



FunFest 2025 Marketing Collateral Competition Rules High School



Objective: The students must design the 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 (4) teams

Submission: Pre-submission: must be submitted to MCS by March 20, 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. Research a local business and/or event that would be associated with the topic for the year.

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 (For Restaurant)

- Design the following:
 - a) Create a one-print ad that can be used to advertise. The ad must be $\frac{1}{4}$ of a page up to a letter size page (8 $\frac{1}{2}$ x 11).
 - b) Create a menu for the restaurant. It must be on an 8 $\frac{1}{2}$ x 11 paper
 - c) Design a coupon promoting a special at the restaurant (i.e. 2 for 1 dinner, free dessert, etc.).
 - d) Design a website (using Weebly, Wix, or WordPress) for the restaurant that includes the following pages:
 - Homepage
 - Menu that you created for item C
 - Contact Page
 - About Us
 - e) Create a t-shirt design for the restaurant to sell
 - f) Create an Instagram post to advertise the restaurant
- The presentation should explain the development and contents of the marketing materials.
- The presentation should be 2-3 minutes in length.

Marketing Collateral

High School Rubric

Team Name: _____

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

					Points Awarded
Consistency of Logo Usage	Logo is not used consistently.	Logo is distorted in usage, not large enough for the application or unclear.	Logo may be distorted but is otherwise consistent.	Logo is used appropriately and consistently and has no distortions or issues with clarity.	
	0 points	1-3 points	4-7 points	8-10 points	
Print Ad	Does not effectively use white space.	Inconsistent formatting to make ineffective use of white space.	Makes use of white space, but in an inconsistent manner.	Makes effective use of white space, to include formatting graphics and text.	
	0 points	1-3 points	4-7 points	8-10 points	
	Is not easy to read and is not formatted consistently or correctly.	Is not easy to read, has consistent format, but is not effective for the application.	Easy to read, but not formatted to be eye-catching, may be inconsistently formatted.	Easy to read, with appropriate size and weight for the application, is formatted to catch the reader's eye.	
	0 points	1-3 points	4-7 points	8-10 points	
	Colors are not pleasing to the eye, are inappropriate for the application, do not make sense to the overall design.	Colors may be eye-catching but are not appropriate to the application.	Colors are eye-catching and appropriate to the application but are not used appropriately.	Colors are eye-catching and compliment the application, in both text and graphics	
	0 points	1-3 points	4-7 points	8-10 points	
Menu	Does not effectively use white space.	Inconsistent formatting to make ineffective use of white space.	Makes use of white space, but in an inconsistent manner.	Makes effective use of white space, to include formatting graphics and text.	
	0 points	1-3 points	4-7 points	8-10 points	
	Is not easy to read and is not formatted consistently or correctly.	Is not easy to read, has consistent format, but is not effective for the application.	Easy to read, but not formatted to be eye-catching, may be inconsistently formatted.	Easy to read, with appropriate size and weight for the application, is formatted to catch the reader's eye.	
	0 points	1-3 points	4-7 points	8-10 points	

