via social media and encourage your audience members to share it with their networks as well. Make sure to take advantage of the social media graphics ACSM provides in the [EIM-OC digital toolkit](#).
- Promote in the campus newspaper, newsletter, on the campus calendar or through other campus media.

Contact

Contact arayce@acsm.org with questions about contest rules and eligibility or to assist with video posting, submission and/or promotion.