

THE AMERICAN ROCKETRY CHALLENGE

2021 MARKETING COMPETITION RULES

OVERVIEW

The Marketing Competition returns in 2021! Teams are still encouraged to show off their rockets, launches, team meetings, and other demonstrations of their hard work in short videos. However, in light of the current situation with COVID-19, we encourage teams to gather footage safely and comply with CDC guidelines and state or local restrictions. Teams are encouraged to be creative and incorporate previous footage and other sources to help enhance their videos.

REQUIREMENTS

The objective of this competition remains unchanged: to impress professional marketing experts with a video presentation that generates excitement about your team, the American Rocketry Challenge, and aerospace and space exploration.

There are only four requirements for your video:

- The video must be made entirely by the student team members.
- Your video must be between 30 and 120 seconds in length.
- Your video must be shot in at least 720p.
- You must upload your video to YouTube or Vimeo and provide an active link.

Beyond that, it's all up to your team!

SCORE

Videos will be scored based on the following categories:

- 1. Strength of Message (50 points)**
- 2. Creativity (30 points)**
- 3. Editing and Technical Skills (20 points)**

Each category will be scored between one and five, and those ratings will be used to assign the video a total score out of a possible 100 points. For more detail on these categories, see our scoring rubric below.

SUBMISSIONS

Submissions open Friday, January 8, 2021. All submissions must be uploaded to YouTube or Vimeo. Once you have uploaded your video and completed the Bonus Point Activities form, go to the [Marketing Competition page](#) and click the "Submit Your Entry" button to be directed to the SurveyMonkey form.

All entries are due Tuesday, June 1, 2021, and the winning team will be announced at our Virtual Awards Ceremony on June 28, 2021.

BONUS POINTS

Teams can earn up to 25 bonus points by performing the activities listed below, or others that fall into our three categories of engaging: (1) the media, (2) your community, and (3) your peers. Each activity is worth a different amount of points depending on its category, and they can be repeated multiple times for additional points.

Engaging the Media (10 Points Each)

- Get your team featured in your local newspaper
- Get your team featured by your local TV station

Engaging your Community (5 Points Each)

- Host or attend an event to teach others about rocketry
 - These can be virtual or held in accordance with local and national guidelines
- Create a short video to teach others about a specific aspect of rocketry
- Invite and have other schools attend a launch, but only if this activity occurred before the suspension of qualification flights
- Post photos and videos on social media tagging [American Rocketry Challenge sponsors](#) located near your school to show off your hard work this year

Engaging your Peers (2 Points Each)

- Get featured in your school newspaper
- Create a short vlog describing how your team is maintaining a sense of community despite having to study remotely
- Write a song or poem inspired by your team's experience with rocketry this year and record you or your team performing it

When performing these activities, make sure to get documentation. Whether it's a newspaper clipping, photo of your team at an event, or a link to your posts or videos, make sure that you have documentation for all your bonus points.

Keep track of your bonus point activities and documentation using our [Bonus Points Form](#). You must upload this form when you submit your video, so be sure to keep it up-to-date!

Think of an activity that might fall under one of these three categories but isn't listed here? Send us an email at rocketcontest@aia-aerospace.org, and we will let you know if it meets our expectations.

JUDGING

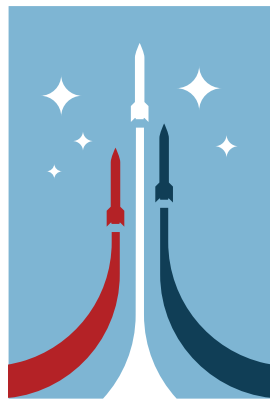
All entries will be scored by at least three members of the American Rocketry Challenge team. From there, a panel of five judges from our partners and industry sponsors will review and score the top ten entries. All teams will receive their graded rubrics after the grand prize winner is announced

PRIZES

The first place team will receive the following prizes:

- \$3,000 team prize
- A custom logo and poster consultation and design by 2046 Design, the same firm that created the American Rocketry Challenge logo
- Custom swag with your new logo delivered to your team
- A commemorative plaque declaring your team the winners of the 2021 Marketing Competition

The second place team will receive a \$1,500 cash prize for the team.



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Contact Program Manager Jeremy Davis at RocketContest@aia-aerospace.org or 703-358-1000.

Visit RocketContest.org to learn more.



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