Rules Revised/Checked: 07/15/24

	Colors are not pleasing to the eye, are inappropriate for the application, do not make sense to the overall design.	Colors may be eye-catching but are not appropriate to the application.	Colors are eye-catching and appropriate to the application but are not used appropriately.	Colors are eye-catching and compliment the application, in both text and graphics	
	0 points	1-3 points	4-7 points	8-10 points	
Coupon	Is not easy to read and is not formatted consistently or correctly.	Is not easy to read, has consistent format, but is not effective for the application.	Easy to read, but not formatted to be eye-catching, may be inconsistently formatted.	Easy to read, with appropriate size and weight for the application, is formatted to catch the reader's eye.	
	0 points	1-3 points	4-7 points	8-10 points	
	No promotion	Promotion is confusing and not complete	Promotion lacks something. Too simplistic	Thorough, easy-to-understand promotion that relates to the restaurant	
	0 points	1-3 points	4-7 points	8-10 points	
Website	Does not effectively use white space.	Inconsistent formatting to make ineffective use of white space.	Makes use of white space, but in an inconsistent manner.	Makes effective use of white space, to include formatting graphics and text.	
	0 points	1-3 points	4-7 points	8-10 points	
	Is not easy to read and is not formatted consistently or correctly.	Is not easy to read, has consistent format, but is not effective for the application.	Easy to read, but now formatted to be eye-catching, may be inconsistently formatted.	Easy to read, with appropriate size and weight for the application, is formatted to catch the reader's eye.	
	0 points	1-3 points	4-7 points	8-10 points	
	Is missing half of the required pages	Missing 1 page or missing a lot of information on each page	Has all the required pages but missing information on the pages. Not thorough	Has all the required pages <ul style="list-style-type: none"> • Homepage • Menu • Contact Page • About Us 	
	0 points	1-3 points	4-7 points	8-10 points	
T-Shirt Design	Is not easy to read and is not formatted consistently or correctly.	Is not easy to read, has consistent format, but is not effective for the application.	Easy to read, but not formatted to be eye-catching, may be inconsistently formatted.	Easy to read, with appropriate size and weight for the application, is formatted to catch the reader's eye.	
	0 points	1-3 points	4-7 points	8-10 points	

	Colors are not pleasing to the eye, are inappropriate for the application, do not make sense to the overall design.	Colors may be eye-catching, but are not appropriate to the application.	Colors are eye-catching and appropriate to the application, but are not used appropriately.	Colors are eye-catching and compliment the application, in both text and graphics	
	0 points	1-3 points	4-7 points	8-10 points	
Instagram post	Is not easy to read and is not formatted consistently or correctly.	Is not easy to read, has consistent format, but is not effective for the application.	Easy to read, but not formatted to be eye-catching, may be inconsistently formatted.	Easy to read, with appropriate size and weight for the application, is formatted to catch the reader's eye.	
	0 points	1-3 points	4-7 points	8-10 points	
Includes consideration of the 4 Ps of Marketing	Colors are not pleasing to the eye, are inappropriate for the application, do not make sense to the overall design.	Colors may be eye-catching, but are not appropriate to the application.	Colors are eye-catching and appropriate to the application, but are not used appropriately.	Colors are eye-catching and compliment the application, in both text and graphics	
	0 points	1-3 points	4-7 points	8-10 points	
Total Points Awarded (160 Max)					

Presentation Rubric

Category	0	10	20-30	40-50	Point Earned
Content	Student is not familiar with their topic; uses filler words; demonstrates limited comfort with the material; did not	Student shows some familiarity with topic, but is uncomfortable; may use filler words; demonstrates little comfort with the	Student demonstrates knowledge and familiarity with the topic; uses few filler words; presentation is appropriately paced to share	Student demonstrates mastery of the topic; uses almost no filler; conveys meaningful knowledge of the topic with	

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	prepare for the presentation.	material; prepared poorly for the presentation.	knowledge of the topic.	confidence with a natural pace.	
Delivery	Student uses filler words frequently; slouches or leans throughout presentation; speaks quickly and without inflection; makes no eye contact	Student uses filler words; slouches or leans through some parts of the presentation; speaks quickly through most of the presentation or uses little inflection; makes very little eye contact.	Student has good posture with little leaning; uses few filler words; uses inflection and attempts to pace presentation; makes eye contact most of the time.	Students has good posture with no leaning; uses almost no filler words; uses proper inflection and pacing throughout presentation; makes appropriate and confident eye contact.	
Organization	Presentation shows no logical order or progression; no supporting details or background information.	Presentation is not in a clear order, with items out of place; uses few supporting details or background information.	Presentation shows a logical order, but may need further development; uses supporting details and background information.	Presentation demonstrates a logical order that is clearly expressed with supporting details and background information supplementing delivery.	