



## High School Marketing Scholarship Instructions

### Who is eligible?

1. Any student currently enrolled in a secondary school.
2. All eligible students must be in 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, or 12<sup>th</sup> grade.
3. Students must be a US citizen and located in the US.

### What is the Scholarship Amount?

\$500.00

### When is the Deadline?

Friday, January 30, 2009 @ 5:00pm EST

### What is the objective?

For students to create a marketing plan and an advertisement for a beverage that could be sold at their school cafeteria.

### Rules

1. This is an individual competition and no group applications will be accepted.
2. Advertisements can be in the form of a flyer, poster, or video.
3. The target market for the product is high school students. No applicant can change the target market.
4. Judging will be based on the criteria that are posted along with this document.
5. Applicants can use any legal ingredient and any amount of the ingredients to create the beverage.
6. Materials can be submitted via email or by mail.
7. Materials submission is **no later than 5 PM EST on January 30, 2009**.
8. Judging will be based on the application form and the advertisement.
9. Document citation must be used for any research information that was gathered.
10. If you use any additional sources, please attach a bibliography or works cited to the form.
11. MLA format is required for citation and documentation.
12. Elizabethtown College Students In Free Enterprise will judge each of the plans individually and will declare a winner approximately 2 weeks after January 30, 2009.
13. There is a maximum 250 words for each question.
14. It is optional, but strongly recommended to include a packaging design for the beverage.
15. Family and relatives of Elizabethtown College students, faculty, or staff are not eligible to apply.
16. Students are encouraged to view the PowerPoint lesson, which includes all key concepts that are covered in the application form.
17. All materials and ideas submitted will become property of Elizabethtown College SIFE.



Elizabethtown College SIFE  
Elizabethtown College  
One Alpha Drive  
Elizabethtown PA 17022

18. All submissions may be used in marketing and/or publicity for this scholarship or Elizabethtown SIFE without restriction.
19. Name and school must be included on all materials submitted.

Selection Criteria (See Judging Criteria document for details)

1. Organization (Does your idea have a clear and consistent message?)
2. Coherence (How well your idea is communicated?)
3. Attractiveness (How creative is your idea?)
4. Idea (Does your plan demonstrate all concepts in the lesson plan?)

Application Submission Instructions

1. Via email
  - a. Please send all documents to [sife@etown.edu](mailto:sife@etown.edu).
  - b. Include all documents in either Word, Excel, PowerPoint, or PDF format. All formats will be accepted for videos.
  - c. Type High School Competition for the subject of the email.
2. Via Mail (Please send to the address listed below)

ELIZABETHTOWN COLLEGE SIFE  
C/O - JONATHAN LEWIS  
913 BAUGHER AVE  
ELIZABETHTOWN, PA 17022

Required Documentation

1. Application Form
2. Advertisement
3. Logo or labeling on Packaging (Optional)
4. Bibliography or Works Cited (Required only for additional resources)

Selection and Notification Procedures

1. Members of Elizabethtown College team will judge each applicant after the deadline.
2. A winner will be notified via email or phone approximately 2 weeks after the deadline.
3. If winner does not confirm within 7 days, the runner up will be declared the winner.