



IDEA Bank Marketing Competition

Open to current IDEA Bank Students or students with an existing business

Winning Business Receives:

- 3 months of digital ads on local Pronto Digital Screens
- Quarter-page ad in Troy Messenger newspaper
- TROY Today blog story highlighting your business
- Post on Troy University social media and IDEA Bank social media
- Feature in IDEA Bank Buzz Newsletter
- Feature on IDEA Bank website for 3 months
- Feature in TROY Today magazine

Requirements to Enter:

- Must put together a creative display in a designated area of the IDEA Bank that promotes your business and provides visitors with a call to action
 - You will be provided with a location once you have entered the competition using the entry form
 - There are no requirements for what must be included in the display, but they will be judged based on creativity, visual appeal, clarity of information, and ease of a potential customer to follow up with a sale.
- In addition to the display, you must submit the following materials to the IDEA Bank:
 - A 1-page informational document with your business name, mission statement, contact info, website and/or social media, target audience and general marketing strategy. We encourage you to treat this document as a reflection of your business and incorporate your original branding and/or creative designs
 - An original business card
 - A promotional flyer
 - These items must be submitted in a folder labeled with your name and business name and dropped off at the IDEA Bank during business hours

An optional virtual meeting with all participants will be held on Monday, Mar. 6 at 4 p.m. to review the requirements and answer any questions.

DEADLINE TO DECLARE ENTRY: MAR. 3

MATERIALS & DISPLAY DUE: MAR. 22

WINNER SELECTED BY APR. 1

Enter at TROY.EDU/IDEABANK