



PRESENTS

STATE FAIR COMPETITION 2022

GENERAL INFORMATION

- Marketing and DECA Day Sept. 28, 2022
- Gates open at 10:00 a.m.
- Gate entrance tickets for the fair must be reserved and payment arranged prior to arrival. [SFVA-ED-EXPO](#)
 - Be sure to click on the correct date and [REGISTER](#) or [RESERVE](#)- **Wednesday, September 28th**
 - [REGISTER](#) method requires a credit card payment and is non-refundable. Once you finish this process, you will receive a confirmation email.
 - [RESERVE](#) method allows chapters to pay at the gate with a credit card or check. **Cash will not be accepted.** Chapters will be required to pay for the number of tickets reserved.
 - Tickets are \$8.00 per student
 - With 8 student tickets, you will receive one free adviser/adult ticket. (Additional adult tickets are \$11.50)
 - Ride wristbands are \$23.00
 - Once you finish the REGISTER or RESERVE process, you will receive a confirmation email.

DECA COMPETITIONS

Virginia DECA provides chapters with the opportunity to expose our students and members to competition prior to their District Leadership Conference. Register Your Chapter for [DECA Day at the State Fair](#)

- Chapters will NOT be billed a separate charge by VA DECA to compete this year.
- Names are due prior to competing. **Deadline for Online Registration Form is September 23, 2022.**
- Substitutions can be made on the day of the fair.
- Each chapter participating will provide a minimum of one judge at their own expense.
- Only registered chapters and students will be allowed to compete. NO additions on day of fair.
- Competitors must drop off Branding Challenge and Promotional Campaign entries to the Best In Show Tent by 11:00 a.m. Results/Awards announced at 1:00 p.m.

SCAVENGER HUNT

- Chapters may submit the number of entries equal to the number of attendees. Prizes will be awarded based on accuracy and speed of submission. **Chapter Advisors will receive a digital copy of the scavenger hunt to print copies for their students attending.** Copies WILL NOT be available at the fair. Students should provide their own pen/pencils to complete the scavenger hunt.

CHAPTER PHOTO ENTRY

- Capture the essence of your chapter in a "family photo"
- Photo should relate to the Virginia DECA 2022-2023 Theme "**Reach Your Peak**"
- Photo must be taken at some spot inside the State Fair of Virginia and include all members of your chapter that are in attendance.
- Photo entry must be posted between 10:00 a.m. - 12:30 p.m. and will be judged by State Action Team 78.
- To enter, tag @viriniadeca on Instagram and include #SFVA #ReachYourPeak

BRANDING CHALLENGE

- How would you brand "MARKETING?"
- What can you do to elevate the level of interest and enthusiasm for the Marketing Cluster?
- Create a logo and/or slogan to promote MARKETING as a course, a subject, a career, etc.
- Finished product should be no larger than 24 x 36 inches.

PROMOTIONAL CAMPAIGN COMPETITION

- Chapters may submit a maximum of 10 teams into the Promotional Campaign Competition.
- Teams of 1-3 chapter members. ONE trifold presentation board permitted per team.
- Team names are due at the time of registering online.
- Substitutions may be made by the chapter advisor on the day of the fair.
- Event: Develop a social media marketing campaign for the State Fair of Virginia. The campaign should focus on the 30 days leading up to the fair opening. Entries should illustrate how your campaign addresses each of the 4 P's of marketing and a description of your target market.
- Entry: Using ONE **trifold presentation board** please include the following:
 - o Showcase campaign activities planned.
 - o Describe/illustrate how the campaign addresses the 4 P's of marketing including a detailed description of your target market.
 - o Identify the appropriate Social Media platform(s) your campaign will utilize and include the target market you expect to reach through each platform used.
 - o Include at least FOUR (4) mock up posts and a calendar of scheduled release of your posts. Be specific!