

SPOTLIGHT!

Payments Video Challenge



Payments
Innovation Alliance®

Combating Financial Scams 2025 Sponsored Video Challenge

The Payments Innovation Alliance is sponsoring its second annual **short video contest** and is seeking organizations to support the contest as **Presenters**. Scheduled to launch in July 2025, the video contest theme is combating financial scams (i.e., how consumers can protect themselves from financial scams). Presenters have an opportunity to support this creative endeavor that will award a total of \$10,000 in prize money.

Be part of the solution!

The speed at which fraudsters are adapting to new technology continues to accelerate, including artificial intelligence. The public-at-large cannot be educated enough about the emerging threats of cybersecurity, financial frauds and scams. Everyone has a role in mitigating payments-related financial scams.

The short video contest provides an opportunity to broaden the ecosystem messaging and reach consumers more quickly through educational pieces that are developed by a wide range of contributors and can be amplified through social media.

Timing

- **Launch:** July 2025.
- **Submission deadline:** Aug. 31, 2025.
- **Voting:** Sept. 29-Oct. 20, 2025.
- **Announce winners and videos:** By Dec. 2025.

Presenter Opportunities

\$2500 and \$5,000 Presenter Support Levels.
Interested in being a presenter or learning more?
[Contact Jennifer West at jwest@nacha.org](mailto:jwest@nacha.org)

Presenter Benefits



Foster a positive reputation.

Boost your national brand visibility and gain recognition for fighting financial scams. Your organization's logo will be included in contest promotions including announcements and press coverage, and branding on the prize winner's reel. Additional benefits available for select opportunities.



Reach new audiences.

Younger people reported losing money to fraud more often than older people – with 44% between the ages of 20 – 29 vs. 25% between the ages of 70 to 79¹. Contest promotion will be done through social media to attract this demographic.



Be part of something bigger.

Your organization will be on the ground floor of a juried video payments contest. Each presenter organization serves as a judge, giving you a front seat to invaluable insights on the perspectives about combating financial scams from the video submitters.

¹[CSN-Annual-Data-Book-2023.pdf \(ftc.gov\)](https://www.ftc.gov/CSN-Annual-Data-Book-2023.pdf)

Contest Objectives

1. Increase participation in fighting financial scams.

Engage a wide range of contributors to create new content.

2. Raise public awareness about the fight against financial scams.

Support all payment stakeholders with diverse messaging based on specified criteria.

3. Accelerate the distribution of vetted, curated content that is bite-sized and fuel “going viral”.

Capture the attention of consumers by meeting them where they are.

Contest Participation

Participation Rules

- Short video will be in English, spanning 60 seconds or less.
- Video may cover one or more financial scams.
- Participation rules will govern video contents, intellectual property, use of images, number of submissions, deadlines, media format, judging criteria, etc.

Submitters/Creators

- Open to anyone in the US who is 18 years or older.
- One submission per person or a team of creators.

[For more information visit the contest website.](#)

Contest Prizes

Three prizes for videos meeting the contest criteria will be awarded by the judging panel and public:

- One (1) Grand Prize Winner: \$5,000.
- One (1) Second Place Winner: \$2,500.
- One (1) Third Place Winner: \$1,000.

One prize for the video meeting the contest criteria will be awarded by the Alliance primary members. The winner may be the same or different than the three other prizes.

- One (1) Sponsor Choice Winner: \$1,500

Distribution of Winning Videos

Winning videos will be posted on the Payments Innovation Alliance website and may be shown at Nacha’s Smarter Faster Payments conference, posted on social media, and/or distributed through partners. Presenters and the payment stakeholders have use of the videos.

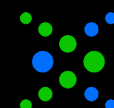
The Payments Innovation Alliance is a membership organization that shapes the future of the payments industry and develops thought leadership content relevant to financial services organizations. The Alliance established the Spotlight! Payments Video Challenge to empower others to create educational materials, resources and tools to help fight financial scams.

Learn more at nacha.org/payments-innovation-alliance

Common Financial Scams

- Cryptocurrency scams.
- Fake law enforcement scams.
- Family emergency scams.
- Gift card scams.
- Job scams.
- Money mule scams.
- Puppy scams.
- Rental scams.
- Romance scams.
- Sweepstakes/lottery scams.
- Technical support scams.

These are examples of scams that may be featured in video entries.



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