



**Social Media &
Marketing Challenge
September-December**



Are you in Monterey or Santa Cruz County?

Are you a 9-12th grade student, teacher, district or COE staff...

OR

Are you a college student or adult, looking to showcase your skills and creativity in marketing, social media, or advertising?

Looking to participate in an industry-relevant, local Social Media, Promotion, Marketing / Advertising impact project that showcases your skills?

social media

Want to experience an exciting competition that aligns to educational & industry standards, is easy to implement, & allows participants to compete regionally and win cash?

The Foundation4 Innovation offers four Annual Regional Competitions to Support Student Community Engagement



Social Media & Marketing Challenge



Transforming our Local Community Expo



Industry Ideas and Innovation Challenge



Career and College ePortfolio Exhibition



FAQ

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Social Media & Marketing Challenge

September-December

Level 1- High School \$2,500 in capital scholarship prizes
Level 2- College/Adult \$2,500 in capital scholarship prizes.

- Create a 12-month social media marketing and advertising campaign for F4i's regional business or non-profit sponsors.**
- Pitch the project, and submit pitch and full campaign project for judging.**
- Win up to \$1000 !**



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Solve a marketing problem/ need scenario and create branding and collateral for the local business "Client" per the scenario on the template provided. This year's "Client" sponsors are:





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Upon registration, all participants will be issued a password which will unlock access to project templates, instructional resources and online support for successful completion.



Foundation4Innovation competitions...

- * Low \$20.00 per participant registration fee.*
- * Can be embedded across all secondary / adult CTE, Community College & Academic Programs**
- *Freelancer? Small business teams? Budding Social Media Influencer? Retiree? Entrepreneur? Show what you know and enter the adult level category!**
- * Micro-certifications issued for all participants meeting (70% or higher) industry-assessed rubric**
- * PO/Roster or Individual online registration available.**

Foundation4Innovation competitions...

- * **Digital instructional resources included**
- * **Participant project Google / Office / PDF templates for each competition**
- * **Local Press release noting participants and winners**
- * **Global digital participant showcase on F4i website**
- * **Industry Judge Feedback Loop on all project submissions**

Foundation4Innovation Competition:

- * Participant/ team awards up to \$1000.00 per competition**
- * 9-12 & Adult Categories**
- * Teams or Individual**
- * Standards-aligned (CCSS/ CTE) Can be used as cross-curricular Project/ Experiential-Based Learning**

Foundation4Innovation competitions....

- * >30 hour estimated completion time per project**
- * Instructional sequence & digital resources included with registration**
- * Teacher/ school, community business leaders & district recognition for winning projects**
- * Great opportunity as a freelancer or marketing professional to locally market your skills and showcase your creativity!**

5 Steps to participate



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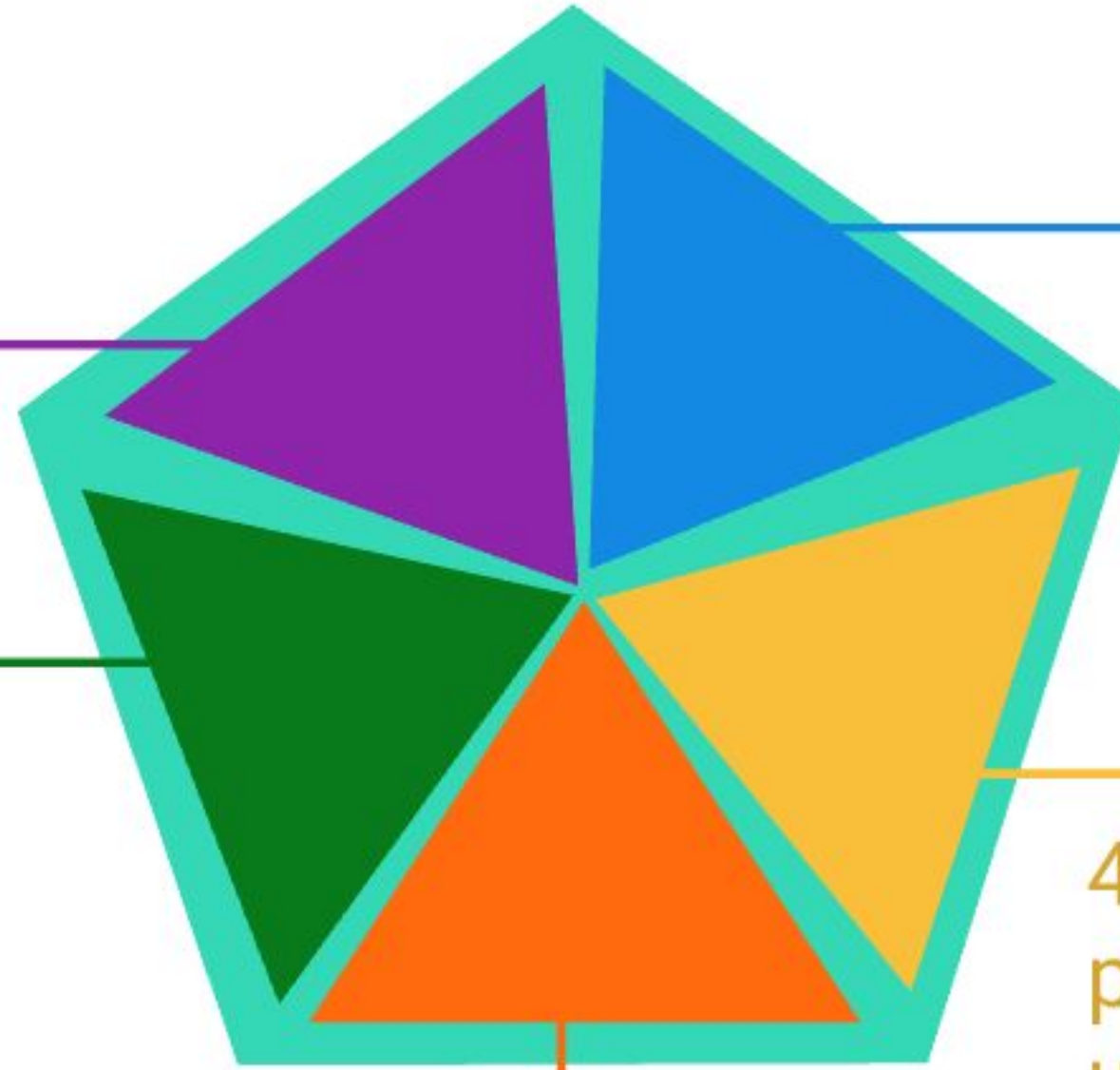
1. Check out the 2 scenarios for this year's competition

2. Register as an individual or a team, or register full groups of participants

Using the templates and resources you gain access to after registration, prepare your targeted social media and marketing campaign for the client of your choice (or both!)

4. Complete your projects and submit, using the code you receive after registration, by 11:59 November 30th.

5. Watch your email for an invite to the winners webinar, where we announce and celebrate the participants and winners.



Mission:

* To foster local and regional innovation and ideation for underserved student & adult populations through the use of relevant, industry-aligned PBL including experimentation, trial and error, continuous learning and action to make a positive impact on local communities and opportunities for successful futures.

www.Foundation4Innovation.org





Is sponsored by:

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