



CHAPTER BANNER

DESCRIPTION

Jobs for Montana's Graduates (JMG) students belong to the Montana Career Association (MCA). Competing JMG chapters will develop a banner, sign, or freestanding form (other) according to the specified requirements for size, dimension, marketing, and promotion of JMG.

PURPOSE

Encourage JMG students within each chapter to work together as a team, utilizing their artistic, creative, and problem-solving skills to develop a banner that will be displayed at the IGNITE Montana Conference.

KEY LEARNING OBJECTIVES

The key learning objectives for students participating in this event are:

- Creatively and graphically represent JMG for effective marketing purposes
- Word usage demonstrates knowledge of basic persuasive marketing
- Appropriate signage takes time and varying levels of difficulty
- Neat, clear, and orderly presentation of materials

ELIGIBILITY

JMG chapters, with an established MCA, and up-to-date Jobs for America's Graduates eNDMS roster as verified by JMG state staff.

ENTRIES

Only one entry per chapter may be submitted for scoring.

OBSERVERS

Chapter Banners will be displayed at the IGNITE Montana Conference for all in attendance to view.

COMPETITIVE EVENT TIMELINE

- Judging for the Chapter Banner event takes place on Day 1 of IGNITE.
 - Judging takes roughly 1-2 hours, depending on the number of submissions
- Score sheets will be provided to judges at registration.
- All score sheets are due back to registration by 5:00 PM on Day 1 of IGNITE.



MONTANA CAREER ASSOCIATION
IGNITE MONTANA
CONFERENCE

APRIL 24 - 25, 2019

RED LION HOTEL & CONVENTION CENTER, BILLINGS, MONTANA



EVENT RULES

1. There are three categories for the Chapter Banner event:
 - **Banner:** comprised mainly (more than 90%) of Fabric & Paper - does not exceed 24" x 60" x 2"
 - **Sign:** comprised mainly (more than 90%) of Wood and Metal - does not exceed 24" x 60" x 4"
 - **Other:** any entry that does not meet the above specified qualifications

NOTE: JMG Staff will designate the appropriate category for each Chapter after they have been placed in the Convention Center. Category designations will be done prior to judging.

2. Each chapter's Career Specialist will collaborate with JMG students to complete the Chapter Banner registration form, accurately citing all references for inspiration or use. Original artwork is encouraged. Failure to cite any outside works on the Chapter Banner Registration Form **will result in disqualification.**
3. The following information will appear on the front of the banner:
 - **Jobs for Montana's Graduates (no abbreviations, unless "JMG" is part of the slogan, then "JMG" would be in addition to Jobs for Montana's Graduates)**
 - **High School Name, School Year**
 - **Slogan or theme (no more than 8 words)**
4. The banner will be designed, produced, and presented as a work of the chapters' collective participation. This is not an individual event and will not be recognized as such.
5. Each JMG chapter is responsible for securing all construction material for the design and creation of the banner.
6. Due to the nature of the materials used, banners may be three-dimensional.
7. The banner should creatively promote the value and purpose of JMG. The JMG chapter's official MCA emblem or tag line may be used in the banner design. Sewing, picture, and letter pasting are acceptable.
8. Entries will be judged based on the criteria contained in the scoring sheet.
9. The "Points Possible" column on the score sheet indicates the maximum number of points available for each section. It is appropriate to record "Points Achieved" in a range from 0 to the maximum number.
10. Judges' decisions are final.