

MESA School Marketing Spirit Video

LEVEL: Middle/High School

DESIGN TYPE: Prepared In Advance

DESIGN TEAM COMPOSITION: 1 entry per school

DESIGN CHALLENGE:

Marketing is an essential strategic communication tool to promote your organization, product, program and services. A well designed marketing, branding, and outreach program includes strong components of: public relations, promotional/advertising, publicity, media outreach, utilization of a website and social media, branding, printed materials, and many other strategies. Your challenge is to design and prepare a short promotional video promoting your MESA School Spirit via your MESA program. All members of the MESA program are encouraged to participate in the planning, design, and construction of the promotional video. A successful video submission is measured by the impact to attract, retain, and expand its customer base (MESA Students), utilizing professionalism, creativity, branding, and messaging. The winning video will be featured on Colorado MESA's website. Time permitting the videos will be viewed at the event.

MATERIALS:

The following materials are suggested for creating your video:

- Video recording device
- MESA 30th Anniversary logo
- Any props and additional materials that are related to the video
- Internet connection and access to an online video posting website (ie Youtube, Google Video, Teacher Tube, etc.)
- Signed Release form for CMESA to use video on its website.

CHALLENGE RULES:

Design teams will create a short promotional video no more than 5 minutes in length that is posted on a video posting website such as Youtube, Google Video and/or Teacher Tube that highlights the projects done by your MESA program.

Video Production

- All MESA Marketing School Spirit Videos will include the following depictions: school name, specification of school colors, school mascot or logo and MESA logo.
- Video length must be a minimum of three (3) minutes and may not exceed five (5) minutes.
- All videos must be content appropriate (Rated G)
- Videos must have a minimum of two (2) individuals talking/presenting.
- All submissions must be uploaded to a video website or submitted to the Colorado MESA statewide office by no later than Friday, [April 1, 2012 at 5 PM](#).
- Students must also bring a backup version of their video on CD/DVD on the day of the competition.

Presentation

- Design teams must prepare an oral presentation that will be given to a panel of judges, outlining the content, message, design, and filming process.
- Oral presentations may not exceed 5 minutes in length
- At least two (2) members of the design team must present the video to the panel of judges.

SCORING:

Designs are scored based on a rubric outlining creativity, content, professionalism, length, language and overall message.

Awards will be given for 1st, 2nd and 3rd place design teams.

PARENT PHOTO/VIDEO RELEASE FORM

I hereby give permission for images of my child, captured for and during The Middle School MESA Day through video, photo and digital camera, to be used solely for the purposes of Colorado MESA's promotional material and publications, and waive any rights of compensation or ownership thereto.

Name of Participant (please print): _____ **Age:** _____

Name of Parent/Guardian (please print): _____

Parent/Guardian's Signature: _____

Date: _____

ADVISOR PHOTO/VIDEO RELEASE FORM

I hereby certify that all participants of our school's MESA School Spirit Video have signed and returned the Parent Video Release Form.

I also give permission for images of my students, captured for and during The Middle School MESA Day through video, photo and digital camera, to be used solely for the purposes of Colorado MESAs promotional material and publications, and waive any rights of compensation or ownership thereto.

Name of MESA Advisor (please print): _____

MESA Advisor's Signature: _____

Date: _____