

WoodyAndKleiny In a State Clipping: Full Rules Brief

by ClipLaunch 🚀

Campaign Overview + Goal 🎯

JOIN THE WOODYANDKLEINY CLIPPING DISCORD FOR ALL STREAM UPDATES AND CAMPAIGN ANNOUNCEMENTS: <https://discord.gg/ys6b9NpV>

WOODY & KLEINY ANNOUNCE 'IN A STATE': A 39-DAY 24/7 LIVE WORLD CUP ROAD TRIP ACROSS AMERICA SUPPORTING PROSTATE CANCER UK.

15,000 miles. 19 states. One Bus. No hotels... No escape from each other. And every second streamed live. Following the biggest football tournament in the world. (soccer, for you Americans).

There will be a new stream EVERY DAY, 24/7, for 39 days straight on KICK at @woodyandkleiny, which means a fresh stream every single day.

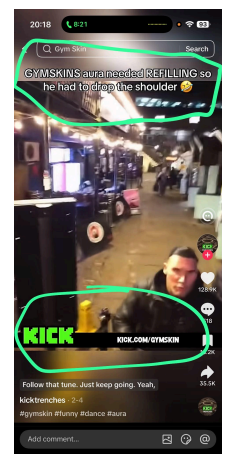
Your mission: clip the best, funniest, and most scroll stopping moments from each daily stream and turn them into short form clips that rack up views.

Pay Rate + Budget 💰

- **CPM:** \$1.5 per 1,000 views.
- **Minimum:** 5,000 views required before a clip qualifies for payout.
- **Maximum:** \$275 payout per video.
- **Starting Budget:** \$5,000
- **Approval:** only approved clips count toward payouts. Check approval process for how to get approved.

Rules 📋

- **Footage:** Only clip from the most recent/live stream for that day (39 streams total)
- **Source:** find the most recent streams at kick.com/woodyandkleiny + Check the Woody and Kleiny Discord and the dedicated Whop chat for all stream updates and announcements. **You can also find clips in the 'Clips' tab on their Kick (sort by most recent)**



- **On screen text hook (HIGHLY ENCOURAGED, NOT REQUIRED):** include Woody & Kleiny in TEXT on screen when they are being shown (example: Woody & Kleiny really did this at a Texas BBQ 🤔😭)

example to right on top circle

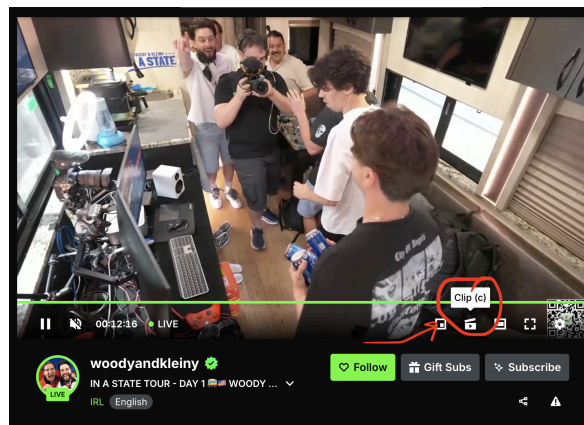
- **On screen Kick overlay (REQUIRED):** Every video must have one of these overlays visibly shown on the whole video: [KICK OVERLAY](#)
- **Caption Requirement:** Video OR caption just must include in TEXT: 'Woody and Kleiny'
- **Audience:** 40% Tier 1 audience required.
- **Originality:** every clip must be your own edit. No reposting or reuploading another clipper's work.
- **Engagement integrity:** bottled or fake engagement (bought views, likes, comments, or follows) results in an immediate ban and a report to the Whop team.

Assets Required 📁

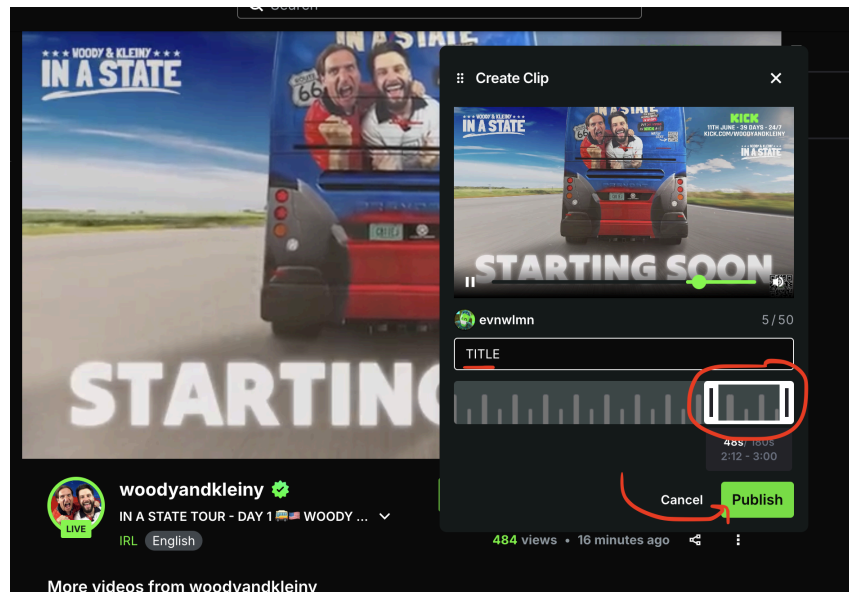
- Access to the daily streams at kick.com/woodyandkleiny.
- The Woody and Kleiny Discord for up to date announcements and stream updates: <https://discord.gg/ys6b9NpV>
- **On screen Kick overlay (REQUIRED):** Every video must have one of these overlays visibly shown on the whole video: [KICK OVERLAY](#)

