



GA District of Kiwanis **MARKETING & PR** COMPETITION



COMPETITION INFORMATION

We invite **YOUR CLUB** to participate in the annual GA District Marketing & Public Relations Competition!

Submit your best 2021-2022 piece for ONE or MORE categories to be showcased and judged during the GA District Convention in August. This is a great opportunity for your club to showcase your work and to get ideas on how you can improve your club's Marketing, Public Relations, and Kiwanis branding.

COMPETITION CATEGORIES:

NEWSLETTER

Newsletter that is issued periodically to members and others regularly (weekly, monthly, quarterly, etc.)

SCRAPBOOK (TRADITIONAL AND DIGITAL)

Scrapbook that shows your club activity during the current Kiwanis calendar year

EVENT FLYER

Flyer used to advertise an event or service project hosted by your club

CLUB PROMOTION

Promotional piece used to promote your club and/or recruit members (brochures, rack cards, postcards, posters, etc.)

PRESS RELEASE

Article printed in a local newspaper or magazine that either a reporter or a Kiwanis member wrote/ submitted. This does NOT include any articles from the Georgia Kiwanian Newspaper

SOCIAL MEDIA

A social media platform the club actively uses (Facebook, Twitter, Instagram, etc.)

WEBSITE

Club website that was created specifically for your club

MARKETING CAMPAIGN

Collection of two or more of the above categories for a single event or project

Design with the brand in mind...

JUDGING CRITERIAS:

KIWANIS INTERNATIONAL DESIGN STANDARDS

The use of the Kiwanis logo, colors, font, etc. You can reference the Kiwanis Brand Book located on the Kiwanis International website.

RELEVANCE

How its supportive of its purpose, appeals to all demographics, how the design follows suite with subject's theme, etc.

ATTRACTIVENESS

How it catches and keeps your attention, how well you utilize photos and graphics, if there is structure and balance, etc.

CLARITY

How readable the content is, the contrast between text, use of the appropriate 'voice', how well the message gets across, etc.

PRESENTATION

The overall craftsmanship, accessibility, ease of use, etc.

AWARDS:

There will be three winners per category (1st, 2nd, and 3rd).

There will also be ONE "Best In Show" winner which means their presentation and entry piece stands out the best among all platforms and leaves a memorable impression of feeling proud to be a Kiwanian. Every guest attending the convention will receive one yellow ticket at check-in which they can use as their voting ticket. **These votes must be in by NOON on Saturday, August 13th.**

All winners will be awarded at the luncheon on Saturday, August 13th.

COMPETITION RULES:

Deadline for submitting your entry(ies) is August 12th by 5:00 PM. You can turn them in by the Registration Table/Exhibits. There will be a sign directing you to the drop off area. **If you are unable to make it there by 5:00 PM, contact Samantha Downton to mail/email in your entry(ies).**

Clubs can submit **ONE entry per category** and EACH entry must have a completed entry form paper clipped or attached to the submitted piece.

At the end of the weekend, someone from your club is responsible for collecting your items from the display tables. All items left behind will be trashed unless coordinated with the Competition crew.

DEADLINE FOR SUBMITTING YOUR ENTRY(IES):

August 12th by 5:00 PM

QUESTIONS: Samantha Downton at sdownton@avchears.org