



Content Capture Guidelines

To ensure we showcase content that reflects Harley-Davidson® values and community spirit, all videos must follow the guidelines outlined below. Any submissions that fail to follow these guidelines will not be considered.

Submit your videos by June 1, 2026

1. Safety First

Follow all traffic laws while filming (speed limits, signals, right-of-way rules, etc.).

- **No handheld filming while riding.** Mount your camera or have someone else record you safely.
- **Wear proper safety gear**, including a helmet and any gear required by local laws.
- **Do not perform stunts, dangerous maneuvers, or anything that puts you or others at risk.**

2. Content Requirements

- Your video should clearly show you or your group **riding past the designated location** or landmark.
- Keep the footage **steady, clear, and free of obstructions.**
- Shoot in landscape / horizontal
- Submit in one of the following formats: **.mp4, .mov, .avi**
- Please shoot in 4k at 24 frames per second (fps)

3. Brand Stewardship

- Act respectfully and responsibly during the recording.
- Keep the video positive, friendly, and community minded.
- Whether riding solo or with a group—take in the view, have fun and enjoy the ride!

4. No Restricted or Inappropriate Content

Your video **must not** include:

- Profanity, explicit language, or offensive gestures
- Nudity or sexually suggestive content
- Alcohol, drugs, vaping, or smoking
- Illegal activity of any kind
- Hate speech, discriminatory remarks, or political messaging
- Depictions of violence or harassment
- Copyrighted music or content playing audibly in the background

Your video **may** include:

- Official dealer or H.O.G. chapter flags, apparel and accessories
- Signs with your location
- Pet passengers (riding safely, following all traffic laws)

5. Respect Others' Privacy

- Do not film individuals without their permission.
- Avoid capturing addresses, license plates, or private property.

6. Location Guidelines

- Ensure the **location is safe** to ride past.
- Avoid filming in restricted, private, or hazardous areas.
- Follow any **location-specific rules, laws or restrictions.**

7. Video Quality Standards

- Bright, clear lighting
- No heavy filters or effects that alter the authenticity of the ride
- Avoid shaking or distracting stabilizer effects
- Do not include text boxes or captions

Submission & Usage Rights

By submitting your video, you are giving express permission for the Harley Owners Group and Harley-Davidson to use, edit and share it in digital and print formats.

How to Submit

Provide your submission via:

- **Upload link:** [\[HERE\]](#)
- **Filename format:** Date_Location_Name

TOP TIPS:

- We're looking for great imagery of rides through scenic/iconic places across the country that showcase the beauty of the open road and the environment.
- If you're riding as a group, have riders mount their cameras from different parts of the motorcycle to capture different angles.
- Try to capture significant signage along the ride to help visually explain where you are.
- Include your Harley-Davidson motorcycle in each shot.
- If you're including audio in your video, please include soundbites of you talking to camera about why you love riding in America and what freedom means to you, but be sure to say and spell your name on the recording and include an email address or phone number so we can contact you if necessary.