



MARKETING AD CONTEST

“Ag Books for Kids 2022”

Deadline is April 1, 2022

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** “My Family’s Soybean Farm” by Katie Olthoff.
3. **Instructions:** Using our scenario, create an advertisement marketing something you learned from reading the book. The slogan must contain at least 15 words.

The scenario: *You have been asked to help spread the story of agriculture in your community. After reading “My Family’s Soybean Farm,” create an advertisement including your own slogan and illustrate/design your new advertisement like it might appear on a billboard, newspaper, or magazine. The focus of your advertisement should be on something you learned from the book. The purpose of this activity is to get creative with sharing about agriculture.*

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 1, 2022.
8. Your county Farm Bureau Federation representative (Name/Contact Info.) _____
_____ will make arrangements to pick up the entries for judging locally.



PRIZES!



- ◆ State winner receives a \$50 gift card and the book “My Family’s Soybean Farm.”
- ◆ State runner-up receives a \$25 gift card and the book “My Family’s Soybean Farm.”
- ◆ District winners (3 per district) receive a copy of the book “My Family’s Soybean Farm.”



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**

Federation 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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