

CELEBRATE 2021 VERMONT ENTREPRENEURSHIP WEEK!



Vermont students are invited to participate in

THE 12TH ANNUAL & 1ST VIRTUAL ENTREPRENEURSHIP DAY

Wednesday, February 10, 2021 (morning)

Open to Students - Grades 9-12

2021 Theme:

**"Inspiring Vermont Entrepreneurs to
ReFocus - ReImagine - ReEngineer-
We've Got You Covered"**

**Hear from Enterprising Vermont Entrepreneurs -
Participate in Breakout Workshops - View Visual Media
Competition Submissions - & more!**

**Two Visual Media Competition Categories:
Bumper Stickers & Videos - WIN CASH PRIZES!**

Students may enter in one or both categories - Submission deadline: January 12, 2021

Event details & competition guidelines: vtsbdc.org/specialty-services/youth-entrepreneurship/
or Contact: Laurel Butler - lbutler@vtsbdc.org (Vermont Small Business Development Center)

Brought to you by: Vermont Small Business Development Center; U.S. Small Business Administration - Vermont District Office; Vermont Career and Technical Student Organizations; Vermont Business Education Corps; & others

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VISUAL MEDIA COMPETITION RULES, GUIDELINES, AND SUBMISSION INSTRUCTION

DEADLINE: JAN 12, 2021

General Rules and Guidelines:

The competition is open to all Vermont students in grades 9-12. Each entry must be of an original design/copy (no copyrighted materials) created by an individual student and/or team of students and verified by a teacher/instructor.

Bumper Sticker Competition Guidelines:

- Sticker Size: 3"x 8" rectangular or 7"x 4" oval bumper sticker
- Stickers must incorporate this year's theme:
"Inspiring Vermont Entrepreneurs to ReFocus - ReImagine - Reengineer - We've Got You Covered"
- Important: Students may use any of the words in the above theme as long as they have at minimum the words "Inspiring Vermont Entrepreneurs" - incorporated into the bumper sticker
- Bumper stickers must be easily reproduced and submitted in PDF form (only)

Video Competition Guidelines:

- Videos are to be interviews of entrepreneur(s)/business owner(s) in local Vermont communities -- how they may have refocused, reimagined and/or reengineered their businesses for success-
- Video format: MUST be in MP4 format OR uploaded and accessible on YouTube
- Videos must be easily shown - and produced by individuals or teams
- Total time limit: 60-90 seconds - including: credits of those participating and theme wording/copy
- Videos must incorporate this year's theme:
"Inspiring Vermont Entrepreneurs to ReFocus - ReImagine - Reengineer - We've Got You Covered"

Submitting Entries:

- Submit all entries with application forms electronically—sent as a PDF.
- Each participant must provide (individuals and all team members) a completely filled out Competition Application Form. Entries cannot be returned.
- Limit of one bumper sticker and/or video per student or student team. (Yes, student(s) may enter in both categories.)
- Submit entries by January 12, 2021 to: Laurel Butler at: lbutler@vtsbdc.org (Please indicate in subject line - VT Entrepreneurship Week Entry.)
- By submitting an entry, participants agree that their work may be used in various locations or in publications/media.
- Winning entries may be used to promote future Vermont Entrepreneurship Weeks
- The Vermont Entrepreneurship Week 2021- “Team Vermont” reserves the right to publish any of the entries submitted, with credit given to the participant(s), and all submissions become the property of “Team Vermont” and may be used at its discretion.
- The judges will base their decision on a mix of originality, artistic skills, craftsmanship, and relevance to the subject matter. Their decision will be final, and no correspondence will be entered into.

Judging Criteria:

What judges will be looking for in your entry/entries:

- Originality—Concept is unique, meaningful, and relevant
- Audience Engagement—Draws in and exceptionally engages viewers
- Message—Clearly demonstrates theme
- Elements—Suitable and appropriate
- Layout—Items are balanced and appealing to the eye
- Use of Symbols, Lines, and Shapes—Overall result is bold, striking, and eye-catching
- Font—Size and style is eye-catching and enhances the overall effect
- Color—Excellent use of color and/or shading
- Video Quality—Is smooth and steady and in focus
- Video Transitions & Edits—Effective and appealing
- Video Teamwork—All group members are listed in credits in meaningful roles
- Bumper Stickers and/or Videos will be disqualified if any of the following are exhibited:
 - Spelling errors (please proof and proof again!)
 - Incorrect size
 - Missing 2021 Theme requirements
- Videos will be disqualified if any of the following are exhibited:
 - Less than 60 seconds or more than 90 seconds
 - Missing (videos need both lines as below - someplace within the video)
“Inspiring Vermont Entrepreneurs to ReFocus - ReImagined - Reengineer - We’ve Got You Covered”