How to clip Kick streams

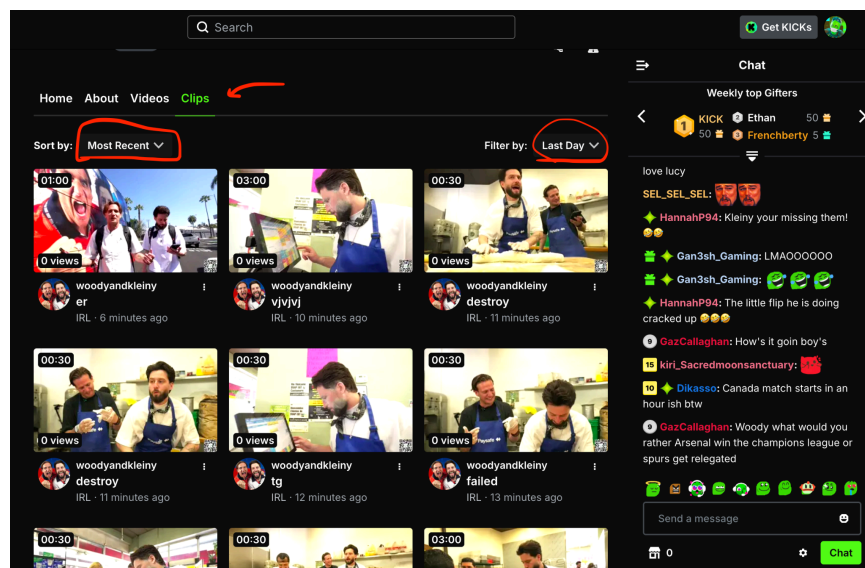
- Kick has a built in 'clip' button to make downloading clips easy as clicking one button:



Then you add a title, select where you want the clip, and publish it.



OR YOU CAN GET CLIPS FROM THE CLIPS TAB ON KICK (SORT BY MOST RECENT):



Content/Clip Moments

- Streamer style clips that capture the best moments from each daily stream.

- **Brainrot pacing:** fast cuts, punchy edits, and high energy throughout.
- **Scroll stopping hooks** in the first three seconds.
- **Lean into the funniest, wildest, emotional and most shareable road trip moments** such as:
 - *Pranks and public reactions*
 - *World Cup/Football culture (stadium moments, reactions, high energy, etc.)*
 - *Bus and tour life*
 - *Live stream chaos*
 - *Crowd and fan interactions*
- **Clip Examples:**
 - <https://www.instagram.com/p/DY5z-bltn6Q/>
 - <https://www.instagram.com/reel/DZa3XkvqelD/>
 - <https://www.instagram.com/reel/DZaqmC0K6tS/>

Submission Checklist

-  **Clip is from the most recent stream for that day (WE WILL BE CHECKING)**
-  **Caption Requirement:** Video OR caption just must include in TEXT ‘Woody and Kleiny’
-  **Caption on screen: Woody & Kleiny must be included on screen.**
-  **Clip has reached the 5,000 view minimum before you submit analytics.**
-  **Audience is at least 40% Tier 1.**
-  **Video submitted to the campaign within 30 minutes of posting.**
-  **Screen recording of analytics is ready (Viewers and Locations, top to bottom).**
-  **All engagement is real and organic, with no bottled or fake activity.**
-  **Clip is your own original edit.**
-  **No banned words and the clip does not look like an ad.**

What to Avoid

-  **Clipping from any stream other than the most recent one for that day.**
-  **Not having on screen overlay that says “Kick.com/WoodyAndKleiny”**
-  **Botted or fake engagement (bought views, likes, comments, or follows): triggers an immediate ban and a report to the Whop team.**
-  **Submitting clips below the 1,500 view minimum.**
-  **Tier 3 audience**
-  **Banned words or anything that breaks platform guidelines.**
-  **Reposting or reuploading another clipper’s work.**
-  **Missing or incomplete analytics in your submission.**

Approval Process

Submit each video to the campaign within 30 minutes of posting. Once your video has the minimum view threshold, submit your screen recording of analytics through support chat, but only after your video has reached the minimum view count required for that specific campaign.

Analytics must be for the specific video, not the whole account: go to Video Analytics > Viewers, then scroll to Locations, and show every section from top to bottom.

Expected turnaround: submissions are checked daily. If there is an issue with your screen recording or analytics, our team will notify you.

Approval means your clip qualifies and counts toward your campaign earnings; rejection means it does not count (common reasons: it looks like an ad, Tier 3 audience, banned words, or missing or incomplete analytics). Payments are processed automatically through Content Rewards via Whop and can take up to 7 days to arrive. All clips are subject to review. Only approved clips count toward campaign payouts.

Need Help? 

Stuck on something or not sure if your clip fits the brief? Reach out and ask any questions in the ClipLaunch Chat and we will get back as soon as possible. We are active 24/7 with support!