

PROMOTIONS CONTEST: GRADE NINE/TEN

CONTEST CHAIR

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Contest entry is due on or before the Contest submission date (refer to the Contest Timeline Chart page). Entries must be sponsored by a current member of OBEA and must include a typed OBEA Identification Form.

Only five (5) submissions per school are accepted. Contest entry is due on or before the Contest submission date (refer to the Contest Timeline Chart page). Entries must be sponsored by a current member of OBEA and must include a typed OBEA Identification Form. **All student entries must be submitted directly to the Contest Chair in digital(PDF) formats.**

Describe the role and effectiveness of advertising, display, distribution, research, packaging and selling methods in marketing a product.^[1] Applicability: Any students enrolled in a Grade 9 or 10 Business Studies course during the current school year are eligible to participate in the Promotions Contest. **Participants can work independently, or in pairs.**

CONTEST OBJECTIVES

The objective of this Contest is to engage students in a fundraiser event to be conducted in a school setting.

CONTEST

You are responsible for organizing an event at your school with the goal of raising money for a charity of your choice. The event will be held at your school and will take place in early June after school. The tickets can be sold before the event for \$2.00/ticket or \$3.00/ticket at the door. Part of your requirement for the contest will be to think about the logistical requirements for the event outside of ticket sales.

CONTEST COMPONENTS

1. A **written component** (maximum two pages, typed) that:

- Outlines the objectives of the fundraiser.
- Explains your promotional strategy (i.e. how will you create awareness of the fundraiser event).
- Explains how the promotion will be executed (i.e. specific tactics).
- Demonstrates that you have researched what your charity is attempting to raise money for and shows that you have an understanding of the organization.
- Addresses how you will measure the success of your promotion.

2. An **advertisement/poster** (electronically created using any software)

- You are to design 1 poster (8 1/2" X 11") to be placed in your school.

Please refer to the attached checklist to ensure all parts are included in your submission.

CHECKLIST

1. Written component (maximum two pages)
 - Objective(s)
 - Promotional strategy rationale
 - Tactics stated with detail
 - Research conducted on the charity
 - Measurability (i.e. how do we track responses)

2. An advertisement/poster (8 1/2" X 11")
 - Electronic version required
 - Hard copy version required

EVALUATION RUBRIC – PROMOTIONS CONTEST

EXPECTATIONS	LEVEL 1 (50-59%) (UNSATISFACTORY)	LEVEL 2 (60-69%) (PARTIALLY COMPETENT)	LEVEL 3 (70-79%) (PROFICIENT)	LEVEL 4 (80-100%) (EXEMPLARY)
Knowledge Demonstrates understanding of key terms and concepts covered in the marketing unit in BOTH the Write-up and Advertisement.	Demonstrates limited knowledge of the terms or concepts covered in both the write-up and the advertisement.	Demonstrates some knowledge of the terms and concepts in both write-up and advertisement. May have demonstrated some knowledge in either write-up/ advertisement but limited knowledge in the other.	Demonstrates considerable knowledge of the terms and concepts in both write-up and advertisement.	Demonstrates thorough knowledge of the terms and concepts in both write-up and advertisement.
Thinking In the write up, the promotional strategy clearly outlines the purpose and significance. The tactics are clearly outlined using marketing techniques.	The write-up has little relation of marketing techniques in the promotional strategy section and in the tactics section.	The write-up briefly relates marketing techniques in the promotional strategy and in the tactics section.	The write up relates marketing techniques as it relates to the assignment thoroughly.	The write-up relates marketing techniques proficiently and demonstrates student understanding of the purpose and significance of those techniques as it relates to the assignment.
Communication Advertisement is neat and includes all relevant information. Advertisement follows concepts discussed in class. Advertisement must have proper grammar/spelling. Write-up must use proper grammar, spelling and word usage.	Advertisement is not organized or neat. Write-up contains many spelling/grammar errors. Words are used incorrectly and interfere with overall understanding.	Advertisement is acceptable and mostly correct. Write-up is complete but lacking in creativity. Some minor grammatical errors.	Advertisement is neat and somewhat eye-catching. Writing is insightful, and grammatically correct.	The advertisement is not only neat but also creative and eye-catching. The quality of the write up is outstanding and demonstrates considerable understanding. All the elements of the project come together to support material.
Application In the write up, research into the charity is evident. Determination of success measurement.	Write up reflects little or no research. Does not include measurability of success.	The report reflects some research. Measurability stated but is lacking in some important way.	The write-up reflects considerable research. Measurability stated and done adequately.	The write-up reflects thorough research and ties charity goals with marketing goals. Measurability states and clearly follows concepts discussed during the unit.

OBEA CONTEST IDENTIFICATION FORM 2019-2020

Each Contest entry must include this completed, typed Identification Form, one per student, to be eligible. The form is completed using Adobe Reader or Acrobat. Click the yellow 'Print This Form' button after completing the information required. Saving a filled form is possible only when using Acrobat, or Reader 9 or later. To be eligible, please ensure that:

- Your entry is received on time, following the instructions for the Contest you are entering.
- All information on this form is required and it must be typed for submission. Form is signed.
- For ongoing contests, a *maximum of 5 entries per Contest per school, unless otherwise indicated.*
- Accounting students are not required to submit this form unless requested by the contest chair.

CONTEST INFORMATION	
Select a Contest: Choose an item.	
For Website Contests: URL	
STUDENT INFORMATION	
Name	
Home Address	
City	Postal Code
Email	Home Phone
TEACHER AND SCHOOL INFORMATION	
Course Title	Course Code
Teacher Name	
Full School Name	
Full School Address	
City	Postal Code
Email	Pbone
OBEA Membership Number (if applicable)	
Name of School Board	
OBEA SPONSOR INFORMATION <small>Sponsor must be a current OBEA Member. Leave blank if the Teacher and Sponsor is the same person.</small>	
Sponsor Name	
Email	Phone
OBEA Membership Number	

RELEASE PERMISSION

This signature grants OBEA permission to publicly display the Contest entry and winner's name. Contest entries become the property of OBEA.

Signature of Student (18 or over)

Signature of Parent/Guardian (if student is under 18)
