

The NCCEE Seventh Annual Middle School County Marketing Contest

The contest is designed to be an extension of the middle school standards for social studies (economics), technology* and language arts. Students work in teams to create a PowerPoint presentation that persuades a business to expand or relocate to a given county based on productive resources, tax incentives and other factors. Students will compete for cash prizes against other middle school student teams across North Carolina. Visit our website for complete details. Good luck to all!

***A great opportunity for CTE classes that are using the NC DPI technology modules!**

Deadline for entries: March 31st, 2016**

Rules

- Teams must consist of a minimum of 2 students and a maximum of 3 students is allowed.
- Students must choose a North Carolina county, or the teacher may assign a county. The county may be their home county, but is not required to be.
- The students must create a PowerPoint presentation that persuades companies to relocate or expand to the named county.
- Each presentation should open up with a slide clearly labeling the name of the STUDENTS, teacher, and school name, failure to do so will deemed the presentation ineligible.
- Each CD or flash drive must be labeled accordingly with team name, students' names per each team, school name, and teacher, failure to do will deemed the presentation ineligible.
- Students should use presentation technology as best they can to communicate their message. More information about this is below.
- Judges will use the following rubric: Persuasiveness, 10 points. Writing (punctuation, grammar etc.), 5 points. Quality of information, 5 points.
- Use of audio-visual technology, 5 points.
- Students must include the following information:
*County Name, County Seat, County Population, Major Industries, Major Employers, Median Income, Why a company should locate in your county. **Be persuasive!** Highlight other things that make the county distinct.*

Hint: The presentation should be like a sales-pitch, not a report. Again, be persuasive!

Team Awards and Recognition:

1st place: \$300 | 2nd place: \$150 | 3rd place: \$75

Winners, their teachers, and parents will be invited to the NCCEE awards banquets which is usually held in May. Additionally, the top three presentations may be featured on other websites.

Have questions? Call at 866-606-2233 or email us at nrichardson@nccee.org

To register, a complete list of rules & details visit our website at:

www.nccee.org/academic-competitions

