

4-H Centennial Promotional Contest

Promote the 4-H Centennial Contest

Purpose of the contest is:

- To encourage 4-H members, leaders and educators to develop promotional and marketing skills during this once-in-a-lifetime celebration.
- Promote the Oklahoma 4-H Centennial Celebration
- Increase the number of people who join, support and understand Oklahoma 4-H.



Divisions:

Youth Junior Division (Under 13)

Youth Senior Division (13 and over)

Team Division (can be youth/youth, youth/adult, adult/adult)

Promotional methods may include radio, television, illustrated skills, method demonstrations, newspapers, posters, projected images, exhibits, photographs, puppets, public service announcements, speeches, dramas, skits, videos (YouTube, etc.) computer programs, PowerPoint presentations, workshops, online social networking pages, Web sites, brochures, banners, magazines, etc.

Contestants may promote to 4-H or non 4-H audiences. The goal of the contest is to gain Oklahoma 4-H Centennial recognition.

Contest Rules:

Contestants will be judged on materials chosen, message delivery, creativity, effectiveness of promotion, approximate audience reached, and presentation of promotion.

Promotional packages should include copies or photographs of promotions used, i.e. copies of a brochure or pictures of a demonstration or skit.

Use of graphics created by others is allowed, but permission must be gained to use any copyrighted material. Correct usage of the 4-H clover emblem will be considered when materials are judged.

Promotional packages must be submitted to the State 4-H Office by September 1, 2009, for consideration.

The top 10 promotional packages will be recognized at the Oklahoma 4-H green tie gala in November 2009.

Submit packages to:

Jessica Stewart
205 4-H Youth Development Building
Stillwater, OK 74078