



STATE FAIR OF VIRGINIA COMPETITION

BRANDING CHALLENGE COMPETITION – EVALUATION FORM

Event Tasks:

- Identify your community and provide a brief description at the top of your entry.
- How would you rebrand the community/locality your school is in?
- What can you do to elevate the level of interest and enthusiasm for your local community?
- Create a logo and/or slogan to promote your community.

Event Logistics

- Teams of 1-3 chapter members.
- Finished product should be on an 8 ½ x 11 sheet of paper.
- Submissions may be in portrait or landscape.
- Community Name and Description provided at top of entry.
- Student names and chapter on back of entry

8 ½ x 11 Paper	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
Community identified and brief description of community provided.	0/1/2	3/4/5	6/7/8	9/10	
Students demonstrated how they would rebrand the community/locality your school is in.	0/1/2	3/4/5	6/7/8	9/10	
Branding elevates the level of interest and enthusiasm for the local community.	0/1/2	3/4/5	6/7/8	9/10	
Logo and/or slogan created to promote the local community of the student.	0/1/2	3/4/5	6/7/8	9/10	
Appearance	0/1/2	3/4/5	6/7/8	9/10	
Branding Sheet Total Points out of 50 (No ties please)					

Judge Initials _____