

This video was created as a Hamburg Athletics Brand Video for the 2024 season and beyond. We wanted to include and highlight all sports offered at the HCSD and unite the student athletes as one to communicate the Bulldog family. No matter what sport a student plays, they are all Hamburg Bulldogs with the same values of good sportsmanship, commitment, hard work, and sacrifice. We also wanted to honor the alumni who came first, to pave the way for these current athletes. These aren't just sports teams, they're legacy programs which hold pride and historical significance in our community. Whether a student is just beginning in our program or has been graduated for 20 years, they are all Bulldogs, a point of pride that never fades away. This video was shared on social media and debuted on our brand new scoreboard at the grand opening of our new athletic complex. It was teased for an entire school year on social media before premiering midway into the 2024 Spring season. The video received a ton of great feedback and was widely shared on social media platforms. The video remains timeless, as we purposely didn't put any kind of time stamp on it, rather it stands as a universal love letter to the Hamburg Athletics program. Overall, the video brought people together and gave everyone a sense of belonging, no matter their sport, age, or gender.