

**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 filetei: ile()T83y72 550.-0 (

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 placemat to be used at the restaurant. It must be 8 $\frac{1}{2}$ x 14 landscape. Use your imagination regarding what you put on the place mat. (i.e. map to restaurant, local attractions, sponsors, etc.)
- e) 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
- f) Create a t-shirt design for the restaurant to sell
- g) 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: _____

Colors are not pleasing to the eye, are inappropriate for the application, do not make sense to the overall design.

Colors may be eye-

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 prepare for the presentation.	Student shows some familiarity with topic, but is uncomfortable; may use filler words; demonstrates little comfort with the material; prepared poorly for the presentation.	Student demonstrates knowledge and familiarity with the topic; uses few filler words; presentation is appropriately paced to share knowledge of the topic.	Student demonstrates mastery of the topic; uses almost no filler; conveys meaningful knowledge of the topic with 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	