

Marketing Contest Rules

The Marketing contest has been created to continue to expand the skillset of our junior members. Developing our members' marketing/graphic design skills will help the juniors learn to better market their own animals and help their operations become more successful.

Participants in this contest will be allowed to choose a specific event, product, service, genetics, company, etc. within the beef industry to create a flyer that advertises their selected emphasis.

Age-limitations have been set to encourage the youth to use their own skills and strengths to develop a unique advertisement.

Contest Rules:

- Each participating junior member must physically turn in a flyer on an 8x11 sheet of paper. The quality and color of paper do not matter.
- All flyers will be judged upon organization and inclusion of information (contact information, EPDs, location, dates, anything else applicable), how clearly the message is conveyed, and the eye appeal of the flyer (design, color schemes, etc.)

Peewee 7 and under are allowed to use any and all kinds of craft supplies to create their flyers by hand. Such as magazine clippings, pictures, stickers, paint, markers, etc.

Computer generated graphics may be used, but should NOT make up a majority of the flyer

Juniors 8-12 are allowed to use any and all craft supplies and limited computer generated graphics and design software to create their flyers.

Seniors 13 & up are allowed to use any form of craft supplies, design software, Photoshop, or technology to create a promotional flyer. Keep in mind all images must fit on a printed 8x11 sheet of paper.

The MOJRAA Advisory Committee understands that certain individuals have been blessed with creative skills. We reserve the right to revoke or move up a division any flyer that is deemed not appropriate to that age range creativity level.

****Flyers will be due by noon Saturday April 25, 2020! If junior members will not be present at the annual meeting please allow mailing time to be received by April 24th.**

All entries will be displayed Saturday before the annual meeting through the conclusion of the sale on Sunday.

Entries will be judged by an anonymous judge(s) selected by the MOJRAA Advisory Committee. The winners of each division will be announced at the annual meeting Saturday evening.

