



MARKETING AD CONTEST

“Ag Books for Kids 2021”

Deadline is April 2, 2021

4th and 5th Grade Students and Teachers

Marketing Ad CRITERIA:

1. 4th and 5th grade current Wyoming resident or a current student of a Wyoming school are eligible.
2. **Read the book** “Better Together... ‘Digging It’ with Dairy & Beef, Building Healthy Bodies & Brains” by Rianna and Sheridan Chaney
3. **Instructions:** Using our scenario, create an advertisement marketing something you learned from reading the book. The scenario: *You are working for a marketing agency that has been contacted by the Wyoming Farm Bureau Federation. Your task is to create marketing materials that share the story of the importance of farmers and ranchers and how they help provide food, fuel or fiber for the world. You may create an ad ((illustrated and designed as it would appear on a billboard or in a newspaper), or a jingle for the radio and TV. Marketing ad must state a description of what you are marketing with the ad.*
4. Please turn the ad in on 8 1/2” x 11” paper.
5. Entries may be handwritten or typed.
6. Cover Page is Required. You may use the cover page provided or create your own using the information on provided cover page.
7. Entry deadline is April 2, 2021.
8. Your county Farm Bureau representative _____
Phone _____ will make arrangements to pick up the entries for judging.



PRIZES!



- ◆ State winner receives a \$50 gift card and the book “Better Together... ‘Digging It’ with Dairy & Beef, Building Healthy Bodies & Brains.”
- ◆ State runner-up receives a \$25 gift card and the book “Better Together... ‘Digging It’ with Dairy & Beef, Building Healthy Bodies & Brains.”
- ◆ Farm Bureau District winners (3 per district) receive a copy of the book “Better Together... ‘Digging It’ with Dairy & Beef, Building Healthy Bodies & Brains.”



The marketing ad contest is a project of the Young Farmer & Rancher Committee of the Wyoming Farm Bureau Federation. “Ag Books for Kids” is a program that places agriculture books in elementary school libraries across Wyoming. For more information, visit www.wyfb.org/education/ag-books-for-kids/ For questions, **contact your local county Farm Bureau volunteer**. If you can’t reach your local volunteer, contact WyFB YF&R Coordinator Kerin Clark at kclark@wyfb.org or 307-532-2002.

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Cover Page (Required)

Student’s name:

Grade:

Age:

County:

Teacher’s name:

School Name:

School Address:

School Phone Number:



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