



# American Rocketry Challenge 2024 Marketing Competition

WWW.ROCKETRYCONTEST.ORG



## OVERVIEW

The Marketing Competition encourages teams to show off their rockets, launches, team meetings, and other demonstrations of their hard work in short videos. 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 five 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.
- No copyrighted music may be used unless you own the copyright or have a license to use the material for this competition.

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](#).

## SUBMISSIONS

All entries are due Sunday April 14, 2024 at 11:59 PM Eastern.

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 submissions form.

## 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 2024 Marketing Competition

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

## 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-person
- 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
- 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](mailto:rocketcontest@aia-aerospace.org), and we will let you know if it meets our expectations.

**[Click here to submit your Marketing Competition entry](#)**

Visit [RocketContest.org](https://RocketContest.org) to learn more.



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Contact Program Director, Katrina M. Hill at [RocketContest@aia-aerospace.org](mailto:RocketContest@aia-aerospace.org).