



THEATRE MARKETING RULES

General Rules for all I.E. Events:

1. Students are allowed to compete in a maximum of (2) events.
2. Schools can send up to (2) participants/groups per category. Schools bringing 30 or more student delegates can send up to (3) participants/groups per category.
3. All Individual Events participants must be registered for the Festival by Oct. 31st.

**Please Note:*

Although our rules are based on the rules used at the National Festival, some of Michigan's rules do vary. If you plan to both attend and compete at the National Festival, make sure and check their rules for ultimate compliance.

Specific Event Rules

Theatre Marketing

The following materials are to be presented:

1. Presentation must be a publicity campaign for one published play written for the theatre. Designs for performances of poetry, fiction, screenplays, or any other medium are not permitted. **It is strongly recommended that the entrant was actually responsible for a publicity campaign of the selected play.**
2. The following materials are to be presented:
 - Poster design or finished poster (11" × 17")
 - Program design or finished program
 - Two press releases consisting of an informational article and feature article
 - A promotional project idea or documentation of a completed promotional project
 - **Information about the budget for the publicity campaign and justification of expenses must be included. Your work will be judged on *how you spent the money.***
3. Only one entrant may be involved in the design. The work must be that of a single student designer.
4. The entrant must make an oral presentation justifying the designs. Note cards may be used. The oral presentation cannot exceed eight (8) minutes. The remaining time will be used by the judges for questions and answers. The overall session is 12 minutes.