



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	

**Consistency of
Logo Usage**

Logo is not used consistently.

Logo is distorted in usage, not large enough for the application or



Total Points Awarded (50 Max)	
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				supplementing delivery.	
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