

Marketing Competition



Rules:

- Ages as of Jan 1st, 2010: PeeWee 8 & under; Junior 9-11; Intermediate 12-14; Senior 15-20
- Evaluation Criteria:
 - Substantial Content: 50%
 - Originality & Creativity: 25%
 - Professional Presentation: 25%
- Marketing is mandatory for all intermediate and senior scholarship qualifiers
- All submissions must be emailed to entries@oldsagsociety.com
 - In the Subject line please put your Name and Birthdate (mm/dd/yy)
- **Deadline: Friday, July 9th, 2010**

PeeWee & Junior:

- Create a Summer Synergy poster capturing all the important show components
 - Includes the important Who, What, Where, When, Why & How
 - This poster would be used for both online and print promotions in order to capture the awareness of potential participants
 - Creation can also be hand done, scanned and then emailed
- *Must be saved as .doc, .pdf or .jpeg*

Intermediate:

- Design a Summer Synergy website homepage including:
 - Event Branding
 - Color Scheme & Pictures
 - Physical Layout
 - Navigational Friendliness
- Must also include a 300-500 word overview of homepage components
- *Must be saved as .pdf, .jpeg, or .ppt*

Senior:

- Wikipedia described a marketing plan for following manner: A written document that details the necessary actions to achieve one or more marketing objectives. It can be for a product or service, a brand or a product line. Marketing plans cover between one and five years. Solid marketing strategy is the foundation of a well-written marketing plan. While a marketing plan contains a list of actions, a plan without a sound strategic foundation is of little use.
- Design a formal marketing plan for the Calgary Stampede Centennial 2012 Celebration Committee with a primary focus on the inclusion of the Summer Synergy youth livestock showcase including the following:
 - Executive Summary
 - Event Mission/Vision
 - Strategic Goals
 - SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats)
 - Marketing Components
 - Financial Projection (Budget)
 - Evaluation
- Resources: not limited to but including your imagine and creativity!
- There are no length requirements assuring that you have relevant information to define your marketing plan
- *Must be saved as .doc, .pdf or .ppt*