



## FunFest 2025 Marketing Collateral Competition Rules Middle School



**Objective:** Students will design marketing materials to be used by a restaurant.

### Entries and Judging

**Participants:**

MCS has 12 time slots.

Teams can consist of 1-3 students

Each school has maximum of 2 teams

**Submission:** Pre-submission: must be submitted to MCS by March 27, 2025. All files must be submitted in PDF format.

**SCC Judge:** **Nevius Toney**, Professor and Coordinator, Business Administration

**Judging Location:** **Stone 215**

**Notes:** Below are the designated topics for this competition. These topics will rotate.

2025: Restaurants

2026: Attractions

2027: Retail

2028: Sports

2029: Events

**Determining the winner:** The maximum points scored on the rubric determines the winner.

## Competition Rules

**Based on the topic for the year, complete the following:**

1. Design the following:
  - a. Create a flyer that can be mailed or faxed advertising a particular promotion for that week.
  - b. Create a t-shirt design for the business to sell
  - c. Create a social media post to advertise.
2. The presentation should explain the development and contents of the marketing materials
3. The presentation should be 2-3 minutes in length.

**Marketing Collateral  
Middle School Rubric**

**Team Name:** \_\_\_\_\_

**Judge's Name:** \_\_\_\_\_

Directions: Judges, please write your point value in the Points Earned column.

					Points Awarded
	0 points	1-3 points	4-7 points	8-10 points	
<b>Consistency of Logo Usage</b>	Logo is not used consistently.	Logo is distorted in usage, not large enough for the application or			



<b>Total Points Awarded (50 Max)</b>	
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				supplementing delivery.	
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